

# BUSINESS AND ADMINISTRATION (BUS)

Updated Jan. 30/18

**Chair: Rosalie Harms**; Professors: K. Harlos, S. Singh; Associate Professors: K. Breward, F. DiMuro, D. Duval, M. Kilgour, G. O'Farrell; Assistant Professors: S. Berge, O. Bullard, K. Fantazy, H. Mann, M. Zadeh Instructors: M. Breward,, P. Moreira, D. Mortimer, D. Ng

<http://busandadmin.uwinnipeg.ca>

## DEGREES/PROGRAMS OFFERED

**3- Year BBA**

**4- Year BBA**

**4- Year BBA – Economics and Finance – refer to the “Economics and Finance” section of the Academic Calendar**

**Joint Program with Red River College**

**Master in Management – See the *Graduate Studies Academic Calendar*.**

**Science with a Business Stream - refer to the “Science with a Business Stream” section of the Academic Calendar and specific Science Departments’ calendar entries, as appropriate.**

## INTRODUCTION

The Bachelor of Business Administration degree offered through the Department of Business and Administration is designed for students who wish to pursue a career in business, or in the public or non-profit sectors. Our aim is to graduate socially and ethically responsible students capable of succeeding in a rapidly changing world.

The 3-year BBA is an excellent complement to a degree in another field, and is intended to be readily accessible as a part of a double degree program upon completion of additional coursework.

The 4-year BBA prepares students for managerial work and also for further study in business administration such as an MBA or other graduate degree program.

In addition to the above, the joint program with Red River College offers the opportunity to obtain both a Bachelor of Business Administration degree and a Business Administration Diploma in less time than it would normally take to obtain the two qualifications, by allowing credit for work completed at the alternate institution.

## REQUIREMENTS FOR A 3-YEAR BBA

<b>ADMISSION REQUIREMENT</b>	Admission to The University of Winnipeg with credit for Pre-calculus or Applied Mathematics 40S
<b>GRADUATION REQUIREMENT</b>	90 credit hours
<b>RESIDENCE REQUIREMENT</b>	
Degree:	Minimum 30 credit hours
Major	Minimum 18 credit hours in BUS-#### courses
<b>GENERAL DEGREE REQUIREMENT</b>	
Humanities:	12 credit hours in Humanities
Science:	6 credit hours in Science
Writing:	Minimum 3 credit hours of Academic Writing
Indigenous:	3 credit hours in designated Indigenous requirement courses
Maximum Introductory Courses:	Students may use a maximum of 42 credit hours at the 1000 level. Of these, a maximum of 6 credit hours may be below the 1000 level. As a result, students must take a minimum of 48 credit hours at the 2000-level or above in order to not exceed the maximum number of introductory courses.
Distribution:	Minimum three (3) credit hours from each of five (5) different subjects.
<b>3-YEAR BBA REQUIREMENT</b>	36 credit hours
Required courses:	33 credit hours of core courses:
	<b>BUS-1201 (3)</b> Introduction to Business I
	<b>BUS-1202 (3)</b> Introduction to Business II
	<b>BUS-2002 (3)</b> Fundamentals of Financial Accounting
	<b>OR</b>
	<b>BUS-2010 (3)</b> Fundamentals of Financial Management and Administration

**BUS-2103 (3)** Fundamentals of Organizational Behaviour  
**BUS-2210 (3)** Fundamentals of Marketing  
**BUS-2440 (3)** Fundamentals of Human Resource Management  
**BUS-2501 (3)** Fundamentals of Production and Operational Management  
**ACS-1803 (3)** Introduction to Information Systems  
**ECON-1102 (3)** Introduction to Economics: Micro  
**ECON-1103 (3)** Introduction to Economics: Macro  
**POL-2320 (3)** Government-Business Relations in Canada,

Corporate Social Responsibility Requirement:

Select one of the following courses:

BUS-3110 (3) Ethics in Management  
 BUS-3255 (3) Social Enterprise: From Theory to Practice  
 IDS-3101 (3) Development Ethics  
 PHIL-2201 (6) Moral Philosophy  
 PHIL-2230 (3) Moral Issues in Business  
 PHIL-2233 (3) Environmental Ethics  
 CRS-3231 (3) Ethics in Conflict Resolution

Additional Business Requirement: Minimum 3 credit hours of Business courses at the 3000 level or above (i.e. BUS-3###).

BUS-3110 (3) or BUS-3255 (3) can be used to fulfill both the Corporate Social Responsibility and the Additional Business Requirement.

