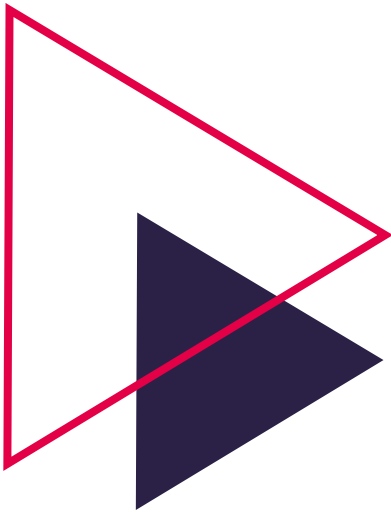


# Program Overview: Business (Transfer)



You earn 2 credentials:

**HONOURS BACHELOR OF BUSINESS  
ADMINISTRATION**

from the University of Guelph



**DIPLOMA IN BUSINESS ADMINISTRATION**

from Humber

This is a sample of the courses you may be taking as part of the Business Administration Program. Please note that you may be exempt from certain courses due to your transfer credit. If applicable, please consult your Transfer Credit Assessment in your Offer of Admission.

Please note that curriculum and course sequencing is subject to change. A program plan will be made available for enrolled students, and should be used for course sequencing and planning purposes.

Course descriptions are available at [calendar.guelphhumber.ca](http://calendar.guelphhumber.ca).

Course Title
Microeconomics
Business Law
Marketing
Introduction to Financial Accounting
Business Communications
Macroeconomics
Introduction to Organizational Behaviour
Business Information Systems
Introduction to International Business
Business Statistics

Human Resources Management
Managerial Accounting
Consumer Behaviour
Applied Decision Making Techniques
Advertising in Business
Ethics & Values in Business
Operation Management
Finance
Entrepreneurial Studies
Corporate Finance
Research Methods in Business
Negotiation in Business
Business Policy
Project Management
Leadership in Business
Applied Business Study
General electives
Restricted business electives

## Area of Emphasis/Restricted Business Electives Breakdown

- 5.0 credits (10 courses) are required to graduate.
- 3.0 credits (6 courses) are required to declare an area of emphasis.
- The area of emphasis will be noted on your Humber Diploma and University of Guelph transcript.

<p><b>Accounting – 3.0 credits (6 courses)</b>            Intermediate Accounting I [W]            Intermediate Accounting II [F]            Managerial Accounting II [F]            Advanced Financial Accounting [W]            Taxation I [F]            Taxation II [W]            Auditing I [W]            Auditing II [F]            Advanced Managerial Accounting [W]            Introduction to Business Analytics [F]</p>	<p><b>Management – 3.0 credits (6 courses)</b>            Business &amp; Government [F]            Case Studies in Business Management [F]            Small Business Management [F]            Business Consulting [W]            Event Management I [F/W]            Event Management II [F/W]            Introduction to Business Analytics [F]            History of Business [F]            Managing Not-for-Profit Enterprise [F]            Business Management Simulation [W]</p>
<p><b>Finance – 3.0 credits (6 courses)</b>            International Finance [F]            Money, Banking &amp; Finance [W]            Business &amp; Government [F]            Real Estate Finance [W]            Investment Finance [F]            Personal Financial Planning [F]            Insurance &amp; Risk Management [W]            Portfolio Management [W]            Introduction to Business Analytics [F]            Entrepreneurial Finance [W]            History of Business [F]</p>	<p><b>Marketing – 3.0 credits (6 courses)</b>            Customer Service [W]            Direct Marketing [W]            Professional Selling [F]            Business &amp; Government [F]            Social Media Marketing [W]            E-Commerce [F]            Marketing Research Project [W]            Event Management I [F/W]            Event Management II [F/W]            Introduction to Business Analytics [F]            History of Business [F]            Relationship Marketing [F]</p>
<p><b>International Business – 3.0 credits (6 courses)</b>            International Finance [F]            International Law [F]            International Trade [W]            Business and Government [F]            Business Consulting [W]            Asia Pacific – Regional [F]            Latin America – Regional [F]            Europe – Regional [W]            Introduction to Business Analytics [F]            History of Business [F]            Intercultural Understanding and Communication [F/W]</p>	<p><b>Small Business Management &amp; Entrepreneurship – 3.0 credits (6 courses)</b>            Professional Selling [F]            Business &amp; Government [F]            Social Media Marketing [W]            Small Business Management [F]            Planning a Small Business [W]            Business Consulting [W]            Event Management I [F/W]            Event Management II [F/W]            Introduction to Business Analytics [F]            Entrepreneurial Finance [W]            History of Business [F]            Relationship Marketing [F]</p>

**Unspecialized – Restricted Elective**

Business Workplace Learning [S]

Compensation [F]

Human Resource Planning [F]

Labour Relations [W]

Occupational Health & Safety [W]

Recruitment & Selection [W]

Training & Development [W]

Business Practicum [W]

*Updated: January 2023*