

# BUSINESS ADMINISTRATION (BADM)

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## **BADM\*1010 Business Law Fall Only (LEC: 3) [0.50]**

This course introduces students to the complex legal system in which businesses and consumers of goods and services operate. It encompasses the Canadian Constitution, statutory and common law concerning business and consumer transactions. It includes an overview of the laws of contracts and torts that form the basis of business relationships. Topics examined include sale of goods and consumer protection legislation; debtor-creditor relations; competition law; employment law; manufacturers' product liability and intellectual property rights. The emphasis in this course will be on learning the elements of the legal framework for the opportunity to develop competency in application as it applies in further courses.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

## **BADM\*1020 Business Information Systems Winter Only (LEC: 2, LAB: 1) [0.50]**

This course focuses on managing information as a valuable business resource through examination of the role of information technology in managing operations, practising the uses of information technology to achieve competitive advantage and recognizing the effects of information technology on organization structure and workers.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

## **BADM\*1030 Accounting I Fall Only (LEC: 3) [0.50]**

Accounting systems are the universal language for business worldwide. This introductory course covers the complete accounting cycle, from the recording of transactions in journals through to the preparation of common types of financial statements used by businesses in Canada. Students will develop a management perspective while learning how to record and summarize transactions into financial statements used by businesses to manage operations.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

## **BADM\*1040 Marketing Fall Only (LEC: 3) [0.50]**

This course provides an overview as well as a foundation for further studies of all aspects of marketing as practiced in Canada today both domestically and internationally. Product, price, promotion and distribution frameworks are examined both as separate and integrated subsets of the marketing mix within strategies oriented toward satisfying consumer wants and needs to achieve organizational objectives.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

## **BADM\*1050 Introduction to Financial Accounting Fall Only (LEC: 3) [0.50]**

This course explores the core concepts and practices of Financial Accounting. Students will acquire an understanding of accounting systems and learn how to record transactions in the accounting cycle. Students are introduced to the interpretation and analysis of financial statements. Students also learn about the role of financial reporting and how it informs business decisions.

**Restriction(s):** BADM\*1030, BADM\*1060. Registration in the BBA program.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

## **BADM\*1060 Accounting II Winter Only (LEC: 3) [0.50]**

Students will develop an understanding of the use of alternatives for inventory evaluations and other tangible assets and intangible asset evaluation systems. This management perspective is emphasized in developing competencies in the reporting and interpretation of liabilities, investments, bonds and owners equity.

**Prerequisite(s):** BADM\*1030

**Restriction(s):** Registration in the BBA program.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

## **BADM\*1070 Introduction to International Business Winter Only (LEC: 3) [0.50]**

This course surveys the international dimensions of business in the context of globalization. Students will learn about the nature of globalization and its implications for management, marketing, production, and strategy. Students will explore the cultural, political, and economic differences among countries and regions as well as the ethical challenges that companies face while engaging in international business activities. Additional topics will include theories of international trade, the political economy of international trade and investment along with the foreign exchange market.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

## **BADM\*1100 Business Communications Fall Only (LEC: 3) [0.50]**

In this course, students develop the writing skills necessary to effectively express their ideas in a commercial setting. The course also aims to prepare students to communicate in the academic context. Different theories and types of communications and persuasion are explored through the planning and preparation of memos, letters, emails, résumés, interviews, reports, cases, essays, and presentations.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

## **BADM\*2000 Human Resources Management Fall Only (LEC: 3) [0.50]**

The Human Resources Management course provides an overall understanding of the human resources function and its effects on the achievement of organizational goals and strategic objectives. Drawing on organization behaviour theories such as planned change, performance enhancement, goal setting, group dynamics and motivation the course examines essential human resources activities of planning, staffing, employee development, legal compliance, performance management, compensation and employee maintenance in a variety of organizational settings.

**Prerequisite(s):** 2.00 credits

**Restriction(s):** Registration in the BBA program.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

## **BADM\*2010 Managerial Accounting Fall Only (LEC: 3) [0.50]**

This course builds on the concepts and techniques taught in the introductory financial accounting course. It focuses on the uses of financial information for profit planning, budgeting and decision-making. It examines how volume, price, product mix, product costs and organizational activities relate to one another, the inter-dependence of the financial and capital structures and the setting of corporate objectives and priorities. The student will learn how to project financial results and use feedback mechanisms comparing actual results to predetermined standards.