Double Degree:

Full 3-year BBA degree requirements as above and specified number of credit hours in other degree program.  
 Courses eligible for both programs may be counted towards both degrees.  
 Please note that additional credit hours will need to be completed to receive two degrees.

Combined Major:

Minimum 48 credit hours from two (2) different majors with not less than 18 credit hours from each major subject. For the Business and Administration component, the following 18 credit hours are required at a minimum.

**Students will be granted one degree (e.g., BBA, BA, or BSc) that reflects the degree program in which the majority of credit hours have been completed.** The transcript will indicate the two departments that comprise the combined major.

Prescribed Courses: **BUS-1201 (3)** Introduction to Business I  
**BUS-1202 (3)** Introduction to Business II  
**BUS-2002 (3)** Fundamentals of Financial Accounting  
**OR**  
**BUS-2010 (3)** Fundamentals of Financial Management and Administration  
  
**BUS-2210 (3)** Fundamentals of Marketing  
**BUS-2440 (3)** Fundamentals of Human Resource Management  
**OR**  
**BUS-2103 (3)** Fundamentals of Organizational Behaviour  
**BUS-2501 (3)** Fundamentals of Production and Operational Management

## REQUIREMENTS FOR A 4-YEAR BBA General Stream

<b>ADMISSION REQUIREMENT</b>	Admission to The University of Winnipeg with credit for Pre-calculus or Applied Mathematics 40S..
<b>GRADUATION REQUIREMENT</b>	120 credit hours
<b>RESIDENCE REQUIREMENT</b>	
Degree:	Minimum 60 credit hours
Major:	Minimum 30 credit hours in BUS-#### courses
<b>GENERAL DEGREE REQUIREMENT</b>	
Humanities:	12 credit hours in Humanities
Science:	6 credit hours in Science
Social Science:	12 credit hours in Social Science
Writing:	Minimum 3 credit hours of Academic Writing
Indigenous:	3 credit hours in designated Indigenous requirement courses
Maximum Introductory Courses:	Students may use a maximum of 42 credit hours at the 1000 level. Of these a maximum of 6 credit hours may be below the 1000 level. As a result, students must take a minimum of 78 credit hours at the 2000-level or above in order to not exceed the maximum number of

Distribution: introductory courses.  
Minimum three (3) credit hours from each of five (5) different subjects.

**4-YEAR BBA GENERAL STREAM REQUIREMENT** 57 credit hours

Required courses: 33 credit hours of core courses (21 credit hours in BUS-#### courses, 12 in cognates)

**BUS-1201 (3)** Introduction to Business I  
**BUS-1202 (3)** Introduction to Business II

**BUS-2002 (3)** Fundamentals of Financial Accounting  
**OR**

**BUS-2010 (3)** Fundamentals of Financial Management and Administration

**BUS-2103 (3)** Fundamentals of Organizational Behaviour  
**BUS-2210 (3)** Fundamentals of Marketing  
**BUS-2440 (3)** Fundamentals of Human Resource Management  
**BUS-2501 (3)** Fundamentals of Production and Operational Management  
**ACS-1803 (3)** Introduction to Information Systems  
**ECON-1102 (3)** Introduction to Economics: Micro  
**ECON-1103 (3)** Introduction to Economics: Macro  
**POL-2320 (3)** Government-Business Relations in Canada

Corporate Social Responsibility Requirement:

Select one of the following courses:  
BUS-3110 (3) Ethics in Management  
BUS-3255 (3) Social Enterprise: From Theory to Practice  
IDS-3101 (3) Development Ethics  
PHIL-2201 (6) Moral Philosophy  
PHIL-2230 (3) Moral Issues in Business  
PHIL-2233 (3) Environmental Ethics  
CRS-3231 (3) Ethics in Conflict Resolution

Additional Business Requirements: 24 credit hours of additional Business and Administration courses (i.e., BUS-####) all of which must be at the 2000 level or above, including:  
a minimum of 15 credit hours at the 3000 level or above  
and of those, a minimum of 6 credit hours at the 4000 level are required.

BUS-3110 (3) or BUS-3255 (3) can be used towards fulfilling both the Corporate Social Responsibility and the Additional Business Requirements

The former BUS 3440 and the former BUS 3450 will be considered as BUS 4440 and BUS 4450 respectively for the purpose of fulfilling the 4000 level credit hours requirement within the 4-Year BBA.

Maximum BUS Courses: Maximum 78 credit hours of Business and Administration courses (BUS-####) may be used towards the degree.

