

Bachelor of Business Administration (BBA) Course Breakdowns

Level 1 Courses

(ACCT 1110) Introduction to Financial Accounting

Course Description

Introduces the language of financial accounting, designed to capture, summarize, and communicate the economic facts about an organization in a set of financial statements and related descriptive notes. The focus is on the principles of accounting and reporting to various users that are external to the organization and will emphasize what information is provided in financial statements and the uses and limitations of this information.

Learning Objectives

By the end of this course, students will be able to:

- Explain and apply the basic principles of accounting.
- Interpret and explain the uses and limitations of balance sheets.
- Define the differences between liabilities, shareholders' equity, and owners' equity.
- Determine the tangible and intangible assets of a firm.
- Explain the concepts of amortization and capital costs.
- Interpret and explain the uses and limitations of income statements.
- Interpret and explain the uses and limitations of cash flow statements.
- Analyze financial statements and report strategic investments.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments
- Mid-Term
- Team Project
- Final Exams

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Grade	Grade Point Average (GPA)	Percentage
A+	4.3	90-100%
A	4.0	85-89%
A-	3.7	80-84%
B+	3.3	77-79%
B	3.0	73-76%
B-	2.7	70-72%
C+	2.3	65-69%
C	2.0	60-64%
C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

(BUSI 1410) Introduction to Decision-Making, Logic, and Critical Thinking

Course Description

This course prepares students to consider how sound ethical decisions are made and to identify, analyze, evaluate, and construct thoughtful arguments using a critical voice. The course focuses on the concept of logic to build the critical thinking skills of students and introduces them to basic models for effective decision-making. The course is intended to develop competencies in students that will allow them to apply critical thinking skills in their reading, research, and assessments in future courses.

Learning Objectives

By the end of this course, students will be able to:

- Contrast the various models for decision-making and apply them to identified problems.
- Explain ethics and ethical dilemmas, and apply key criteria for ethical decision-making.
- Define and explain the key dimensions of critical thinking, arguments, and logical concepts.
- Demonstrate critical writing skills.
- Apply various informal methods for identifying arguments.
- Apply various formal methods for identifying arguments.
- Evaluate inductive arguments using statistical generalizations.
- Explain flaws in arguments using common fallacies.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments
- Team Project

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C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

(COMM 1210) University Research and Writing Strategies

Course Description

This university writing course introduces students to foundational strategies for university reading, thinking, and writing. By exploring topics such as information literacy, literature reviews, citation formatting, case analysis, and research methods, students will develop the critical thinking and writing skills required for university studies. Students will learn to write and present research and ideas through academic essays and will work in a team to analyze a case study.

Learning Objectives

Upon completion of this course, students will be able to:

- Demonstrate information literacy skills appropriate for university studies.
- Discuss university policies and expectations for a university environment.
- Determine audience and purpose to craft effective written communication and documents.
- Apply editing and revision techniques.
- Summarize, paraphrase, and quote effectively.
- Apply teamwork strategies to examine and engage in case study research.
- Describe and practice writing university essays.
- Describe and practice constructing well-reasoned arguments using effective rhetorical strategies in writing.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Quizzes
- Written/ Research Assignments

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(ECON 1110) Principles of Microeconomics

Course Description

This course introduces the basic concept of microeconomics – making choice decisions that give maximum “happiness” or “satisfaction” and still be within the given constraints on income and wealth. Students study how individuals make purchases and consumption decisions based on their income and prices of goods and services and how firms make production decisions based on wages, prices of raw materials and inputs, competitive factors, and their desire to achieve “maximum possible” profit.

The course focuses on the role of demand and supply interactions in the context of different market structures (e.g., perfect competition, monopoly, etc.) and how this leads to the determination of prices or wages. In addition, students gain an understanding of the government’s role in influencing consumption and production choices by using taxes and other regulatory tools and the role of microeconomics in solving real-world social and political challenges (e.g., international trade, climate change, poverty, etc.).

Learning Objectives

By the end of this course, students will be able to:

- Describe the role of economics as the study of choices with the constraints on income, wealth, and profit.
- Analyze consumer choice behaviour using the concept of utility and the indifference curve.
- Explain the interactions of demand and supply in determining prices and wages.
- Interpret consumer and firm response to price changes using the concept of price elasticity.
- Analyze firms’ quantity and price-setting decisions in different market structures (e.g., perfect competition, monopoly, etc.) using production and cost analysis.
- Discuss knowledge of the labour demand and wage decisions a real-world firm faces under different forms of market structure (e.g., perfect competition, monopoly, etc.).
- Examine the role of government and regulatory conditions (e.g., taxes, etc.) in influencing consumption and production decisions by consumers and firms.
- Assess the role of microeconomics in providing solutions to real-world social and political challenges (e.g., international trade, climate change, poverty, etc.).