**Prerequisite(s):** BADM\*1050 or BADM\*1060

**Restriction(s):** Registration in the BBA program.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*2020 Consumer Behaviour Fall Only (LEC: 3) [0.50]**

Consumer Behaviour provides an overall examination of the economic, social, cultural and psychological factors that affect consumers in the marketplace. The course examines the consumer from two perspectives - first, the effects of internal forces on an individual including perceptions, motivations, lifestyles and attitudes, then second, the effects of external factors as a group member considering family and group influences, including age, gender, social class, social, religious, regional, household and other sub-cultural and cultural influences.

**Prerequisite(s):** BADM\*1040

**Restriction(s):** Registration in the BBA program.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*2030 Advertising in Business Winter Only (LEC: 3) [0.50]**

This course provides an overall introduction to the function of advertising in business. The course examines the advertising process, its role, use, methods, purposes and limitations in addressing the strategic objectives of organizations domestically and internationally. The role and responsibilities of client management and agencies are discussed with focus on the development of ethical and socially responsible advertising programs. A major assignment requires the student to demonstrate competency in the use of the Integrated Management Communications model through analysis and evaluation of an actual advertising program.

**Prerequisite(s):** 5.00 credits, BADM\*1040

**Restriction(s):** Registration in the BBA program.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*2040 Customer Service Winter Only (LEC: 3) [0.50]**

This course examines customer service as a key factor in the success of organizations and identifies the essential knowledge, skills and systems required to support effective customer service. Theoretical models will be contrasted with applications and students will complete a major project designed to evaluate customer service potential and issues in a specific organizational context.

**Prerequisite(s):** 5.00 credits, BADM\*1040

**Restriction(s):** Registration in the BBA program.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*2050 Ethics and Values in Business Winter Only (LEC: 3) [0.50]**

This course examines the ethical and evaluative issues in business and professional activities and practices through case studies and assignments. It explores the nature of values and ethical systems, duties and rights, private and public goods, the consumer movement, social marketing, corporate social accounting, private rights and professional ethics and responsibilities.

**Prerequisite(s):** 5.00 credits, including BADM\*1100

**Restriction(s):** Registration in the BBA program.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*2060 Operations Management Winter Only (LEC: 3) [0.50]**

This course focuses on the decision-making role of the operations manager in transforming organizational inputs into desired outputs. The major issues and problems of designing, scheduling, operating and controlling the production system are examined. Field trips to examine logistics and supply chain systems are an integral part of this course.

**Prerequisite(s):** 5.00 credits, SCMA\*1000

**Restriction(s):** Registration in the BBA program.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3000 Finance Winter Only (LEC: 3) [0.50]**

This course provides students with a framework to aid with financial decision-making. The major focus of this course is short-term financial management. Using problems and case studies, students analyze financial statements and assess cash flow. Other topics addressed include financial forecasting and planning, working capital management, and the time value of money.

**Prerequisite(s):** 5.00 credits, [BADM\*1050 or (BADM\*1030, BADM\*1060)]

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3030 Direct Marketing Winter Only (LEC: 3) [0.50]**

Students examine the increasingly important interactive marketing communication, a method that includes techniques such as direct mail and telemarketing. Students will study about the power of direct marketing and its role, advantages and limitations in a marketing program. The concepts of database management and customer relationship management (CRM) will be stressed since direct marketing is increasingly tied to recognizing the value and benefits of knowing individual customers and building long-term relationships with them.

**Prerequisite(s):** BADM\*1040, BADM\*2020

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3040 International Finance Winter Only (LEC: 3) [0.50]**

This course examines the activities and financial needs of businesses working in international markets. Topics include global investments, international acquisitions, risk management, currency fluctuations and investments, the development of emerging stock markets, and the role of international financial markets in financing international corporations.

**Prerequisite(s):** 10.00 credits including: AHSS\*1000, AHSS\*1010, BADM\*3160

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3060 International Law Fall Only (LEC: 3) [0.50]**

This course examines international business agreements and conduct, dispute resolution, the international sale of goods, and insurance issues. Emphasis is placed on legal issues pertinent to U.S. and Canadian Law.

**Prerequisite(s):** 7.50 credits including: BADM\*1010

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3080 Professional Selling Fall Only (LEC: 3) [0.50]**

This course details strategic selling principles and models. Students develop skills required for planning and making sales calls, and providing follow-up to clients. The course covers prospecting, conducting sales meetings, making sales presentations and negotiating. Emphasis is on developing confidence and professionalism in the selling interaction and enhancing communications, listening, team participation and problem solving skills.