## REQUIREMENTS FOR A 4-YEAR BBA Concentration Stream

**ADMISSION REQUIREMENT** Admission to The University of Winnipeg with credit for Pre-calculus or Applied Mathematics 40S

**GRADUATION REQUIREMENT** 120 credit hours

**RESIDENCE REQUIREMENT**  
Degree: Minimum 60 credit hours  
Major: Minimum 30 credit hours in BUS-#### courses

**GENERAL DEGREE REQUIREMENT**  
Humanities: 12 credit hours in Humanities  
Science: 6 credit hours in Science  
Social Science: 12 credit hours in Social Science  
Writing: Minimum 3 credit hours of Academic Writing  
Indigenous: 3 credit hours in designated Indigenous requirement courses  
Maximum Introductory Courses: Students may use a maximum of 42 credit hours at the 1000 level. Of these a maximum of 6 credit hours may be below the 1000 level. As a result, students must take a minimum of 78 credit hours at the 2000-level or above in order to not exceed the maximum number of introductory courses.  
Distribution: Minimum three (3) credit hours from each of five (5) different subjects.

**4-YEAR BBA WITH CONCENTRATION STREAM REQUIREMENT** 66 credit hours

Required courses: 33 credit hours of core courses (21 credit hours in BUS-#### courses, 12 in cognates)

- BUS-1201 (3)** Introduction to Business I
- BUS-1202 (3)** Introduction to Business II
  
- BUS-2002 (3)** Fundamentals of Financial Accounting
- OR**
- BUS-2010 (3)** Fundamentals of Financial Management and Administration
  
- BUS-2103 (3)** Fundamentals of Organizational Behaviour
- BUS-2210 (3)** Fundamentals of Marketing
- BUS-2440 (3)** Fundamentals of Human Resource Management
- BUS-2501 (3)** Fundamentals of Production and Operational Management
- ACS-1803 (3)** Introduction to Information Systems
- ECON-1102 (3)** Introduction to Economics: Micro
- ECON-1103 (3)** Introduction to Economics: Macro
- POL-2320 (3)** Government-Business Relations in Canada

Corporate Social Responsibility Requirement:

Select one of the following courses:

- BUS-3110 (3) Ethics in Management
- BUS-3255 (3) Social Enterprise: From Theory to Practice
- IDS-3101 (3) Development Ethics
- PHIL-2201 (6) Moral Philosophy
- PHIL-2230 (3) Moral Issues in Business
- PHIL-2233 (3) Environmental Ethics
- CRS-3231 (3) Ethics in Conflict Resolution

Concentration Area Requirements: Minimum 12 credit hours in the chosen concentration;  
of which a minimum of 9 credit hours are Business and Administration courses  
(i.e., BUS-####)  
and of those, a minimum 3 BUS credit hours at the 4000 level are required

Please note that BUS-2002 (3) Fundamentals of Financial Accounting and BUS-2003 (3) Managerial Accounting are pre-requisites for advanced courses in the Accounting concentration. Students may declare up to two concentrations. The same course cannot be used to fulfill the requirements of two concentrations, unique courses in each concentration must be chosen.

Additional Business Requirements: Minimum 21 credit hours of Business and Administration courses (i.e., BUS-####) all of which must be at the 2000 level or above, in addition to those counted towards the specific concentration, including  
a minimum of 12 credit hours at the 3000 level or above

4000 Level Requirement: Minimum 6 credit hours of Business and Administration courses (i.e., BUS-4###, of which a minimum of 3 credit hours must be in the concentration.

For students completing a second concentration, they may simply subtract the credit hours in the second concentration from these 21 credit hours (i.e., they would be completing: 12 credit hours in the first concentration following the specifications noted in the Concentration Area Requirements above, 12 credit hours in the second concentration (also adhering to the same specifications as the first concentration) and 9 credit hours of additional Business and Administration courses, all of which must be at the 2000 level or above.)

BUS-3110 (3) or BUS-3255 (3) can be used towards fulfilling both the Corporate Social Responsibility and the Additional Business Requirements

The former BUS 3440 and the former BUS 3450 will be considered as BUS 4440 and BUS 4450 respectively for the purpose of fulfilling the 4000 level credit hours requirement within the 4-Year BBA.

Maximum BUS Courses: Maximum 78 credit hours in Business and Administration courses (i.e. BUS-####) may be used towards the degree.

