

Program Overview: Business



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in

2 credentials in 4 years

HONOURS BACHELOR OF BUSINESS ADMINISTRATION

from the University of Guelph



DIPLOMA IN BUSINESS ADMINISTRATION

from Humber

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.

Semester	Course Title
1 (F)	Microeconomics
	Business Law
	Marketing
	Introduction to Financial Accounting
	Business Communications
2 (W)	Macroeconomics
	Introduction to Organizational Behaviour
	Business Information Systems
	Introduction to International Business
	Business Statistics

3 (F)	Human Resources Management
	Managerial Accounting
	Consumer Behaviour
	Applied Decision Making Techniques
	General Elective
4 (W)	Advertising in Business
	Ethics & Values in Business
	Operation Management
	Finance
	General Elective OR Restricted Business Elective (if in Accounting)
5 (F)	Entrepreneurial Studies
	Corporate Finance
	Research Methods in Business
	General Elective
	Restricted Business Elective
6 (W)	Negotiation in Business
	General Elective
	Restricted Business Elective
	Restricted Business Elective
	Restricted Business Elective
7 (F)	Business Strategy
	Project Management
	Restricted Business Elective
	Restricted Business Elective
	Restricted Business Elective

8 (W)	Leadership in Business
	Applied Business Study
	Restricted Business Elective
	Restrictive Business Elective
	Restrictive Business Elective OR General Elective (if in Accounting)

Restricted Business Electives by Semester

Semester	Restrictive Business Electives
5 (F)	International Law
	Professional Selling
	Business & Government
	Case Studies in Business Management
	Compensation
	Human Resource Planning
	Introduction to Business Analytics
	Event Management I
	History of Business
	Relationship Marketing
6 (W)	Intercultural Understanding & Communication
	Customer Service
	Direct Marketing
	International Finance
	Money, Banking & Finance
	Applied Case Studies in Business Management
	International Trade

6 (W)	Social Media Marketing
	Real Estate Finance
	Labour Relations
	Occupational Health & Safety
	Recruitment & Selection
	Training & Development
	Programming for Analytics
	Business Practicum
	Business Consulting
	Event Management I
	Event Management II
Summer Semester (Optional)	Business Workplace Learning
7 (F)	E-Commerce
	Investment Finance
	Personal Financial Planning
	Small Business Management
	Event Management II
	Asia Pacific Regional
	Latin America Regional
	Managing Not-for-Profit Enterprise
8 (W)	Marketing Research Project
	Insurance & Risk Management
	Portfolio Management
	Planning a Small Business
	Europe Regional

8 (W)	Entrepreneurial Finance
	Business Management Simulation

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>Accounting – 3.0 credits (6 courses) 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>Management – 3.0 credits (6 courses) Business & 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>Finance – 3.0 credits (6 courses) International Finance [F] Money, Banking & Finance [W] Business & Government [F] Real Estate Finance [W] Investment Finance [W] Personal Financial Planning [F] Insurance & Risk Management [W] Portfolio Management [W] Introduction to Business Analytics [F] Entrepreneurial Finance [W] History of Business [F]</p>	<p>Marketing – 3.0 credits (6 courses) Customer Service [W] Direct Marketing [W] Professional Selling [F] Business & 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>International Business – 3.0 credits (6 courses) International Finance [F] International Law [F] International Trade [W] Business & 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>Small Business Management & Entrepreneurship – 3.0 credits (6 courses) Professional Selling [F] Business & 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]

Programming for Analytics [W]

Business Practicum [W]

Note: AHSS*3500 - International Field Study **[S] can be counted as an Area of Emphasis credit, however, the course must be delivered by the BBA Program. Additionally, the research paper must reflect the Area of Emphasis and students will require previous consent from the BBA Program Head.

Updated: January 2023