**Prerequisite(s):** BADM\*1010, BADM\*1040

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3090 Money, Banking & Finance Winter Only (LEC: 3) [0.50]**

This course provides students with an understanding of the nature, operation and regulation of the Canadian financial system and its major components: the payments system, financial markets, key financial institutions, especially banks, and the Bank of Canada. Students examine about the development role and influence of Canadian banking institutions on the Canadian economy. This course also covers the supply of money and credit, domestic and international flows of funds, interest rates, foreign exchange rates, the rate of inflation, employment, and the production of goods and services.

**Prerequisite(s):** BADM\*1010, BADM\*3000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3100 Applied Case Studies in Business Management Winter Only (LEC: 3, LAB: 2) [0.50]**

The objective of this course is to provide the student with a thorough understanding of how to analyze business cases, and how to effectively present their analysis. Emphasis will be placed on oral presentation of case analysis and recommendations within a competitive context. Students will be required to participate in a business case competition.

**Prerequisite(s):** 10.00 credits BADM\*1100

**Restriction(s):** BADM\*3210. Program Head Consent

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3110 Entrepreneurial Studies Fall Only (LEC: 3) [0.50]**

This course examines the role and effect of small business in Canada, and serves as an introduction to self-employment, new venture creation and small business management. It focuses on an analysis of entrepreneurial skills and the development of the business plan. This course helps students appreciate the challenges involved in deciding to create a new venture and the steps involved in starting a new firm.

**Prerequisite(s):** 7.50 credits

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3120 Intermediate Accounting I Winter Only (LEC: 3, LAB: 2) [0.50]**

This course provides a greater awareness of the accounting environment and conceptual framework for financial reporting that underlies generally accepted accounting principles, as well as an appreciation of the characteristics and limitations of accounting. Special emphasis is placed on accounting policy choices and the criteria by which such choices are made, as well as on analyzing financial statements that are prepared using different accounting policies. Students examine in-depth the effects of accounting concepts on income determination and on asset, liability and shareholders' equity valuation. Through problem solving and case analysis, students use technical knowledge to evaluate accounting policy choices, select appropriate policies, apply correct procedures, and perform financial analysis.

**Prerequisite(s):** BADM\*2010, (BADM\*1050 or BADM\*1060)

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3130 Intermediate Accounting II Fall Only (LEC: 3) [0.50]**

This course continues and builds upon the study of financial accounting begun in Intermediate Accounting I. Using cases and problems, students critically evaluate accounting concepts, principles and practices, extending their knowledge, understanding and analytical skills through an in-depth examination of complex measurement issues and financial statement reporting in Canada.

**Prerequisite(s):** BADM\*3120

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3140 International Trade Winter Only (LEC: 3) [0.50]**

The ways in which a business enters new markets across borders, and the paradigms under which they operate and make decisions are critical to the potential success of the venture. This course surveys and assesses international trade theories and compares and contrasts these with actual practices of global business operations. Discussion of ethical issues is inherent within this course.

**Prerequisite(s):** 10.00 credits including: AHSS\*1000, AHSS\*1010, BADM\*3000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3150 Managerial Accounting II Fall Only (LEC: 3) [0.50]**

This course emphasizes the use of accounting information in effective management. Students study the reports, statements and analytical tools used by management, and the manner in which they are applied in planning, controlling, decision-making and performance evaluation from the perspective of the ethical management accountant. Topics include capital investment analysis, an examination of uses and limitations of quantitative techniques, and the behavioural implications of internal financial systems. Costing systems and accumulation methods are emphasized.

**Prerequisite(s):** BADM\*2010, SCMA\*1000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3160 Corporate Finance Fall Only (LEC: 3) [0.50]**

This course focuses on long-term corporate decisions. Topics include asset pricing, risk and return, capital asset pricing under uncertainty, the concept of efficient markets, an introduction to investing, and portfolio management. The course covers corporate decisions, including dividend policies, capital budgeting, and long-term financing and investing. Business valuation by firms and individuals is covered in the context of the investment decision.