**See next page for Concentration Areas**

## CONCENTRATION AREAS

### Accounting

BUS-3003 (3) Cost Accounting  
BUS-3102 (3) Intermediate Accounting – Assets  
BUS-3103 (3) Intermediate Accounting – Equities  
BUS-3120 (3) Canadian Taxation  
BUS-3550 (3) Auditing  
BUS-4002 (3) Advanced Financial Accounting  
BUS-4005 (3) Accounting Theory & Contemporary Issues\*  
BUS-4050 (3) Advanced Management Accounting\*  
**BUS-4920 (3) Business Strategy for Accountants**

### Marketing

BUS-3230 (3) Advertising  
BUS-3240 (3) Consumer Behaviour  
BUS-3260 (3) Retail Management  
BUS-3271 (3) Marketing Research  
BUS-4245 (3) Consumer Decision-Making: A Marketing Perspective  
BUS-4540 (3) International Marketing  
ACS-3907 (3) eCommerce\*

### Co-operative Enterprises

BUS-3300 - Management of Co-operatives  
BUS-3301 - Co-operative Entrepreneurship  
BUS-3302 - Co-operative and Credit Union Accounting and Performance Measures  
BUS-4301 – Financing a Co-operative Business

### International Business

BUS-3500 (3) International Management  
BUS-4220 (3) International Business  
BUS-4940 (3) Emerging Markets and Business Practices  
ECON-3301 (3) International Trade  
ECON-3302 (3) International Finance  
IDS/ANTH -3160 (3) Cultural Perspectives on Global Processes\*

### Human Resource Management & Organizational Behaviour

BUS/WGS/POL-3321(3) Gender and Organizations  
BUS 3410 (3) Compensation and Benefits  
BUS 3420 (3) Recruitment and Selection  
BUS 4440 (3) Contemporary Human Resource Issues\*\*  
BUS 4450 (3) Motivation, Teams and Power in Organizations\*\*  
BUS 4460- (3) Leadership and Fairness in Complex Organizations \*  
CRS-3240 (3) Workplace Conflict Resolution\*  
CRS 3220 (3) Models for Conflict Transformation\*  
CRS 4240 (3) Workplace Dispute System Design\*  
PSYC-3450 (3) Organizational Leadership and Decision Making\*  
SOC-2204 (3) Occupations and Professions\*

\* Courses may not be offered every academic year. Please consult with the relevant Department for planned course offerings.

\*\*The former BUS 3440, 3450 and 3460 will be considered as BUS 4440, BUS 4450 and BUS 4460 respectively for the purpose of fulfilling the 4000 level credit hours requirement within the 4-Year BBA.

Note: Please consult the department for other relevant courses.

## REQUIREMENTS FOR THE JOINT UNIVERSITY OF WINNIPEG/RED RIVER COLLEGE PROGRAM

In addition to the regular degree/programs offered, the University of Winnipeg and Red River College (RRC) have a cooperative agreement for a program of studies designed to afford students the opportunity to obtain both a degree (Bachelor of Business Administration) and a diploma (Business Administration Diploma) in less time than it would normally take to obtain the two qualifications, by allowing credit for work completed at the alternate institution. There are two options available.

Option A:

**3-year or 4-year BBA:** Students can receive **up to 54** credit hours of transfer credits from RRC towards a degree at the University of Winnipeg. Upon admission to the University of Winnipeg, students' transcripts will be evaluated to determine specific credits eligible to be transferred from RRC. All students will be required to meet all University of Winnipeg degree requirements for their chosen degree, as indicated in the relevant Course Calendar.

Notes:

\*High School Requirement: Pre-Calculus Mathematics 40S or Applied Mathematics 40S. Students with Consumer Math must complete additional Math course in first-year of program.

\* Three credit hours of Academic Writing is required if grade less than 80% in English 40S (2 credits).

\*There is a maximum number of additional credit hours that can be taken at the 1000 level in a degree program.

\*Effective for new applicants for admission to the University of Winnipeg, having completed their programs at RRC from 2005/06 onward.

For complete details on transfer credits and requirements go to:

<http://www.uwinnipeg.ca/index/fac-bus-ec-areas-study>

#### Option B:

For University of Winnipeg BBA graduates to obtain the RRC Diploma, they must complete 50 to 75 credit hours at RRC to meet normal program requirements. The number of credit hours required will be dependent on the specific courses completed at the University of Winnipeg. Students interested in Option B are urged to consult with the Head of the Business Administration Program at RRC.

