BACHELOR OF BUSINESS ADMINISTRATION (BBA) - DIPLOMA IN BUSINESS ADMINISTRATION

The Business Administration program is of an interdisciplinary nature drawing, on appropriate courses in the humanities and social sciences. The program is designed to give students a broad exposure to the basic business disciplines (e.g. economics, accounting, finance, marketing etc) and a sound professional management education while allowing students to focus on specific industry sectors by selecting an “area of emphasis” in the upper two years of study. The early semesters are devoted to instruction in the basic disciplines while the later semesters are devoted to more professional studies.

Students are required to complete 13.00 core business credits, 5.00 restricted elective credits and 2.00 general elective credits in order to be eligible for graduation. Students must complete these requirements in order to be eligible to graduate with both the university honours degree (awarded by the University of Guelph) and the college diploma (awarded by Humber). No option exists to graduate with only one of the above listed credentials as the program is fully integrated.

Conditions for Graduation

In addition to meeting all program specific course and credit requirements, students must have a minimum 60% cumulative average in order to be eligible for graduation. Students will not normally be eligible to graduate while on Probationary status or Required to Withdraw status. A student denied graduation while on Probationary status or Required to Withdraw status may submit a request for Academic Consideration to the Academic Review Sub-Committee.

Areas of Emphasis

International Business

Studies in this area focus on conducting business within the global economy and include courses in International Trade, International Law, and the business practices of the Asia Pacific, Europe, and Latin America regions. In order to obtain recognition for an area of emphasis, students must take at least 3.00 credits from the listing in that area. Only one area of emphasis can be declared.

Finance

This area of emphasis provides students with an understanding of money-management and financial management practices. Courses include Investment Finance, Personal Financial Planning, and Real Estate Finance. In order to obtain recognition for an area of emphasis, students must take at least 3.00 credits from the listing in that area. Only one area of emphasis can be declared.

Accounting

The courses in accounting will allow students to gain a deeper understanding of accounting practices and the various practical skills required in the field. Accounting courses include Managerial Accounting, Taxation, and Auditing. Chartered Professional Accountants (CPA) Ontario recognizes the University of Guelph-Humber’s accounting courses as meeting the requirements of the prerequisite education for CPA candidacy. In order to obtain recognition for an area of emphasis, students must take at least 3.00 credits from the listing in that area. Only one area of emphasis can be declared. Students wishing to obtain a CPA designation should consult with that designating body as well as their Business Academic Advisor, regarding the courses that are required.

Marketing

Students will apply knowledge of the business world to explore how product, price, promotion, and distribution frameworks are used to satisfy consumer needs and achieve organizational objectives. Courses include Professional Selling, E-Commerce, and Social Media Marketing. In order to obtain recognition for an area of emphasis, students must take at least 3.00 credits from the listing in that area. Only one area of emphasis can be declared.

Management

The management area of emphasis is designed to equip students with a theoretical and practical understanding of the challenges involved in running enterprises of various kinds. Students learn about the management of large and small businesses, for-profit and not-for-profit organizations, as well as the concepts and techniques relevant to the execution of special events and the provision of management consulting services. Within this area, students also have the opportunity of putting the practice of management into historical context and acquiring insight into the interactions between business and government. In order to obtain recognition for an area of emphasis, students must take at least 3.00 credits from the listing in that area. Only one area of emphasis can be declared.

Small Business Management and Entrepreneurship

Students will explore crucial strategies for initiating and maintaining a successful small business in today’s marketplace. The range of courses include Business Consulting, Event Management, Planning a Small Business and Entrepreneurial Finance. In order to obtain recognition for an area of emphasis, students must take at least 3.00 credits from the listing in that area. Only one area of emphasis can be declared.

Schedule of Studies

Note: All courses are weighted 0.50 credits unless noted otherwise.

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Bachelor of Business Administration (BBA) - Diploma in Business Administration

0.50 electives 0.50  

**Semester 4**  
BADM*2030 Advertising in Business 0.50  
BADM*2050 Ethics and Values in Business 0.50  
BADM*2060 Business Logistics 0.50  
BADM*3000 Finance 0.50  
Select 0.50 credits from the following:  
0.50 electives 0.50  
0.50 restricted electives if in Accounting 0.50  

**Semester 5**  
BADM*3110 Entrepreneurial Studies 0.50  
BADM*3160 Corporate Finance 0.50  
SCMA*3010 Research Methods in Business 0.50  
0.50 electives 0.50  
0.50 restricted electives 0.50  

**Semester 6**  
BADM*4360 Negotiation in Business 0.50  
0.50 electives 0.50  
1.50 restricted electives 1.50  

**Semester 7**  
BADM*4000 Business Policy 0.50  
BADM*4200 Project Management 0.50  
1.50 restricted electives 1.50  

**Semester 8**  
BADM*4340 Leadership in Business 0.50  
BADM*4400 Applied Business Study 0.50  
Select 1.50 credits from the following:  
1.50 restricted electives 1.50  
1.00 restricted electives and 0.50 general electives, if in Accounting 1.50  

## Restricted Electives

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### International Business

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