

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

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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 in the regular program 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 in the co-op program are required to complete 12.50 core business credits, 5.50 restricted elective credits and 2.00 general elective credits in order to be eligible for graduation. Students in the co-op program must complete an additional 2.00 credits in the co-op work terms or 1.50 credits in the co-op work terms for students declaring the Accounting Area of Emphasis.

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.

## Co-operative Education Program

Admission to the Co-operative Education program may be granted by application normally before the conclusion of Semester 2. Application forms can be obtained from Career and Placement Services.

## Conditions for Graduation From the BBA Co-operative Education Program

Conditions for graduation are the same as the corresponding regular BBA program. In addition, all work reports and work performance evaluations must have a grade of satisfactory or better.

## Areas of Emphasis

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.

## 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.

## 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.

## 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. 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.

## 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.

## 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.

## Human Resources

In the Human Resources (HR) area of emphasis students explore the division of business that is responsible for managing the life cycle of employees including talent acquisition, employee compensation, benefits, training, and termination. Through theoretical and practical studies students learn how human resources (HR) helps organizations achieve their goals by building and keeping a productive workforce, while ensuring the organization complies with labour laws and standards.

## Schedule of Studies

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

Code	Title	Credits			
<b>Semester 1</b>			BADM*3300	Business Workplace Learning	1.00
AHSS*1000	Microeconomics	0.50	BADM*3410	Programming for Analytics	0.50
BADM*1100	Business Communications	0.50	BADM*3500	Business Practicum	0.50
BADM*1010	Business Law	0.50	<b>International Business</b>		
BADM*1040	Marketing	0.50	AHSS*1350	Intercultural Communication	0.50
BADM*1050	Introduction to Financial Accounting	0.50	BADM*3040	International Finance	0.50
<b>Semester 2</b>			BADM*3060	International Law	0.50
AHSS*1010	Macroeconomics	0.50	BADM*3140	International Trade	0.50
AHSS*1030	Introduction to Organizational Behaviour	0.50	BADM*3200	Business and Government	0.50
BADM*1020	Business Information Systems	0.50	BADM*3400	Introduction to Business Analytics	0.50
BADM*1070	Introduction to International Business	0.50	BADM*4120	Business Consulting	0.50
SCMA*1000	Business Statistics	0.50	BADM*4170	Asia Pacific - Regional	0.50
<b>Semester 3</b>			BADM*4180	Latin America - Regional	0.50
BADM*2000	Human Resources Management	0.50	BADM*4190	Europe - Regional	0.50
BADM*2010	Managerial Accounting	0.50	BADM*4370	History of Business	0.50
BADM*2020	Consumer Behaviour	0.50	<b>Marketing</b>		
SCMA*2060	Applied Decision Making Techniques	0.50	BADM*2040	Customer Service	0.50
0.50 electives		0.50	BADM*3030	Direct Marketing	0.50
<b>Semester 4</b>			BADM*3080	Professional Selling	0.50
BADM*2030	Advertising in Business	0.50	BADM*3200	Business and Government	0.50
BADM*2050	Ethics and Values in Business	0.50	BADM*3240	Social Media Marketing	0.50
BADM*2060	Operations Management	0.50	BADM*3400	Introduction to Business Analytics	0.50
BADM*3000	Finance	0.50	BADM*4040	E-Commerce	0.50
Select 0.50 credits from the following:			BADM*4050	Marketing Research Project	0.50
0.50 electives		0.50	BADM*4140	Event Management I	0.50
0.50 restricted electives if in Accounting		0.50	BADM*4160	Event Management II	0.50
<b>Semester 5</b>			BADM*4370	History of Business	0.50
BADM*3110	Entrepreneurial Studies	0.50	BADM*4390	Relationship Marketing	0.50
BADM*3160	Corporate Finance	0.50	<b>Finance</b>		
SCMA*3010	Research Methods in Business	0.50	BADM*3040	International Finance	0.50
0.50 electives		0.50	BADM*3090	Money, Banking & Finance	0.50
0.50 restricted electives		0.50	BADM*3200	Business and Government	0.50
<b>Semester 6</b>			BADM*3270	Real Estate Finance	0.50
BADM*4360	Negotiation in Business	0.50	BADM*3400	Introduction to Business Analytics	0.50
0.50 electives		0.50	BADM*4060	Investment Finance	0.50
1.50 restricted electives		1.50	BADM*4070	Personal Financial Planning	0.50
<b>Semester 7</b>			BADM*4080	Insurance & Risk Management	0.50
BADM*4000	Business Strategy	0.50	BADM*4090	Portfolio Management	0.50
BADM*4200	Project Management	0.50	BADM*4310	Entrepreneurial Finance	0.50
1.50 restricted electives		1.50	BADM*4370	History of Business	0.50
<b>Semester 8</b>			<b>Small Business Management &amp; Entrepreneurship</b>		
BADM*4340	Leadership in Business	0.50	BADM*3080	Professional Selling	0.50
BADM*4400	Applied Business Study	0.50	BADM*3200	Business and Government	0.50
Select 1.50 credits from the following:			BADM*3240	Social Media Marketing	0.50
1.50 restricted electives		1.50	BADM*3400	Introduction to Business Analytics	0.50
1.00 restricted electives and 0.50 general electives, if in Accounting		1.50	BADM*4100	Small Business Management	0.50
<b>Restricted Electives</b>			BADM*4110	Planning a Small Business	0.50
<b>Code</b>	<b>Title</b>	<b>Credits</b>	BADM*4120	Business Consulting	0.50
BADM*3100	Applied Case Studies	0.50	BADM*4140	Event Management I	0.50
BADM*3210	Business Case Analysis	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*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
<b>Human Resources</b>		
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