**Prerequisite(s):** SCMA\*1000, BADM\*3000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3200 Business and Government Fall Only (LEC: 3) [0.50]**

This course examines the leading economic and political theories regarding the appropriate role of government in business. Students will focus on public policy issues impinging the world of business, including economic fairness, macroeconomic stabilization, international trade, competition policy, public goods, industry regulation, labour market policies, and the environment.

**Prerequisite(s):** 7.50 credits including: AHSS\*1010

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3210 Case Studies in Business Management Fall Only (LEC: 3) [0.50]**

The objective of this course is to provide the student with a thorough understanding of how to analyze business cases, and how to effectively present their analysis. Emphasis will be placed on oral presentation of case analysis and recommendations. Students will be required to write a business case based on comprehensive research from a company of their choice.

**Prerequisite(s):** 10.00 credits, including BADM\*1100

**Restriction(s):** BADM\*3100.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3240 Social Media Marketing Winter Only (LEC: 3) [0.50]**

This course provides a foundation for understanding how social media can aid businesses in meeting strategic marketing objectives. Students will survey the landscape of social media tools with an objective of critically analyzing their role as a means of conveying marketing communications. The course will transition from a theoretical understanding of social media to case studies with a view to equipping students with the tools to develop concrete social media marketing strategies.

**Prerequisite(s):** BADM\*2020, BADM\*2030

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3270 Real Estate Finance Winter Only (LEC: 3) [0.50]**

This course explores the fundamental principles and techniques of financing real estate assets, both residential and commercial. After putting the real estate market into the larger context of the economy and society, students will examine the factors affecting borrowing, lending, and refinancing decisions. Various financing instruments, including traditional mortgages and mortgage backed securities, are discussed. The course also considers the financing of real estate developments along with the role of government in housing finance.

**Prerequisite(s):** BADM\*3000

**Co-requisite(s):** BADM\*3160

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3300 Business Workplace Learning Summer Only (LEC: 3) [1.00]**

This course offers students the opportunity to engage in experiential learning by completing a work term over an entire semester. Students are required to complete a minimum of 420 hours within an approved organization. Prior to starting their work term, students will prepare a series of learning outcomes that they expect to be realized in their job. Upon the completion of their work term, students are expected to submit a report about the learning they achieved and how it relates to the Business courses they have taken. Students will also undergo an employer evaluation, for which a minimum of a pass grade will be required in order to pass the course.

**Prerequisite(s):** 12.00 credits

**Restriction(s):** BADM\*3500. Program Head consent required.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3310 Compensation Fall Only (LEC: 3) [0.50]**

Students will explore the functions and purposes of compensation as well as the behavioural dimensions of rewarding employees.

The characteristics, formulation, and implementation of alternative compensation mechanisms are also covered. Students learn about methods of determining levels of compensation that take market conditions, individual characteristics, and the nature of the job into account.

**Prerequisite(s):** BADM\*2000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3320 Human Resources Planning Fall Only (LEC: 3) [0.50]**

This course examines how organizations can best plan their human resource needs in accordance with their strategic objectives. The course begins by laying out the elements of strategy and the ways of aligning human resource management to an organization's strategy. Students learn about the environmental influences on human resource management as well as techniques of forecasting the demand and supply of workers. Additional topics explored include succession planning, the management of different types of organizational change, along with the international strategic aspects of human resource management. Students also learn about assessment and analytic techniques to measure the efficacy of human resource activities.

**Prerequisite(s):** BADM\*2000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3330 Labour Relations Winter Only (LEC: 3) [0.50]**

This course addresses the relationship between employers and employees with a focus on the Canadian context. Students explore the history of the labour movement along with the political, economic, cultural, social, and legal factors that impact how organizations interact with workers. Both the perspectives of management and unions are considered as students learn about the negotiation and administration of collective bargaining agreements. This course also covers third-party conflict resolution mechanisms and labour relation issues unique to the public sector.

**Prerequisite(s):** BADM\*2000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3340 Occupational Health and Safety Winter Only (LEC: 3) [0.50]**

This course focuses on the health and safety issues that arise from the work environments and operational activities of organizations. Students gain an understanding of the legislative framework governing occupational health and safety as well as the system of worker's compensation. The different hazards associated with the workplace are examined in all their physical, biological, chemical, psychosocial, and behavioural manifestations. Students learn about health and safety training programs in addition to emergency preparedness, incident investigations, disability management, and return to work. The course ends by exploring the topic of workplace wellness.