### GENERAL INFORMATION

#### Course Selection

Students are advised to confirm Departmental offerings before planning their curriculum as certain courses may not be available in each term. Students are advised to ensure that currently listed courses do not duplicate material studied previously under different course numbers.

Students must meet Departmental prerequisites unless these are waived by the Chair of the Department concerned.

Students are encouraged to pursue courses in several discipline areas.

Students are advised to consult with the Chair or Faculty Advisor to ensure that they are correctly meeting departmental requirements.

## COURSE LISTINGS

Students are advised to use WebAdvisor or consult the appropriate Timetable on the website to find out which courses will be offered in an upcoming term.

- BUS-1201(3)** Introduction to Business I
- BUS-1202(3)** Introduction to Business II
- BUS-2002(3)** Fundamentals of Financial Accounting
- BUS-2003(3)** Managerial Accounting
- BUS-2010(3)** Fundamentals of Financial Management and Administration
- BUS/UIC/IS-2030(3)** Management and Financial Administration for Community and Aboriginal Organizations
- BUS-2103(3)** Fundamentals of Organizational Behaviour
- BUS-2210(3)** Fundamentals of Marketing
- BUS-2300(3)** Fundamentals of Co-operatives
- BUS-2440(3)** Fundamentals of Human Resource Management
- BUS-2501(3)** Fundamentals of Production and Operational Management
- BUS/ECON-2819(3)** Corporate Finance I
- BUS/ECON-2820(3)** Corporate Finance II
- BUS-3003(3)** Cost Accounting
- BUS-3102(3)** Intermediate Accounting Assets
- BUS-3103(3)** Intermediate Accounting Equities
- BUS-3110(3)** Ethics in Management
- BUS-3120(3)** Canadian Taxation
- BUS/HIST-3135(6)** The Hudson's Bay Company and The Modern Department Store
- BUS-3230(3)** Advertising
- BUS-3240(3)** Consumer Behaviour
- BUS-3250(3)** Not-For-Profit Management
- BUS-3255(3)** Social Enterprise: From Theory to Practice
- BUS-3260(3)** Retail Management
- BUS-3271(3)** Marketing Research
- BUS/ECON-3320(3)** Managerial Finance
- BUS/WGS/POL-3321(3)** Gender and Organizations
- BUS-3300(3)** Management of Co-operatives
- BUS-3301(3)** Co-operative Entrepreneurship
- BUS-3302(3)** Co-operative and Credit Union Accounting and Performance Measures
- BUS-3410(3)** Compensation and Benefits
- BUS-3420(3)** Recruitment and Selection
- BUS-3500(3)** International Management
- BUS-3502(3)** Applications of Decision Sciences to Business
- BUS-3510(3)** Supply Chain Management
- BUS-3550(3)** Auditing
- BUS-3600(3)** Public Sector Financial Management
- BUS-3660(3)** Introduction to Commercial Law
- BUS-3755(3)** Entrepreneurship & Small Business Management
- BUS/ECON-3819(3)** Advanced Corporate Finance
- BUS-3900(3)** Topics in Business Administration & Management
- BUS-3990(3)** Directed Readings in Business and Administration
- BUS-4002(3)** Advanced Financial Accounting
- BUS-4005(3)** Accounting Theory & Contemporary Issues
- BUS-4050(3)** Advanced Management Accounting
- BUS-4111(3)** Business Competition
- BUS-4220(3)** International Business
- BUS-4245(3)** Consumer Decision-Making: A Marketing Perspective
- BUS-4301(3)** Financing a Co-operative Business
- BUS-4440(3)** Contemporary Human Resource Issues

**BUS-4450(3)** Motivation, Teams, and Power in Organizations  
**BUS-4460(3)** Leadership & Fairness in Complex Organizations  
**BUS-4540(3)** International Marketing  
**BUS-4750(3)** Business Plan  
**BUS/ECON-4800(3)** Investments  
**BUS/ECON-4801(3)** Options, Futures & Derivatives  
**BUS-4900(3)** Advanced Topics in Business & Management  
**BUS-4901(3)** Business Strategy  
**BUS-4940(3)** Emerging Markets and Business Practices

#### **Experimental Courses**

**BUS-4920(3)** Business Strategy for Accountants  
**BUS-2755(3)** Fundamentals of Entrepreneurship and Business Planning

## **COURSE DESCRIPTIONS**

All course descriptions for all undergraduate programs can now be found in one large PDF called "All Course Descriptions" in the "Academic Calendar" section of the University website:  
<http://uwinnipeg.ca/academics/calendar/index.html>