

## BUSINESS AND ADMINISTRATION

### **BUS-1201 (3) Introduction to Business I** (3 hrs Lecture)

This course introduces fundamental concepts related to current business trends, business ownership, entrepreneurship, and general management, including organizational behaviour and human resource management. Emphasis is placed on relating course material to current events in the business world. Course delivery is primarily by lecture, and may be complemented by videos and guest speakers.

**Restrictions:** Students may not hold credit for this course and AS-1101.

**Requisite Courses:** Pre-Calculus Mathematics 40S or Applied Mathematics 40S or equivalent [prerequisite(s)].

### **BUS-1202 (3) Introduction to Business II** (3 hrs

Lecture) This course introduces basic terminology, concepts, theories and some qualitative and quantitative analytic techniques of key functional areas in business such as: accounting; finance; marketing; and, production and operations management. Student participation in an online business simulation allows students to experience a practical application of these primary business functions. Emphasis is placed on relating course material to current events in the business world. Course delivery is primarily by lecture, and may be complemented by videos and guest speakers.

**Restrictions:** Students may not hold credit for this course and AS-1101.

**Requisite Courses:** Pre-Calculus Mathematics 40S or Applied Mathematics 40S or equivalent [prerequisite(s)].

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

(3 hrs Lecture) An introduction to the accounting postulates used in preparing and presenting financial statements and a brief study of the role of accounting in the creation and application of business information.

**Requisite Courses:** BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+ [prerequisite(s)]; AND ECON-1201(3) or MATH-1301(3), either course with a minimum grade of C+ [prerequisite(s)].

### **BUS-2003 (3) Managerial Accounting** (3 hrs Lecture)

This course is an introduction to the accounting methods used by managers for financial evaluation and decision-making. It deals primarily with corporate management's point of view.

**Requisite Courses:** BUS-2002(3) with a minimum grade of C+ [prerequisite(s)].

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

This course introduces students to basic financial terms, procedures and concepts that provide the foundation for organizational financial management. It also examines planning, budgeting, and control within an organization as well as gathering, using, and reporting of the financial information resulting from an organization's activities.

**Note:** May not be taken for credit if students have completed any of BUS-3003(3), BUS-3102(3), BUS-3103(3), BUS-3120(3), BUS-3550(3), BUS-3600(3), BUS-4002(3), BUS-4005(3), the former BUS-4050(3), or

BUS-4920(3).

**Requisite Courses:** BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+ [prerequisite(s)]; AND ECON-1201(3) or MATH-1301(3), either course with a minimum grade of C+ [prerequisite(s)].

### **BUS-2030 (3) Management and Financial Administration For Community Leadership** (3 hrs

Lecture) As small-scale and not-for-profit structures, community-based and Indigenous organizations often face unique challenges and political/cultural realities in terms of overall management and operations. This course provides students with a good understanding of the key facets of management and administrative structures and management controls, financial statements and budgeting, performance measures, strategic planning and operations analysis and evaluation.

**Cross-listed:** UIC-2030(3) and IS-2030(3).

**Restrictions:** Students may not hold credit for this course and IS-2030 | UIC-2030.

**Requisite Courses:** UIC-1001(3); or IS-1016(3) (or HIST-1009(3)) and IS-1017(3); or the former IS-1015(6) [prerequisite(s)].

### **BUS-2103 (3) Fundamentals of Organizational**

**Behaviour** (3 hrs Lecture) This course is designed to introduce students to the theories and concepts of organizational behaviour. The principal topics examined include the bases of individual behaviour in groups and organizations, the structural and functional imperatives of formal organizations, and administration in formal organizations.

**Restrictions:** Students may not hold credit for this course and PSYC-2440 | PSYC-2101(6).

**Requisite Courses:** BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+ [prerequisite(s)]; AND ECON-1201(3) or MATH-1301(3), either course with a minimum grade of C+ [prerequisite(s)].

### **BUS-2210 (3) Fundamentals of Marketing** (3 hrs

Lecture) This course explores concepts and theories that lay the foundation for the understanding of marketing theory and practice. Students are introduced to topics on environmental scanning, segmentation and targeting, product life-cycle and new product development, consumer behaviour, marketing research, and marketing channels and distribution.

**Requisite Courses:** BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+ [prerequisite(s)]; AND ECON-1201(3) or MATH-1301(3), either course with a minimum grade of C+ [prerequisite(s)].