**Prerequisite(s):** BADM\*2000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3350 Recruitment and Selection Winter Only (LEC: 3) [0.50]**

This course focuses on the challenges that organizations face in recruiting and selecting the most appropriate individuals to advance their operational and strategic goals. Students will acquire an understanding of evidence-based methods of recruitment and selection as well as the legal issues surrounding the hiring of employees. Students also learn about the preparation of job descriptions and requirements as well as the methods used to assess job performance. This course covers all steps of the hiring process, including recruitment, screening of applicants, interviewing, and decision-making methods for selection.

**Prerequisite(s):** BADM\*2000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3360 Training and Development Winter Only (LEC: 3) [0.50]**

This course examines how organizations can engage in training and development practices that both enhance their chances of success and assist their employees in actualizing their potential. Students investigate the nature of the learning process and consider the various methods by which training can be designed and delivered. Technology based modes of training are explored, in addition to the costs and benefits of different training programs. The course culminates with a discussion of how organizations can develop managers and leaders.

**Prerequisite(s):** BADM\*2000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3400 Introduction to Business Analytics Fall Only (LEC: 1, LAB: 2) [0.50]**

This course explores how data can be used to forecast what customers will buy, where stock prices might go, and which borrowers will repay their loans. Working in a lab with computer software, students learn the core techniques of data analysis, including data mining, pattern detection, graphic visualization, and modelling. The focus of the course will be on the practice of prediction, with students building and testing their own models to inform decision making in areas such as marketing, accounting, finance, and strategy. Students also learn how to communicate their analysis and thus will be expected to present their models.

**Prerequisite(s):** SCMA\*2000 or SCMA\*2060

**Restriction(s):** BADM\*4300

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3410 Programming for Analytics Winter Only (LEC: 1, LAB: 2) [0.50]**

This course is designed for students who have basic experience in business analytics and want to develop their understanding of the Python programming language for data science. It captures the full analytics spectrum, including data management, data analytics and decision analytics. Students will develop the ability to script and code for basic tasks in data analytics, using common algorithms in the Python programming language.

**Prerequisite(s):** BADM\*3400 or BADM\*4300;

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*3500 Business Practicum Winter Only (LEC: 2, LAB: 16) [0.50]**

This course gives students the option of increasing their work experience beyond the placement hours required in Applied Business Study (BADM\*4400). Students are required to complete a minimum of 200 hours within an approved organization. They also take part in regular moderated discussions with their classmates about the issues and challenges they are facing at their placement. Analogous to the Applied Business Study course, students apply the business theories they have learned to the analysis of their placement.

**Prerequisite(s):** 11.00 credits

**Restriction(s):** BADM\*3300. Registration in the BBA program.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4000 Business Strategy Fall Only (LEC: 3) [0.50]**

In this course, students develop the ability to understand and apply strategic management concepts and tools to multiple organizations, in a variety of domestic and international contexts. The course uses a combination of lectures, electronic teaching technologies, case discussions and a group project to ensure that students develop both verbal and written abilities in strategic management.

**Prerequisite(s):** 13.00 credits

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4040 E-Commerce Fall Only (LEC: 3) [0.50]**

Students in this course analyze current business models developed for the Internet, and the characteristics of business to business and retail e-commerce sites. A variety of design and technology issues are explored, including servers and credit security. Students design the storefront for a proposed b2b or retail site, as well as implement site traffic analysis and community building strategies. Also offered through distance education format.

**Prerequisite(s):** 10.00 credits including: BADM\*1020, BADM\*1040

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4050 Marketing Research Project Fall Only (LEC: 3) [0.50]**

In this project-based course, students work in groups and identify, develop and complete an applied marketing research activity. Topics include marketing research process, research ethics, sampling design and design of survey instruments, execution of interrelated qualitative and quantitative research projects, and report writing.

**Prerequisite(s):** 10.00 credits including: BADM\*1040, SCMA\*3010

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4060 Investment Finance Fall Only (LEC: 3) [0.50]**

This course focuses on the operation of the stock market and the determination of security prices. Using current literature, problems, and real world examples, students examine the art and science needed to manage equity portfolios and critically evaluate their resulting performance. Topics studied include recent developments in portfolio theory, the principles needed for analyzing common stock prices, portfolio management, evaluation of portfolio performance, and international investing.