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Quizzes
- Final Exam

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(ETHC 1600) Introduction to Business Ethics and Sustainability

Course Description

This course examines the role of morality within business and explores the legal and ethical obligations required for sustainable business practices in the 21st century. The course will consider how ethics can impact decision-making across various business functions, including marketing, strategy, manufacturing, and accounting.

Learning Objectives

By the end of this course, students will be able to:

- Distinguish between the differing theories of ethics and moral action.
- Identify and map out a route of moral responsibility to moral action from innovation to the end-user application.
- Evaluate the ethical input to and moral consequences of research and development, sales and marketing, and customer care practices.
- Apply the principles of equal consideration and human rights to the different social relations associated with businesses.
- Evaluate and report on the effects of different business practices on the social and physical environments.
- Outline the essential requirements for sustainable business in the context of the United Nations Sustainability Development Groups (UNSDGs) and corporate social responsibility (CSR).

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments

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F	0.0	0-49%

(MATH 1210) Business Mathematics

Course Description

This course is designed to introduce and reinforce the mathematical skills needed to understand, analyze, and solve mathematical problems in business and financial situations. Topics covered will include algebraic expressions, systems of linear equations, logarithmic and exponential functions, simple and compound interest, annuities, and amortization. Applications will be emphasized within these topics.

Learning Objectives

By the end of this course, students will be able to:

- Determine the appropriate mathematical approaches needed to solve business problems.
- Apply basic mathematical operations including addition, subtraction, multiplication, division, fractions, decimals, and percentages to solve business and financial problems.
- Evaluate and solve problems dealing with discounts, markups, markdowns, and margins, simple and compound interest.
- Apply the principles of simple and compound interest to solve problems in financial applications including loans, mortgages, and annuities.
- Solve, graph, and interpret linear systems and non-linear relationships in business situations.
- Construct and interpret amortization schedules for practical financial purchases.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Homework Assignment
- Mid-Term Exam
- Final Exam

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F	0.0	0-49%

(MATH 1310) Statistics for Business

Course Description

This course prepares students to explain and apply the basic concepts of data analysis and to provide students with the pragmatic tools required to both conduct and assess statistical analyses. The course will cover basic descriptive measures, measures of association, probability theory, confidence intervals, and hypothesis testing.

Learning Objectives

By the end of this course, students will be able to:

- Display graphic representations of data selecting frequency or relative frequency distributions.
- Apply measures of central tendency to sets of data and determine how those measures are affected by skew, range, variance, and deviation.
- Calculate permutations, combinations, normal distribution, probabilities, and standard deviation.
- Apply ethical reasoning to explain why populations are sampled and describe four methods to sample a population as well as possible errors.
- Determine appropriate sample sizes from the population and calculate normal curves using Z tests and t tests.
- Construct the appropriate set of analytical tools to provide an empirical foundation for sound business decisions.
- Determine when variables are correlated using one-way and two-way analysis of variance among different groups using a variety of tests.
- Report statistical analysis results via a narrative style, using graphs and tables.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Posting
- Homework Assignment
- Project
- Quizzes
- Mid-Term
- Final Exam

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C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

(MGMT 1110) Principles of Management

Course Description

This course will introduce the foundations for understanding the role of management in an organization. This course will cover general areas such as planning, organizing, influencing, and controlling that are relevant for any industry. We will also review issues of management such as ethics, diversity, and social responsibility.

Learning Objectives

By the end of this course, students will be able to:

- Elaborate on the foundational information about the role of management.
- Identify basic theories, concepts, and effective behavioural practices that form the foundation of modern management thought.
- Express the ethical and legal responsibilities of organizations as they pursue economic goals and objectives.
- Identify one's own management style and skill level.
- Explain the basic tools needed to be an effective manager.
- Explain the meaning and applications of a broad range of management topics such as ethics, diversity, and social responsibility.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- **Discussion Postings**
- **Quizzes**
- **Mid-Term**
- **Final Exam**
- **Team Assignments**

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C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

(MKTG 1000) Introduction to Marketing

Course Description

This course will deal with the fundamental aspects of market analysis, including the management of products, pricing, place or distribution, and promotion activities. Next, this course will present related topics to the understanding and application of marketing. Finally, this course will provide a basic understanding of customer satisfaction, a measurement that is necessary for an organization to survive. By the end of this course, students will understand the importance of the marketing function to any organization.