### **BUS-2300 (3) Fundamentals of Co-Operatives** (3 hrs

Lecture) Co-operatives have been working within our economic system for centuries. Millions of Canadians are members of co-operatives, but very few know what a co-operative actually is. This course highlights the nature of a co-operative and the unique management and governance features that exist within this business enterprise. Upon completing this course students have a basic understanding of what a co-operative is and what it

does within our economy and society. This course introduces the factors that encourage the development of co-operatives and how these factors could affect the future development of co-operatives in Canada.

**Requisite Courses:** BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+; OR permission of the Instructor [prerequisite(s)].

**BUS-2440 (3) Fundamentals of Human Resource Management** (3 hrs Lecture) This course introduces students to the theory and practice of managing an organization's human resources. Topics include human resource planning, job analysis and design, recruitment and selection, onboarding, training and development, compensation and benefits, performance evaluation, employee discipline and de-selection, and labour-management influences on the employer-employee relationship. Underlying foundational concepts include employment law, diversity, and organizational strategy.

**Requisite Courses:** BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+, [prerequisite(s)]; AND ECON-1201(3) or MATH-1301(3), either course with a minimum grade of C+ [prerequisite(s)].

**BUS-2501 (3) Fundamentals of Operations Management** (3 hrs Lecture) This course introduces students to the concepts related to operations management. These include basic linear programming, product and service design, layout of production systems, materials requirement management, aggregate planning, scheduling, inventory management, forecasting, and quality control; as well as quantitative techniques to problem solving.

**Requisite Courses:** BUS-1201(3) and BUS-1202(3), both with a minimum grade of C+, [prerequisite(s)]; AND ECON-1201(3) or MATH-1301(3), either course with a minimum grade of C+ [prerequisite(s)].

**BUS-2755 (3) Business Planning Basics** (3 hrs Lecture) This fundamentals course introduces students to the nature of entrepreneurship and necessary components for the development of a successful business plan. As part of this process, students have an opportunity to experience some of the distinctive financing, marketing, operational, management and personal challenges of starting and managing a small business or operating as a self-employed contractor. Course methodology is a combination of lecture and discussions, case studies and guest lectures.

**Restrictions:** Students may not hold credit for this course and BUS-3755.

**Requisite Courses:** KIN-1101(3) with a minimum grade of C, AND a minimum of 60 credit hours completed [prerequisite(s)].

**BUS-2819 (3) Corporate Finance I** (3 hrs Lecture) This course introduces students to the fundamentals of finance and presents theories and tools to be used in addressing corporate finance problems and issues. The course examines the theories and principles of financial management that relate to the practices used by corporations in the procurement, management and disbursement of capital funds. Topics include methods of capital acquisition and valuation of capital and financial

assets.

**Cross-listed:** ECON-2819(3).

**Restrictions:** Students may not hold credit for this course and ECON-2819.

**Requisite Courses:** BUS-2002(3) with a minimum grade of C+ OR ECON-1102(3) and ECON-1103(3), both with a minimum grade of C+ [prerequisite(s)]; AND ONE of STAT-1301(3), STAT-1401(3), STAT-1501(3) or the former STAT-1201(6) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the Instructor [prerequisite(s)].

**BUS-2820 (3) Corporate Finance II** (3 hrs Lecture) This course builds on the fundamentals introduced in BUS-2819(3)/ECON-2819(3) and discusses theories and tools used for evaluating risks and returns associated with financial assets. There is an intensive study of economic theories and principles of financial management. Topics include Capital Asset Pricing Model (CAPM), market efficiency, the cost of capital, optimal capital structure, and risk management.

**Cross-listed:** ECON-2820(3).

**Restrictions:** Students may not hold credit for this course and ECON-2820.

**Requisite Courses:** BUS-2819(3) or ECON-2819(3), either with a minimum grade of C+; OR permission of the Instructor [prerequisite(s)].

**BUS-3003 (3) Cost Accounting** (3 hrs Lecture) This is an intermediate-level, case-based course in managerial accounting which concentrates on the topics in organizational planning, financial control, and cost specifications needed to determine income and cost requirements for policy and non-routine decision-making. It follows on from BUS-2003(3) (Managerial Accounting).