## Co-op Requirements (Honours)

The Co-op program in Business Administration is a five-year program, including four work terms or three work terms for students declaring the Accounting Area of Emphasis. Students must follow the academic work schedule as outlined below.

### Academic and Co-op Work Term Schedule (Regular)

Year	Fall	Winter	Summer
1	Academic Semester 1	Academic Semester 2	Off
2	Academic Semester 3 COOP*1110	Academic Semester 4	COOP*1010 Co-op Work Term I
3	Academic Semester 5	COOP*2020 Co-op Work Term II	Academic Semester 6
4	COOP*3030 Co-op Work Term III	COOP*4040 Co-op Work Term IV	Off
5	Academic Semester 7	Academic Semester 8	Off

### Academic and Co-op Work Term Schedule (Accounting AOE)

Year	Fall	Winter	Summer
1	Academic Semester 1	Academic Semester 2	Off
2	Academic Semester 3	Academic Semester 4	COOP*1110
3	Academic Semester 5	COOP*1010 Co-op Work Term I	Academic Semester 6
4	COOP*2020 Co-op Work Term II	COOP*3030 Co-op Work Term III	Off
5	Academic Semester 7	Academic Semester 8	Off

Please refer to the Co-operative Education program policy with respect to work term performance grading, work term report grading and program completion requirements.

For additional program information students should consult with their Co-op Coordinator and Academic Advisor, listed on the Career and Placement Services web site.

## Schedule of Studies

**Note:** For students in the Accounting Area of Emphasis, see Schedule of Studies below (p. 5).

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

Code	Title	Credits
<b>Semester 1 - Fall</b>		
AHSS*1000	Microeconomics	0.50
BADM*1010	Business Law	0.50
BADM*1040	Marketing	0.50
BADM*1100	Business Communications	0.50
BADM*1050	Introduction to Financial Accounting	0.50
<b>Semester 2 - Winter</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>Summer Semester</b>		
No academic semester or work term		
<b>Semester 3 - Fall</b>		
BADM*2000	Human Resources Management	0.50
BADM*2010	Managerial Accounting	0.50
BADM*2020	Consumer Behaviour	0.50
COOP*1110	Introduction to Co-operative Education	0.00
SCMA*2060	Applied Decision Making Techniques	0.50
0.50 electives		0.50
<b>Semester 4 - Winter</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
0.50 electives		0.50