**Prerequisite(s):** BADM\*3160, SCMA\*1000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4070 Personal Financial Planning Fall Only (LEC: 3) [0.50]**

This course develops the knowledge and skills necessary to provide sound financial planning advice. This course also develops financial judgement, decision making and communication skills. The emphasis in this course is on personal investing. Simulations and case analysis are used extensively in this course.

**Offering(s):** Offered through Distance Education format only.

**Prerequisite(s):** BADM\*3000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4080 Insurance & Risk Management Winter Only (LEC: 3) [0.50]**

This course examines the fundamentals of risk management and the insurance industry in Canada. It includes a detailed examination of the variety of insurance products available to both businesses and individual consumers. Factors affecting pricing and distribution of products are studied.

**Prerequisite(s):** 10.00 credits

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4090 Portfolio Management Winter Only (LEC: 3) [0.50]**

This course builds on BADM\*3160 Corporate Finance and BADM\*4060 Investment Finance. Topics include the formation of capital market expectations, the concept of efficient markets, and the concept of portfolio diversification. Also, the concept of portfolio rebalancing, and portfolio performance evaluation are studied. The course includes the examination of bonds, mutual funds, and derivatives.

**Prerequisite(s):** BADM\*3160, BADM\*4060

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4100 Small Business Management Fall Only (LEC: 3) [0.50]**

In this course, students study concepts specific to small business management and their application through analysis of an independent small business. In addition, case studies are discussed and evaluated. The goal of the course is to provide students with a realistic view of owning and operating a business as well as the experience of applying theory to practical applications.

**Prerequisite(s):** BADM\*3110

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4110 Planning a Small Business Winter Only (LEC: 3) [0.50]**

This course builds on the BADM\*3110 Entrepreneurial Studies course. Students are required to research and prepare a business plan for a new small business of the students' choice (subject to approval). The goal of the course is to give students a practical understanding of the process of creating a feasible business plan. The application of creative thinking skills is an integral component of this course.

**Prerequisite(s):** BADM\*3110

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4120 Business Consulting Winter Only (LEC: 3) [0.50]**

This course helps students develop the skills needed to build and maintain a consulting business. Topics covered include presenting and promoting a consulting business to prospective clients, the bid process and pricing proposals, managing time and billing, the role of consultants as change agents and managing consulting staff.

**Prerequisite(s):** 10.00 credits including BADM\*1100

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4140 Event Management I Fall and Winter (LEC: 2, LAB: 2) [0.50]**

Working in groups, students develop, implement, manage and evaluate a major special event activity based on the application of creative themes and content from texts. Examples of potential event activities include: workshop presentations, games, dramatic skits, contests, food and beverage accommodation, decor strategies, wardrobe and prop curation and other creative and interactive elements. This course includes experiential learning as well as a comprehensive study of academic and applied literature specific to event management.

**Prerequisite(s):** BADM\*1010, BADM\*2030

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4160 Event Management II Fall and Winter (LEC: 2, LAB: 2) [0.50]**

Working in groups, students develop, implement, manage and evaluate a major special event activity utilizing the University's cultural art gallery venue. Examples of potential activities include a conference, a cultural program such as an art show or poetry event, a musical series, a photographic exhibition, or a fair. This course includes experiential learning, as well as a comprehensive study of academic and applied literature specific to event management.

**Prerequisite(s):** BADM\*4140

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4170 Asia Pacific - Regional Fall Only (LEC: 3) [0.50]**

This course is designed to provide knowledge of the Asia Pacific region as it relates to business. A wide variety of issues ranging from general (consumer and business environment) to specific business and marketing strategies are covered. Students are provided with conceptual and practical knowledge related to conducting business in and with Asia.

**Prerequisite(s):** 10.00 credits

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4180 Latin America - Regional Fall Only (LEC: 3) [0.50]**

This course focuses on the important elements related to the recent economic evolution of Latin America at the macro-economic level, and also in terms of specific marketing issues such as consumer behaviour, competitive landscape, technology trends and infrastructure. Students develop a marketing plan from Canada to a specific country in the region, taking into consideration market trends, cultural and economic factors. Students are provided with practical knowledge related to conducting business in Latin America.

**Prerequisite(s):** 10.00 credits

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4190 Europe - Regional Winter Only (LEC: 3) [0.50]**

This course examines the cultural environment of Europe with a focus on the socio-political implications of the European integration and emerging markets for business opportunities in the region. The course includes case study analysis, market research and guest speakers. Students are provided with practical knowledge related to conducting business in Europe.