**Requisite Courses:** BUS-2003(3) and BUS-2501(3), both with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3102 (3) Intermediate Accounting Assets** (3 hrs Lecture) This is an intermediate-level course which follows BUS-2002(3) (Financial Accounting). It concentrates on policies and practice related to the measurement and recording of an organization's assets and the asset side of an organization's balance sheet.

**Requisite Courses:** BUS-2002(3) with a minimum grade of C+ [prerequisite(s)]; AND students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)]; AND take BUS-2820(3) or ECON-2820(3) (must be taken previously or at the same time as this course).

**BUS-3103 (3) Intermediate Accounting Equities** (3 hrs Lecture) This is an intermediate-level course which follows BUS-2002(3) (Financial Accounting). It concentrates on policies and practice related to the measurement and recording of shareholders' equity, liabilities, and the equity side of an organization's balance sheet.

**Requisite Courses:** BUS-2002(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+

(or exemption) [prerequisite(s)]; AND BUS-2820(3) or ECON-2820(3) (must be taken previously or at the same time as this course).

**BUS-3110 (3) Ethics in Management (3 hrs Lecture)**

This course considers the social and ethical responsibilities of management at both the individual and organizational levels. Issues considered include managers' obligations to their organizations and to individuals within those organizations, and organizations' responsibilities to a variety of stakeholders in the broad society.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), either with a minimum grade of C+; AND BUS-2103(3) or the former PSYC-2440(3), either with a minimum grade of C+; AND BUS-2210(3), BUS-2440(3), and BUS-2501(3), all with the minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3120 (3) Canadian Taxation (3 hrs Lecture)** This course deals with the applications of federal and provincial income tax regulations and their impact on corporations, businesses, and individuals. Problems, issues, and planning associated with the Income Tax Act are examined. The computation of taxable income and taxes payable by individuals, corporations, partnerships and trusts are also studied.

**Requisite Courses:** BUS-2002(3), BUS-2103(3), BUS-2210(3), BUS-2440(3), and BUS-2501(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3230 (3) Advertising (3 hrs Lecture)** This course provides students with a thorough understanding of advertising/sales promotion principles and methods. Topics include the role of advertising agencies; the function and benefits of advertising and sales promotion for business and other institutions, including not-for-profits; and the economic, social, legal, and ethical responsibilities which attend mass communication with the public.

**Requisite Courses:** BUS-2210(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their academic writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3240 (3) Consumer Behaviour (3 hrs Lecture)** This course introduces students to concepts and theories that explain a variety of processes involved when consumers (or groups) select, purchase, use and/or dispose of products and services. Topics include the consumer decision-purchase process, perception, memory and learning, motivation, self-concept, personality, reference groups, and attitude formation and change. Students learn how to analyze and interpret marketing phenomena such as retail image/environment and persuasion in marketing communications.

**Requisite Courses:** BUS-2210(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3250 (3) Not-For-Profit Management (3 hrs**

Lecture) This course explores the distinctive management challenges inherent in a not-for-profit organization. Topics include mission, governance, social marketing, volunteerism, fundraising, stakeholder services, and the impact of technology. Through case studies of actual not-for-profit organizations, students develop a framework for analyzing contemporary issues in the not-for-profit sector and for making management decisions in a not-for-profit context.

**Requisite Courses:** BUS-2210(3) or BUS-2103(3) or BUS-2440(3) or KIN-2100(3), with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3255 (3) Social Enterprise: From Theory to**

**Practice (3 hrs Lecture)** With their multiple bottom lines (financial, social and environmental) and ultimate goal of bettering society, social enterprises are playing an increasingly important role in the current economy. This course is designed to examine the role of social enterprises, to identify and assess their different types, to explore management issues unique to social enterprises, and to measure their impacts. Students also critically analyze examples of social enterprises in Canada and elsewhere.

**Requisite Courses:** BUS-2103(3) or BUS-2210(3) or BUS-2440(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3260 (3) Retail Management (3 hrs Lecture)** This is a lecture and case-based course designed to introduce students to the concept of retail management. This course enables students to practice the variables of the retail mix in order to develop appropriate retail strategies. Further, this course emphasizes the management of merchandise resources, human resources, and financial resources, and examines trading area analysis, location/site decisions, store operations, and retail information systems.

**Requisite Courses:** BUS-2210(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3271 (3) Marketing Research (3 hrs Lecture)** This course introduces students to marketing research, which involves the acquisition and analysis of data for use as a decision-making tool in organizations. Various marketing research methods are discussed, including qualitative methods such as focus groups and in-depth interviews, as well as quantitative methods such as survey research and conjoint analysis.