Learning Objectives

By the end of this course, students will be able to:

- Describe the different environments (e.g., socio-cultural, economic, competitive, etc.) in which strategic marketing decisions are made.
- Identify and explain the elements of the marketing mix.
- Identify specific management and marketing skills needed in a marketing organization.
- Apply management and marketing skills in the decision-making process of planning and implementing marketing strategies.
- Explain the essentials of a consumer decision-making process.
- Create the fundamental elements of a marketing plan, including the current marketing situation, SWOT analysis, and competitive analysis.
- Explain specific strategies for target markets (geographics, demographics, behavioural including psychographics, lifestyle considerations, and usage rates).
- Explain specific strategies for positioning and the marketing mix.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- **Discussion Postings**
- **Quizzes**
- **Team Assignments**
- **Written Assignments**

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F	0.0	0-49%

Level 2 Courses

(ACCT 2110) Corporate Finance I

Course Description

This course provides an introduction to major concepts in finance and investments, such as the time value of money, discounted cash flows, and risk and return. We also examine further how firms decide to finance projects they assess as being worthwhile, and how to make investment decisions. Consideration is also given to capital structure, dividend policy, financial instruments, risk-return trade-offs, financial planning, forecasting, the cost of capital, asset valuation, working capital management, and performance assessment.

Learning Objectives

By the end of this course, students will be able to:

- Evaluate financial reports and other financial information.
- Compare the concepts of cash flow and income statement.
- Explain complexities of the time value of money concepts.
- Demonstrate the ability to make informed financial management decisions following the evaluation of financial reports and other financial information.
- Analyze various risk/return scenarios using supporting computations for different financial securities.
- Calculate different cost of capital components.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments
- Mid-Term
- Team Project
- Final Exam

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C	2.0	60-64%
C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

(ACCT 2410) Managerial Accounting

Course Description

This course focuses on how managers use managerial accounting information to make decisions, emphasizing job and activity-based costing. Course topics include product costing, budgetary control systems, performance evaluation systems for planning, coordinating, and monitoring the performance of a business, flexible budgets, and break-even analysis.

Learning Objectives

By the end of this course, students will be able to:

- Make sound business decisions factoring accounting data.
- Diagnose and solve accounting problems within an accounting context.
- Apply the various cost classification concepts that are fundamental to the language of management accounting.
- Evaluate the benefits of traditional cost accounting methods and activity-based costing methods.
- Explain the importance of budgetary control and cash flow management.
- Analyze long-term capital budgeting decisions using relevant cash inflows and outflows.
- Apply managerial decision-making skills to real-world business examples.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written/ Research Assignments
- Mid-term
- Final Exam

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D	1.3	50-54%
F	0.0	0-49%

BUSI 2110 – Organizational Behaviour

Course Description

This course is a foundational course that examines the factors that influence individual, group, organizational, and cultural dynamics as it relates to the management of an organization. The topics that will be covered include, but are not limited to, job attitudes, performance appraisals and reward systems, diversity and equity, motivation, leadership, decision-making, dealing with conflict, and organizational power and politics.

Learning Objectives

By the end of this course, students will be able to:

- Discuss organizational behavioural factors that include personalities, perceptions, attitudes, etc.
- Analyze and compare different models as a means of explaining individual behaviours as they relate to motivation and rewards.
- Develop processes for addressing and resolving conflict in an organization.
- Identify different leadership styles and understand the impact of those leadership styles in the decision-making process.
- Through an understanding of different organizational designs, assess and explain organizational culture and its dimensions.
- Discuss the process and implementation of creating organizational change.
- Recognize and discuss the different strategies and skills for working in a group setting.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Quizzes
- Homework Assignments
- Presentation

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F	0.0	0-49%

(COMM 2710) Advanced Communication for Managers

Course Description

This course aims to place students within specific communication scenarios faced by managers across diverse industries. Students will express how to address each scenario in light of business objectives, stakeholder relations, and employee standards. By immersing themselves in crisis scenarios, strategic initiatives, community outreach and risk mitigations, students will be trained on best practices to advance their communications and build strong qualitative and quantitative measures. The course explores digital, print, written, and oral techniques and situates students as leaders in an organization managing the delivery, training, and implementation of communications across the organization.