<b>Summer Semester</b>		
COOP*1010	Co-op Work Term I	0.50
<b>Semester 5 - Fall</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>Winter Semester</b>		
COOP*2020	Co-op Work Term II	0.50
<b>Semester 6 - Summer</b>		
BADM*4360	Negotiation in Business	0.50
0.50 electives		0.50
1.50 restricted electives		1.50
<b>Fall Semester</b>		
COOP*3030	Co-op Work Term III	0.50
<b>Winter Semester</b>		
COOP*4040	Co-op Work Term IV	0.50
<b>Summer Semester</b>		
No academic semester or work term		
<b>Semester 7 - Fall</b>		
BADM*4000	Business Strategy	0.50
BADM*4200	Project Management	0.50
1.50 restricted electives		1.50
<b>Semester 8 Winter</b>		
BADM*4340	Leadership in Business	0.50
2.00 restricted electives		2.00
<b>Summer Semester</b>		
No academic semester or work term		

## Restricted Electives

Code	Title	Credits
BADM*3100	Applied Case Studies	0.50
BADM*3210	Business Case Analysis	0.50
BADM*3300	Business Workplace Learning <sup>1</sup>	1.00
BADM*3410	Programming for Analytics	0.50
BADM*3500	Business Practicum <sup>1</sup>	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*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
<b>Human Resources</b>		
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

<sup>1</sup> Not a restricted elective for students enrolled in the co-op program.

## Schedule of Studies (Accounting Area of Emphasis)

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

Code	Title	Credits
<b>Semester 1 - Fall</b>		
AHSS*1000	Microeconomics	0.50
BADM*1010	Business Law	0.50
BADM*1040	Marketing	0.50
BADM*1100	Business Communications	0.50
BADM*1050	Introduction to Financial Accounting	0.50
<b>Semester 2 - Winter</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>Summer Semester</b>		
No academic semester or work term		
<b>Semester 3 - Fall</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 - Winter</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
0.50 restricted electives (Accounting)		0.50
<b>Summer</b>		
COOP*1110	Introduction to Co-operative Education	0.00
<b>Semester 5 - Fall</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 (Accounting)	0.50
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### Winter Semester

COOP*1010	Co-op Work Term I	0.50
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### Semester 6 - Summer

BADM*4360	Negotiation in Business	0.50
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0.50 electives	0.50
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0.50 restricted electives	0.50
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1.00 restricted electives (Accounting)	1.00
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### Fall Semester

COOP*2020	Co-op Work Term II	0.50
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### Winter Semester

### Semester 7

COOP*3030	Co-op Work Term III	0.50
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BADM*4000	Business Strategy	0.50
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BADM*4200	Project Management	0.50
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0.50 restricted electives	0.50
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1.00 restricted electives (Accounting)	1.00
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### Semester 8

BADM*4340	Leadership in Business	0.50
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0.50 electives	0.50
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0.50 restricted electives	0.50
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1.00 restricted electives (Accounting)	1.00
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## Restricted Electives

Code	Title	Credits
BADM*3100	Applied Case Studies	0.50
BADM*3210	Business Case Analysis	0.50
BADM*3410	Programming for Analytics	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	BADM*3350	Recruitment and Selection	0.50
<b>Finance</b>			BADM*3360	Training and Development	0.50
BADM*3040	International Finance	0.50	<b>Note:</b> Students enrolled in the co-op program may not count BADM*3300 Business Workplace Learning or BADM*3500 Business Practicum towards their restricted electives.		
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*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			
<b>Human Resources</b>					
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			