

## BACHELOR OF BUSINESS ADMINISTRATION - 2019/2020

### Additional information

**A MAJOR** consists of **6.0 units** (12 courses) in one of the following areas (including introductory courses in the area) in which a minimum GPA of 2.0 units must be obtained:

- **Accounting:** BUSI 2221, 2222, 3320, 3325, 3326 and CMPS/INTE 2245 (*New for September 2014 admitted accounting major students only*) (all required) and the remaining 3.0 units from BUSI 1112, 3324, 3343, 4400, including a minimum of 1.0 unit from the following accounting courses: 4415, 4423, 4424, 4425, 4426, 4427, 4428, 4465.
- **Management:** BUSI 1112, 2011, 2202, 2214, 2215, 2255, 3306, 3308, 3311, 3312, 3313, 3314, 3316, 4400, THMT 2225, 3323, 3401, including a minimum of 1.0 unit from the following management courses: 4406, 4410, 4412, 4413, 4414, 4415, 4416, 4417, 4418, 4419, 4446.
- **Marketing:** BUSI 3331, 4430 and 4434 (all required), 4.5 additional units selected from BUSI 1112, 2202, 2230, 2231, 3332, 3333, 3334, 3336, 3337, 3338, 4400, 4432, 4433, PBRL 1010.
- **Strategic Human Resource Management:** BUSI 3313, 3314, 4406, 4413, 4417, 4418 (all required), 1.0 unit selected from BUSI 3316, 4412, 4416, 4419, ECON 2204 and SOAN 2531, a minimum of 2.0 additional units selected from BUSI 1112, 2214, 2215, 3316, 4412, 4416, 4419, 4400, ECON 2204 and SOAN 2531.

**A CONCENTRATION** consists of **4.0 units** (eight courses) of course work in one of the following areas of which a minimum GPA of 2.0 units must be obtained:

- **Accounting:** BUSI 2221, 2222, 3320, 3325 and 3326 (recommended that you take in year 2) (all required), and the remaining 1.5 units from BUSI 3324, 3343, 4415, 4423, 4424, 4425, 4426, 4427, 4428, 4465.
- **Economics:** ECON 1101 and 1102 and 3.0 additional units of ECON.
- **Management:** BUSI 2214 and 2215 and 3.0 additional units selected from the following management electives, 1.0 unit of which must be at the 3000 level or above BUSI 2011, 2202, 2255, 3306, 3308, 3311, 3312, 3313, 3314, 3316, 4406, 4410, 4412, 4413, 4414, 4415, 4416, 4417, 4418, 4419, 4446, THMT 2225, 3323, 3401
- **Marketing:** BUSI 3331, 4430 and 4434 and 2.5 additional units selected from BUSI 2202, 2230, 2231, 3332, 3333, 3334, 3336, 3337, 3338, 4432, 4433, PBRL 1010.
- **Strategic Human Resource Management:** BUSI 2214, 2215, 3313, 3314, 4406, 4413, 4417 and 4418.
- **Nonprofit Leadership:** BUSI 2601, 3338, 3602, 3603, 3604, and 1.5 unit of Nonprofit Leadership electives.
- **Tourism & Hospitality Management:** THMT 1101, 1116, 2216 and 2221, and 1.0 unit of THMT elective at the 2000 level or above and 1.0 unit of THMT elective at the 4000 level.

**A MINOR** consists of **3.0 units** (six courses) in one of the following areas of which a minimum GPA of 2.0 units must be obtained:

- **Accounting:** BUSI 2221, 2222 3320 and 3325, and 1.0 units from BUSI 3324, 3326, 3343, 4415, 4423, 4424, 4425, 4426, 4427, 4428, 4465.
- **Finance:** BUSI 3360, 3361 and 2.0 units selected from BUSI 2060, 2263, 3324, 4461, 4464, 4465, 4466, ECON 2311, ECON 3305.
- **Management:** BUSI 2214, 2215 and 2.0 units of management electives, 1.0 unit of which must be at the 3000 level or above.
- **Marketing:** BUSI 2230, 2231, 3331, and 1.5 units of marketing electives.
- **Nonprofit Leadership:** BUSI 2601, 3338, 3602, 3603, 3604, and 0.5 unit of Nonprofit Leadership electives.
- **Strategic Human Resource Management:** BUSI 2214, 2215, 3313 and 3314, and 1.0 unit from 3316, 4406, 4412, 4413, 4417, 4418, 4419, ECON 2204.
- **Tourism & Hospitality Management:** THMT 1101, 1116, 2221, either 2205 or 2244, 0.5 unit of THMT elective and 0.5 unit of THMT elective at the 3000 level or above.

