

# 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
<b>Semester 1</b>		
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
<b>Semester 2</b>		
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
<b>Semester 3</b>		
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
<b>Semester 4</b>	
BADM*2030 Advertising in Business	0.50
BADM*2050 Ethics and Values in Business	0.50
BADM*2060 Operations Management	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
<b>Semester 5</b>	
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
<b>Semester 6</b>	
BADM*4360 Negotiation in Business	0.50
0.50 electives	0.50
1.50 restricted electives	1.50
<b>Semester 7</b>	
BADM*4000 Business Strategy	0.50
BADM*4200 Project Management	0.50
1.50 restricted electives	1.50
<b>Semester 8</b>	
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

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*3410	Programming for Analytics	0.50
BADM*3500	Business Practicum	0.50
<b>International Business</b>		
AHSS*1350	Intercultural 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*3400	Introduction to Business Analytics	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*4370	History of Business	0.50
<b>Marketing</b>		
BADM*2040	Customer Service	0.50
BADM*3030	Direct Marketing	0.50
BADM*3080	Professional Selling	0.50
BADM*3200	Business and Government	0.50
BADM*3240	Social Media Marketing	0.50
BADM*3400	Introduction to Business Analytics	0.50
BADM*4040	E-Commerce	0.50
BADM*4050	Marketing Research Project	0.50
BADM*4140	Event Management I	0.50
BADM*4160	Event Management II	0.50
BADM*4370	History of Business	0.50
BADM*4390	Relationship Marketing	0.50
<b>Finance</b>		
BADM*3040	International Finance	0.50
BADM*3090	Money, Banking & Finance	0.50
BADM*3200	Business and Government	0.50
BADM*3270	Real Estate Finance	0.50
BADM*3400	Introduction to Business Analytics	0.50
BADM*4060	Investment Finance	0.50
BADM*4070	Personal Financial Planning	0.50
BADM*4080	Insurance & Risk Management	0.50
BADM*4090	Portfolio Management	0.50
BADM*4310	Entrepreneurial Finance	0.50
BADM*4370	History of Business	0.50
<b>Small Business Management &amp; Entrepreneurship</b>		
BADM*3080	Professional Selling	0.50
BADM*3200	Business and Government	0.50
BADM*3240	Social Media Marketing	0.50
BADM*3400	Introduction to Business Analytics	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*4310	Entrepreneurial Finance	0.50
BADM*4370	History of Business	0.50
BADM*4390	Relationship Marketing	0.50
<b>Management</b>		
BADM*3200	Business and Government	0.50
BADM*3210	Case Studies in Business Management	0.50
BADM*3400	Introduction to Business Analytics	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*4370	History of Business	0.50
BADM*4410	Managing the Not-for-Profit Enterprise	0.50
BADM*4420	Business Management Simulation	0.50
<b>Accounting</b>		
BADM*3120	Intermediate Accounting I	0.50

BADM*3130	Intermediate Accounting II	0.50
BADM*3150	Managerial Accounting II	0.50
BADM*3400	Introduction to Business Analytics	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