Learning Objectives

By the end of this course, students will be able to:

- Identify scenarios within an organization that require specific communications interventions.
- Develop communication strategies using the Pyramid Principle and SUCCEs framework.
- Identify the nature, opportunity, risk, and urgency in a business communication scenario.
- Develop strategies to fill gaps in existing communications portfolios.
- Guide desired organizational outcomes using clear and effective communication strategies.
- Regularly adapt communication plans to ensure optimal communication among stakeholders.
- Develop key performance indicators (KPIs) and measures to demonstrate the return on investment of communication activities.
- Lead transformative client and employee engagement campaigns.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments
- Mid-Term
- Team Project

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(DATA 2210) Data Modelling and Analytics in Business

Course Description

In this course, students engage with data modelling and analytics techniques to solve business problems and make informed business decisions. Students also gain an understanding of data analysis principles and comparative differences among analytics techniques; students will develop knowledge of when and how to apply them using spreadsheet software.

Learning Objectives

By the end of this course, students will be able to:

- Describe the role of data, modelling, and analytics in business and decision-making.
- Discuss the steps involved in data preprocessing and cleaning.
- Produce visualizations (e.g., histograms, graphs, plots, etc.) using spreadsheet software to highlight the main features and trends in a dataset.
- Perform descriptive and exploratory analysis to draw insights from data.
- Apply hypothesis testing (e.g., mean difference, association tests, etc.) to make generalizations about outcomes.
- Apply the linear regression technique to measure the impact of a set of variables on an outcome.
- Describe the importance and limitations of predictive analytics in business decision making.
- Explain the role of ethics and privacy in data collection, processing, and modelling.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Team Projects
- Quizzes

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(ECON 2210) Principles of Macroeconomics

Course Description

This course will introduce students to the principles of macroeconomics. Fundamental analytical concepts and techniques of contemporary macroeconomics will be examined further, along with applications to better comprehend observed economic phenomena, current economic issues, and governmental economic policies.

Learning Objectives

By the end of this course, students will be able to:

- Analyze how macroeconomic principles impact the way people interact and make decisions.
- Explain the role of economists in making policy.
- Determine the quantity of goods produced by analyzing a supply and demand model.
- Summarize the measurement and use of gross domestic product (GDP).
- Critically examine long-term worker productivity factors, including real GDP per person and general productivity.
- Explain the relationship between the banking system, money creation, and inflation.
- Make decisions reflecting the fundamental concepts of macroeconomics in a global context.
- Evaluate short-term fluctuations in the economy regarding aggregate demand and aggregate supply.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments
- Quizzes

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(HRES 2120) Strategic Human Resource Management

Course Description

The course provides students with an awareness of federal and provincial legislation as well as current challenges in strategic human resource management. Students are introduced to the employee lifecycle from recruitment, selection, training, and termination. Human resource management is introduced to students as a tool to create an engaging company culture with effective leadership.

Learning Objectives

By the end of this course, students will be able to:

- Analyze how human resource management (HRM) relates to the management process and the legal context of the business.
- Identify the steps involved in job analysis.
- Explain the recruitment and selection processes in an organization.
- Explain onboarding, training, and performance management.
- Explain the concept of pay equity and how organizations can address inequity.
- Explain how to use different incentives for different groups of employees.
- Describe the strategic role of employee benefits.
- Mitigate voluntary and involuntary employee turnover using HRM strategies.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments

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(MGMT 2410) Operations Management

Course Description

This course will introduce students to core operation management theories, concepts and applications with a strong focus on global supply chain, procurement and strategic sourcing, manufacturing process, project management, materials and inventory management, and sustainable production management. Students will learn how to design and implement effective production strategies to maximize productivity and overall business competitiveness.