**Prerequisite(s):** 10.00 credits

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4200 Project Management Fall Only (LEC: 2, LAB: 1) [0.50]**

This course combines theory and practice to teach the skills and knowledge required to plan, implement and document projects. Topics include planning the project, describing the project charter, identifying goals, phases and milestones, determining work breakdown structures, and documenting procedures. This course will employ project management software.

**Prerequisite(s):** 13.00 credits including: BADM\*2060

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4210 Advanced Financial Accounting Winter Only (LEC: 3) [0.50]**

Students expand their knowledge of specialized accounting topics by studying accounting theory, principles and practice for corporations, business combinations, international activities, and other advanced topics. Integration of prerequisite accounting knowledge is emphasized, therefore cases and problems used include multiple topics and issues.

**Prerequisite(s):** BADM\*3130

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4220 Taxation I Fall Only (LEC: 3, LAB: 1) [0.50]**

Upon completion of this course, students have a basic understanding of the purpose and structure of the Canadian tax system, and its administration, along with related international application. Using problems, cases and tax preparation software, students apply basic knowledge and understanding of the principles and practices of income and commodity taxation for individuals and corporations. One of the major aims of this course is to ensure that the student achieves an understanding of the principles and concepts of the Canadian Income Tax Act, as commonly encountered by most professional accountants.

**Prerequisite(s):** BADM\*3120

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4230 Taxation II Winter Only (LEC: 3, LAB: 1) [0.50]**

This course builds on the knowledge of Canadian taxation that students acquired in Taxation I. In this course, students develop skills in tax planning involving individuals, corporations, trusts, estates and partnerships. This course also covers the planning of corporate reorganizations and the integration of tax concepts between corporations and their shareholders. Using problems, cases and tax planning software, students apply knowledge and understanding of taxation principles and practices.

**Prerequisite(s):** BADM\*4220

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4240 Auditing I Winter Only (LEC: 3, LAB: 1) [0.50]**

Students study the basic principles, theories and techniques of external and internal auditing and management control systems. Upon completion of this course, students understand the auditor's professional responsibilities, the rules of conduct and ethics, the objectives of assurance and other professional engagements, and management control systems. Using cases, problems and computer software, students develop and execute audit strategies, including identifying risks, gathering audit evidence, and documenting and reporting findings.

**Prerequisite(s):** BADM\*3130, SCMA\*1000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4260 Auditing II Fall Only (LEC: 3, LAB: 1) [0.50]**

Students continue to develop the knowledge, understanding and analytical skills with respect to auditing and control systems established in Auditing I, such that they are able to identify risks, as well as evaluate and verify controls that address the risks identified. Students apply generally accepted auditing standards by developing strategies and performing procedures in the development of an audit file, using audit and file preparation software. The course also addresses other professional services provided by the accounting profession.

**Prerequisite(s):** BADM\*4240

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4280 Advanced Managerial Accounting Winter Only (LEC: 3) [0.50]**

This course focuses on the theory and practice of the design and administration of management planning and control systems. System design and control in large organizations is emphasized. Theory and research literature are reviewed and cases of actual company systems are used to emphasize management and organization theory and their use in performance management systems in for profit, not-for-profit and government environments.

**Prerequisite(s):** BADM\*3150

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4310 Entrepreneurial Finance Winter Only (LEC: 3) [0.50]**

This course focuses on the unique challenges that entrepreneurs confront in financing their new and growing business ventures. Students will learn about the different sources of financing available to entrepreneurs and their relevance to different stages of the new venture cycle. The course will also cover financial planning and monitoring, the valuation of new ventures, strategies to cope with financial distress, as well as investor exit strategies. Case studies will form part of the course.

**Prerequisite(s):** BADM\*3110, BADM\*3160

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4340 Leadership in Business Winter Only (LEC: 3) [0.50]**

In this course, students will examine a number of theories pertaining to leadership as well as describe and evaluate specific leadership styles. Through guest lecturers and case studies, students will appreciate and analyze different perspectives on how leadership is evolving in a variety of large, small, private, not-for-profit and public organizations within Canada and internationally.

**Prerequisite(s):** 15.00 credits, AHSS\*1030, BADM\*2050

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4360 Negotiation in Business Winter Only (LEC: 2, LAB: 1) [0.50]**

This course provides students with a critical appreciation for various negotiation styles and tactics, an understanding of their own approaches to negotiation, and an opportunity to try a variety of techniques and methods in order to develop and hone negotiation styles. This course combines a theoretical framework with practical applications. An analysis of ethics as applied to negotiations is ongoing throughout the course.

