

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.

Code	Title	Credits
Semester 1		
AHSS*1000	Microeconomics	0.50
BADM*1100	Business Communications	0.50
BADM*1010	Business Law	0.50
BADM*1040	Marketing	0.50
BADM*1050	Introduction to Financial Accounting	0.50
Semester 2		
AHSS*1010	Macroeconomics	0.50
AHSS*1030	Introduction to Organizational Behaviour	0.50
BADM*1020	Business Information Systems	0.50
BADM*1070	Introduction to International Business	0.50
SCMA*1000	Business Statistics	0.50
Semester 3		
BADM*2000	Human Resources Management	0.50
BADM*2010	Managerial Accounting	0.50
BADM*2020	Consumer Behaviour	0.50
SCMA*2060	Applied Decision Making Techniques	0.50

0.50 electives	0.50	BADM*4300	Business Analytics	0.50
Semester 4		BADM*4370	History of Business	0.50
BADM*2030	Advertising in Business	0.50	Marketing	
BADM*2050	Ethics and Values in Business	0.50	BADM*2040	Customer Service
BADM*2060	Business Logistics	0.50	BADM*3030	Direct Marketing
BADM*3000	Finance	0.50	BADM*3080	Professional Selling
Select 0.50 credits from the following:		BADM*3200	Business and Government	0.50
0.50 electives	0.50	BADM*3240	Social Media Marketing	0.50
0.50 restricted electives if in Accounting	0.50	BADM*4040	E-Commerce	0.50
Semester 5		BADM*4050	Marketing Research Project	0.50
BADM*3110	Entrepreneurial Studies	0.50	BADM*4140	Event Management I
BADM*3160	Corporate Finance	0.50	BADM*4160	Event Management II
SCMA*3010	Research Methods in Business	0.50	BADM*4300	Business Analytics
0.50 electives	0.50	BADM*4370	History of Business	0.50
0.50 restricted electives	0.50	BADM*4390	Relationship Marketing	0.50
Semester 6		Finance		
BADM*4360	Negotiation in Business	0.50	BADM*3040	International Finance
0.50 electives	0.50	BADM*3090	Money, Banking & Finance	0.50
1.50 restricted electives	1.50	BADM*3200	Business and Government	0.50
Semester 7		BADM*3270	Real Estate Finance	0.50
BADM*4000	Business Policy	0.50	BADM*4060	Investment Finance
BADM*4200	Project Management	0.50	BADM*4070	Personal Financial Planning
1.50 restricted electives	1.50	BADM*4080	Insurance & Risk Management	0.50
Semester 8		BADM*4090	Portfolio Management	0.50
BADM*4340	Leadership in Business	0.50	BADM*4300	Business Analytics
BADM*4400	Applied Business Study	0.50	BADM*4310	Entrepreneurial Finance
Select 1.50 credits from the following:		BADM*4370	History of Business	0.50
1.50 restricted electives	1.50	Small Business Management & Entrepreneurship		
1.00 restricted electives and 0.50 general electives, if in Accounting	1.50	BADM*3080	Professional Selling	0.50
		BADM*3200	Business and Government	0.50
		BADM*3240	Social Media Marketing	0.50
		BADM*4100	Small Business Management	0.50
		BADM*4110	Planning a Small Business	0.50
		BADM*4120	Business Consulting	0.50
		BADM*4140	Event Management I	0.50
		BADM*4160	Event Management II	0.50
		BADM*4300	Business Analytics	0.50
		BADM*4310	Entrepreneurial Finance	0.50
		BADM*4370	History of Business	0.50
		BADM*4390	Relationship Marketing	0.50
		Management		
		BADM*3200	Business and Government	0.50
		BADM*3210	Case Studies in Business Management	0.50
		BADM*4100	Small Business Management	0.50
		BADM*4120	Business Consulting	0.50
		BADM*4140	Event Management I	0.50
		BADM*4160	Event Management II	0.50
		BADM*4300	Business Analytics	0.50
		BADM*4370	History of Business	0.50
		BADM*4410	Managing the Not-for-Profit Enterprise	0.50
		BADM*4420	Business Management Simulation	0.50
		Accounting		

Restricted Electives

Code	Title	Credits
BADM*3300	Business Workplace Learning	1.00
BADM*3310	Compensation	0.50
BADM*3320	Human Resources Planning	0.50
BADM*3330	Labour Relations	0.50
BADM*3340	Occupational Health and Safety	0.50
BADM*3350	Recruitment and Selection	0.50
BADM*3360	Training and Development	0.50
BADM*3500	Business Practicum	0.50
International Business		
AHSS*1350	Intercultural Understanding and Communication	0.50
BADM*3040	International Finance	0.50
BADM*3060	International Law	0.50
BADM*3140	International Trade	0.50
BADM*3200	Business and Government	0.50
BADM*4120	Business Consulting	0.50
BADM*4170	Asia Pacific - Regional	0.50
BADM*4180	Latin America - Regional	0.50
BADM*4190	Europe - Regional	0.50

BADM*3120	Intermediate Accounting I	0.50
BADM*3130	Intermediate Accounting II	0.50
BADM*3150	Managerial Accounting II	0.50
BADM*4210	Advanced Financial Accounting	0.50
BADM*4220	Taxation I	0.50
BADM*4230	Taxation II	0.50
BADM*4240	Auditing I	0.50
BADM*4260	Auditing II	0.50
BADM*4280	Advanced Managerial Accounting	0.50
BADM*4300	Business Analytics	0.50