Learning Objectives

By the end of this course, students will be able to:

- Recognize major concepts and terminologies of business operations and global supply chain management within the overall value-creation process.
- Apply efficient operation and supply chain strategies to maximize productivity and operational effectiveness.
- Explain manufacturing processes and production process mapping.
- Explain procurement and strategic sourcing processes in the Business-to-Business market.
- Control a project using the critical path method.
- Apply different production strategies to match supply and demand.
- Explain the lean production and lean supply chain.
- Explain sales planning and yield management processes.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Homework Assignments
- Team Assignments
- Quizzes

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A+	4.3	90-100%
A	4.0	85-89%
A-	3.7	80-84%
B+	3.3	77-79%
B	3.0	73-76%
B-	2.7	70-72%
C+	2.3	65-69%
C	2.0	60-64%
C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

Level 3 Courses

HRES 3420 – Organizational Learning and Design

Course Description

This course introduces students to the theories and practices pertinent to building a learning organization. Specifically, this course will address learning as a part of a larger system of organization development through a systems-thinking lens. Topics include understanding the learning organization as an enterprise, determining how adults learn, assessing learning needs, designing multimodal approaches to learning and learning transfer, evaluating the impact of learning on the organization, building individual and team capacities, and organizational and social issues associated with organizational learning. Throughout the course, emphasis will be placed on learner accessibility and teaching adjustment considerations to enhance learner success.

Learning Objectives

By the end of this course, students will be able to:

- Explain key concepts, theories, and practice concerns related to building a learning organization.
- Assess organizational performance issues for potential learning solutions.
- Differentiate among various adult learning and teaching theories.
- Develop a learning strategy to resolve knowledge-related performance issues.
- Explain factors influencing learning transfer.
- Design learning impact evaluation strategies to quantify learning impact on the organization.
- Describe approaches to building individual and team capacities within an organization.
- Explain organizational and societal considerations for building a learning culture.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Quizzes
- Team Projects
- Written Assignments

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B-	2.7	70-72%
C+	2.3	65-69%
C	2.0	60-64%
C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

(LEAD 3410) Leadership and Innovation

Course Description

The purpose of this course is to study the synergy in innovation network teams by introducing various leadership styles and general traits of an innovation leader. Students will learn to carry out sustainable initiatives through collaboration, evaluation, and education. This course also assists in understanding how innovation leaders assess, clarify, and communicate an organization's culture and values, leading to both small and large-scale innovation success.

Learning Objectives

By the end of this course, students will be able to:

- Evaluate how different leadership styles promote innovation within an organization.
- Analyze the impacts of effective followers on an innovation network team.
- Collaborate effectively with team members to foster innovation within an organization.
- Analyze the link between different approaches to innovation leadership.
- Analyze the factors that contribute to large and small innovation successes in the private sector and personal ventures.
- Devise innovative solutions to organizational problems, such as sustainable community management practices, by adapting lessons from leadership success stories.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Quizzes
- Team Assignments

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C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

(MATH 3720) Decision Analysis for Managers

Course Description

This course uses math and statistical concepts to develop students' ability to understand and apply deterministic and probabilistic models to business problems and solutions. In this course, students gain different perspectives on the decision-making process in business settings. The course covers key analytical and data mining methods applicable to business situations, such as new product launches, object screening and classification, market segmentation, fraud detection, employee retention, personalization, as well as pricing and sales promotions. Additionally, students learn how to recommend the most suitable modelling techniques based on technical output, business objectives, ethical concerns, and data governance issues.

Learning Objectives

By the end of this course, students will be able to:

- Apply the most relevant industry framework for identifying, framing, translating, and communicating business opportunities into data analytics solutions.
- Define the roles and responsibilities of teams managing analytical projects.
- Execute analytical and data mining techniques to solve specific business problems.
- Recommend the most suitable data mining techniques to address specific problems based on technical output and business objectives.
- Describe applications of big data and automation to improve customer experience.
- Explain the importance of the data governance role in achieving analytics success within a project.
- Identify the analytics and digital transformation challenges faced by businesses.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Team Assignments
- Exam

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C+	2.3	65-69%
C	2.0	60-64%
C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

(MGMT 3510) Strategic Management

Course Description

This course provides students with a general overview of the strategic planning process and provides a contextual framework for assessing the feasibility of business-level and corporate-level strategies. Topics include the concepts of corporate strategy; the decision-making process; formulation of strategy; strategic thinking; and the formation, implementation, and evaluation of strategy.