**Prerequisite(s):** 10.00 credits, BADM\*1100

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4370 History of Business Fall Only (LEC: 3) [0.50]**

This course provides an historical overview of business practices, events, and trends from the medieval period, through the Industrial Revolution, to the present. Students will focus on the experiences of individual business persons, entrepreneurs, and companies, including those relating to Canada's business history.

**Prerequisite(s):** 7.50 credits

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4390 Relationship Marketing Fall Only (LEC: 3) [0.50]**

In this course students will explore the concept of relationship marketing as it relates to a philosophy adopted by organizations, focusing on satisfying customers' needs in order to gain their long-term trust and loyalty. Students will examine the strategic considerations including profit potential and customer retention, which are associated with the philosophy and why it is appropriate for many, although not necessarily all, organizations. In addition, ideas around management and commitment to cultural change in business will also be discussed from a relationship marketing perspective.

**Prerequisite(s):** BADM\*1040, BADM\*2020

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4400 Applied Business Study Summer, Fall, and Winter (LEC: 1, LAB: 8) [0.50]**

In this course, students relate the knowledge and skills acquired through their coursework in earlier semesters by participating in the workplace for a minimum of 100 hours. Students are required to evaluate both the employment element of their role and the application of business theories to the workplace through a series of assignments. An essential part of the course, too, is for students to engage in the career development process.

**Prerequisite(s):** 15.00 credits

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4410 Managing the Not-for-Profit Enterprise Fall Only (LEC: 3) [0.50]**

This course focuses on the not-for-profit sector. Topics include spheres of activity, organizational structures, funding, membership, participation, and goals. Given its vital role in the successful operation of a not-for-profit enterprise, the course will devote significant attention to fund-raising. Students will be expected to analyze a not-for-profit enterprise and develop a fund-raising plan for it.

**Prerequisite(s):** 15.00 credits, including BADM\*1040 and BADM\*2050

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4420 Business Management Simulation Winter Only (LEC: 3) [0.50]**

Working in groups, students will develop their management knowledge and skills by running a company in a simulated environment. This will involve planning the company's mission, addressing a series of challenges over the semester, and providing oral and written rationales of the decisions taken. Students will be expected to make presentations of their company's activities as well as provide a final and comprehensive performance report.

**Prerequisite(s):** 15.00 credits, including BADM\*4000

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4900 Independent Study in Business Administration Summer, Fall, and Winter (LEC: 3) [0.50]**

The independent study course is designed to provide senior undergraduate students with an opportunity to pursue library or field research under faculty supervision and to prepare a research report or literature review. Formal agreement between the student and the faculty supervisor is required, as is approval of the program head.

**Prerequisite(s):** 15.00 credits and 75% grade point average.

**Restriction(s):** Instructor consent required.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4950 Independent Study in Business Summer, Fall, and Winter (LEC: 3) [0.50]**

The independent study course is designed to provide senior undergraduate students with an opportunity to pursue library or field research under faculty supervision and to prepare an integrated paper or literature review. Formal agreement between the student and the faculty supervisor is required, as is approval of the program head.

**Prerequisite(s):** 15.00 credits and 75% grade point average.

**Restriction(s):** Instructor consent required.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4960 Independent Study in Business Summer, Fall, and Winter (LEC: 3) [0.50]**

The independent study course is designed to provide senior undergraduate students with an opportunity to pursue library or field research under faculty supervision and to prepare an integrated paper or literature review. Formal agreement between the student and the faculty supervisor is required, as is approval of the program head.

**Prerequisite(s):** 15.00 credits and 75% grade point average.

**Restriction(s):** Instructor consent required.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus

**BADM\*4970 Independent Study in Business Summer, Fall, and Winter (LEC: 3) [0.50]**

The independent study course is designed to provide senior undergraduate students with an opportunity to pursue library or field research under faculty supervision and to prepare an integrated paper or literature review. Formal agreement between the student and the faculty supervisor is required, as is approval of the program head.

**Prerequisite(s):** 15.00 credits and 75% grade point average.

**Restriction(s):** Instructor consent required.

**Department(s):** Business Administration

**Location(s):** Guelph-Humber Campus