### **BBA GENERAL**

Students who graduate from the BBA without a concentration or major will graduate with a General BBA.

**INTERNATIONAL OPTION** in Business Administration consists of **20.0 units** of study of which a minimum GPA of 2.0 in 8.0 units of required business coursework. This option consists of **all** required courses for a BBA **AND**

- 4.0 unit of BUSI/THMT and/or ECON of which 2.0 unit must be chosen from the following: BUSI 3312, BUSI 4419, BUSI 4432, BUSI 4464, THMT 2205, THMT 3305.
- 3.0 unit from the specialization in Global Issues coordinated by Public Policy Studies chosen from the following: POLS 1001/CANA 1001, POLS 1002/CANA 1002, POLS 2219, POLS 2224, POLS 2244, POLS 3308, POLS 3312, POLS 3324, POLS 3334, POLS 3344, POLS 3391, ECON 2311, ECON 2312, SOAN 3533
- of the 20.0 units required, a minimum of 1.5 units of study must be completed onsite **at a partner university outside of Canada.**

### **HONOURS DEGREE**

Students wishing to complete an honours degree must make formal application to the department Chair after successful completion of 12.5 units. The Honours Committee of the Department of Business Administration approves admissions to the honours program. Students must have a GPA of 3.0 in required courses to be considered for admission and must have completed MATH 2208, 2209, and either BUSI 4430 or THMT 3312. Acceptance is contingent upon the agreement of a faculty member to supervise the thesis.

**Note:** Co-operative education work term courses (BUSI 1188, 2288 and 3388) cannot be counted in the calculation of any required GPA calculations.

**Note:** Students can do a minor in any Department in the University. Students should consult that Department about the minor requirements in that area.

Accounting Courses	
BUSI 1112	Introduction to Business Administration (major only)
BUSI 4400	Business Policy (major only)
BUSI 2221	Intro Accounting I CPA
BUSI 2222	Intro Accounting II CPA
BUSI 3320	Managerial Accounting CPA
BUSI 3324	Taxation CPA
BUSI 3325	Intermediate Accounting: Assets CPA
BUSI 3326	Intermediate Accounting: Equities CPA
BUSI 3343	Auditing CPA
BUSI 4415	Management Information Systems CPA
BUSI 4423	Adv. Financial Accounting I CPA
BUSI 4424	Adv. Financial Accounting II CPA
BUSI 4425	Cost Accounting CPA
BUSI 4426	Adv'd Cost Acct & Internal Control CPA
BUSI 4427	Advanced Taxation CPA
BUSI 4428	Accounting Theory
BUSI 4465	Financial Statement Analysis
CMPS/INTE 2245	Spreadsheet Applications <i>Please note: New for September 2014 admitted accounting major students only</i>
<i>CPA refers to university exemption with CPA NS</i>	

Nonprofit Leadership Courses	
BUSI 2250	Business Ethics
BUSI/WOMS 4406	Managing Diversity: Gender and other Issues
CANA/POLS 1101	Critical Perspectives on Canadian Society
COMM/PBRL 2211	Introduction to Public Speaking
COMM 3025	New Media in Public Communication
COMM 3102	Organizational Communication
POLS 2203	Introduction to Public Policy and the Public Interest
POLS 2205	Atlantic Canada: Society and Politics
POLS 2244	Contemporary World Events and Issues
SOAN/POLS 2530	Canadian Social Policy
SOAN 2531	Making a Living
WOMS 1110	Focus on Women I

Marketing Courses	
BUSI 1112	Introduction to Business Administration (major only)
BUSI 4400	Business Policy (major only)
BUSI 2202	Communications Management
BUSI 2230	Principles of Marketing
BUSI 2231	Applied Marketing
*BUSI 3331	Consumer Behaviour
BUSI 3332	Retailing Management
BUSI 3333	Advertising
BUSI 3334	Sales Management
BUSI 3336	Direct Marketing
BUSI 3337	Services Marketing
BUSI 3338	Not-for-Profit Marketing
*BUSI 4430	Marketing Research
BUSI 4432	International Marketing
BUSI 4433	Marketing Issues Seminar
*BUSI 4434	Marketing Strategy
PBRL 1010	Foundations of Public Relations
<i>*required for a concentration or a major</i>	