Learning Objectives

By the end of this course, students will be able to:

- Illustrate the importance of the elements of strategic leadership, including the firm's vision, strategy, culture, and leadership, in strategy formulation.
- Evaluate and value the impact of various internal and external environmental forces acting upon a firm.
- Use strategy frameworks to understand the industry and forecast rival behaviour.
- Formulate business strategies that create a sustainable competitive advantage for the firm and leverage its core competencies.
- Assess implementation challenges and methods that quantify and prioritize contingencies.
- Revise plans based on contingencies to achieve sustainable business success.
- Apply ethical decision-making based on implementation challenges.
- Identify control mechanisms that lead to sustainable business plans and practices.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments

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C	2.0	60-64%
C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

(MGMT 3620) Managing in the Global Context

Course Description

The changing nature of managing in the face of globalization requires that business strategies and management evolve. This course equips students with the underlying knowledge of the management and organizations of companies and organizations across cultures and their effect on the global business environment. Students also possess a detailed understanding of how to investigate and analyze different intercultural settings that affect global businesses and how organizational behaviour, ethical practices, and communication impact the business's reputation and profitability.

Learning Objectives

By the end of this course, students will be able to:

- Define globalization, global institutions, and why countries are different.
- Describe multinational companies and systems in the global business context.
- Review business practices across international borders and the issues involved in protecting national interests.
- Recognize intercultural concerns and the sensitivity of multi-countries.
- Appraise a corporation's ethical behaviours to integrate social and environmental responsibilities into management decision-making.
- Integrate theories, concepts, and practices learned into real-world international situations.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Quizzes
- Team Assignments
- Written Assignments

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C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

Level 4 Courses

(ETHC 4690) Advanced Topics in Business Ethics and Sustainability

Course Description

This course delves into the complex relationship between financial growth and corporate social responsibility. Using a case study approach, students will examine and reflect on recent examples of business enterprises facing significant ethical dilemmas. Students will have the opportunity to debate and consider the various factors impacting effective, ethical decision-making within these contexts.

Learning Objectives

By the end of this course, students will be able to:

- Critically evaluate social and economic projects from various ethical perspectives.
- Problematize the social relations production in the context of Kantian ethics and conceptualize alternative forms.
- Describe the concept of 'Respect for People' and use it to evaluate a chosen work environment.
- Critically evaluate business objectives and mission statements using utilitarian ethics.
- Demonstrate an awareness of the global interconnectedness of all people.
- Demonstrate an awareness of Distributed Moral Responsibility and Distributed Moral Action in production, retail, and consumer purchasing habits.
- Develop and convincingly argue a plan for contributing to business, worker, and societal sustainability.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments

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B	3.0	73-76%
B-	2.7	70-72%
C+	2.3	65-69%
C	2.0	60-64%
C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%

(LEGL 4200) Business Law

Course Description

This course will introduce students to the basic tenets of the legal system in the world market from a North American perspective. Using the case method, this course examines the foundational elements of business law, including dispute settlement procedures; corporate organizations; investment; domestic and international trade; contracts; intellectual property protection; and product liability. Students will learn how to identify and analyze critical legal issues and will develop a broad understanding of international business law.

Learning Objectives

By the end of this course, students will be able to:

- Explain general sources, purposes, and structures of law in the business context.
- Apply tort and contract law in a business context.
- Articulate the basic principles of business organizations, including sole proprietorships, partnership, and incorporation.
- Describe property issues in business, including real estate interests, intellectual property, and personal property.
- Discuss the basic legal principles of employment.
- Explain dispute resolution, including international business dispute resolution.
- Analyze a variety of legal risks in common business circumstances, from the commencement of a business to securing a location, hiring staff, purchasing supplies, and selling goods or services.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Mid-term
- Case Study
- Final Exam

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(MKTG 4300) Marketing Strategy

Course Description

This course expands students' knowledge of formulating and implementing marketing strategies for brands and organizations. The content will focus on the role of marketing activities in the business enterprise and their utilization to achieve a sustainable competitive advantage. Students will gain an understanding of the strategic challenges and opportunities created by the dynamic nature of markets. This course examines the critical marketing plan elements, the global implications of marketing, the major forces impacting marketing strategies, issues such as corporate responsibility, value propositions, the marketing mix, and other key analysis areas integral to the study of marketing. The opportunity for further study is established as awareness and understanding are gained, both in the role marketing has in business and its impact on society.

Learning Objectives

By the end of this course, students will be able to:

- Analyze the role of ethics and social responsibility within marketing strategy development and implementation.
- Explain how the realities of today's economy influence the development of a marketing strategy.
- Synthesize marketing planning decisions in support of strategic planning.
- Implement marketing strategies using strategic marketing management tools.
- Use planning tools to build a sustainable competitive advantage.
- Develop a marketing plan utilizing marketing management analysis skills.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- Discussion Postings
- Written Assignments
- Team Project

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