Strategic Human Resource Management	
BUSI 1112	Introduction to Business Administration (major only)
BUSI 4400	Business Policy (major only)
BUSI 2214	Organizational Behaviour: Individuals (not in minor)
BUSI 2215	Organizational Behaviour: Groups (not in minor)
BUSI 3313	Human Resource Management
BUSI 3314	Labour Relations
BUSI 3316	Organizational Topics
BUSI 4406	Managing Diversity
BUSI 4412	Values in a Business Society
BUSI 4413	Strategic Compensation
BUSI 4416	Management Topics
BUSI 4417	Recruitment and Selection
BUSI 4418	Strategic Human Resource Development
BUSI 4419	International Human Resource Mgmt
ECON 2204	Labour Markets & Policies in Canada (major only)
SOAN 2531	Work in Society & Culture (major only)
<i>Students cannot receive a major in both management and strategic human resource management</i>	

Finance Courses	
BUSI 2060	Personal Finance
BUSI 2263	Canadian Securities Course
BUSI 3324	Taxation
BUSI 3360	Finance I
BUSI 3361	Finance II
BUSI 4461	Real Estate Investments
BUSI 4464	International Finance
BUSI 4465	Financial Statement Analysis
BUSI 4466	Financial Markets Investments
ECON 2311	International Trade
ECON 3305	Money and Banking

Management Courses	
BUSI 1112	Introduction to Business Administration (major only)
BUSI 4400	Business Policy (major only)
BUSI 2011	Introduction to Entrepreneurship
BUSI 2202	Communications Management
BUSI 2012	Work & Career in the Modern Global Environment
BUSI 2214	Organizational Behaviour: Individuals in Org
BUSI 2215	Organizational Behaviour: Groups
BUSI 2255	Intro to Information Systems in Org
BUSI 3306	Gov't Admin. & Policy Making
BUSI 3308	Operations Management
BUSI 3311	Small Business Management
BUSI 3312	International Business Mgmt
BUSI 3313	Human Resource Management
BUSI 3314	Labour Relations
BUSI 3316	Organizational Topics
BUSI 4406	Managing Diversity
BUSI 4410	Small Business Consultancy
BUSI 4412	Values in a Business Society
BUSI 4413	Strategic Compensation
BUSI 4414	Leadership Theory and Practice in Organizations
BUSI 4416	Management Topics
BUSI 4417	Recruitment and Selection
BUSI 4418	Strategic Human Resource Development
BUSI 4419	International Human Resource Mgmt
BUSI 4446	New Venture Creation
THMT 2225	Design Management
THMT 3323	Event & Meeting Management
THMT 3401	Managing in the Service Environment
<i>Students cannot receive a major in both management and strategic human resource management</i>	

Tourism and Hospitality Management Courses	
*THMT 1101	Intro to Tourism & Hospitality
*THMT 1116	Intro to Food Service Management
THMT 2201	Alternate Forms of Tourism
THMT 2202	Communications Management
THMT 2205	Geography for Tourism & Business
*THMT 2216	Planning & Mgmt of Food Service Operations
*THMT 2221	Hotel Management
THMT 2225	Design Management in BUSI & Tourism
THMT 2244	Sustainable Tourism Management
THMT 3221	Hospitality Management Accounting
THMT 3305	International Travel & Tourism
THMT 3311	Small Business Management
THMT 3312	Research Methods Seminar
THMT 3316	Food Service Management
THMT 3317	Beverage Management
THMT 3323	Event and Meeting Management
THMT 3362	Finance – Tourism Services
THMT 3380	Tourism and Hospitality Study Tour
THMT 3401	Managing in the Service Environment
THMT 4405	Destination Planning
THMT 4406	Destination Development
THMT 4410	Small Business Consultancy
THMT 4411	Current Issues in Food, Bev & Catering
THMT 4421	Accommodations & Leisure Operations
THMT 4440	Special topics in Hospitality Mgmt
THMT 4442	Special topics in Tourism Mgmt
THMT 4444	Sustainable Tourism: Global Perspective
THMT 4446	New Venture Creation
<i>*required for a concentration and minor</i>	

- Courses that do not count as Arts/Science electives in the BBA degree include:
- Applied Human Nutrition (NUTR)
  - Business Administration (BUSI) unless crosslisted with Political Studies (POLS) or Women's Studies (WOMS)
  - Economics unless crosslisted with Political Studies (POLS)
  - Information Technology (INTE) unless crosslisted with Computer Studies (CMPS)
  - Public Relations (PBRL) unless crosslisted with Communications (COMM)
  - Tourism and Hospitality Management