**Requisite Courses:** BUS-2210(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3291 (3) Services Marketing (3 hrs Lecture)** This course introduces students to the concepts, methods, and frameworks for effective management in the service sector, which accounts for the majority of the Canadian

economy and labour force. Examples of topics are: the GAPS model of service quality, managing demand and capacity, service innovation and design, and service recovery. Students not only obtain managerial tools for the effective management of services, but also become educated customers of service firms by adopting a critical but constructive stance as a service customer.

**Experimental Course** - This course is offered on a trial basis to gauge interest in the topic. Students who successfully complete this course receive credit as indicated.

**Requisite Courses:** BUS-2210(3) and BUS-2103(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their academic writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-3300 (3) Management of Co-Operative**

**Organizations** (3 hrs Lecture) This course is an introduction to the unique challenges involved in the management of co-operative organizations. It builds students' appreciation of co-operatives as a viable model of economic development. The course focuses on the methods by which mainstream governance, accounting, personnel, and marketing practices can be adapted to fit the co-operative model. A combination of lectures, readings, guest speakers, case studies and discussions help students develop an understanding of co-operative principles and values and the history of co-operatives. Students learn about Manitoba's co-operatives, as well as national and international co-operative networks.

**Requisite Courses:** BUS-2103(3) or UIC-1001(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the Instructor [prerequisite(s)].

### **BUS-3301 (3) Co-operative Entrepreneurship**

**Enterprises** (3 hrs Lecture) This course addresses the specific challenges involved in developing a co-operative enterprise. Students learn about the competitiveness and innovation in co-operatives. The course focuses on four areas of interest: 1) start-ups and scaling up models; 2) marketing the co-operative value; 3) capitalization and accounting; and 4) internationalization strategies and new enterprises. The course requires active analysis and research.

**Requisite Courses:** BUS-3300(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the Instructor [prerequisite(s)].

### **BUS-3302 (3) Co-operative and Credit Union**

**Accounting and Performance Measures** (3 hrs Lecture) Co-operatives and Credit Unions utilize similar accounting practices as corporate firms. What differentiates co-operatives and credit unions is the addition of social, cultural, and environmental performance measures. Many different accounting and performance measures have been developed to keep track of the social, cultural, and environmental contributions offered by co-operatives to their communities. This course examines the different strategies that co-operative firms have

adopted to measure these differentiating activities. An examination of how these accounting and performance measurements assist co-operatives in developing sustainable business practices are conducted during the course.

**Requisite Courses:** BUS-2002(3) or BUS-3300(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the Instructor [prerequisite(s)].

### **BUS-3321 (3) Gender and Organizations**

(3 hrs Lecture) Exploring gender's relevance to organizations of various types, including corporations and not-for-profits, this course addresses how gendered analysis can benefit a variety of perspectives on organizations. Taking critical and postmodern approaches to organizational theory and practice, the course considers gender with respect to such topics as leadership; management; communication; conflict resolution; diversity, inclusion, and intersectionality; power; negotiation; organizational change; organizational justice; ethics; healthy workplaces; volunteer workers; management; human resources; and globalization.

**Cross-listed:** POL-3321(3) and WGS-3321(3).

**Restrictions:** Students may not hold credit for this course and POL-3321 | WGS-3321.

**Requisite Courses:** WGS-1232(6), BUS-2103(3), or POL-2300(3); OR permission of the Instructor [prerequisite(s)].

### **BUS-3410 (3) Compensation and Benefits**

(3 hrs Lecture) This course presents students with the current theories on compensation, benefits, and pensions, and provides an opportunity to learn practical skills to manage compensation systems from the dual perspective of both the organization and the employee. Students explore issues surrounding compensation (direct and indirect) from the organizational perspective to ensure compliance, internal and external equity, and consider how compensation relates to strategic goals. The compensation issues are also discussed from the perspective of a current or prospective employee as they relate to motivation, satisfaction, and turnover intentions.

**Requisite Courses:** BUS-2002(3) or BUS-2101(3), either with a minimum grade of C+; AND BUS-2103(3) and BUS-2440(3), both with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-3420 (3) Recruitment and Selection**

(3 hrs Lecture) Attracting, hiring, and retaining the right people is key to organizational success in a competitive global market. This course provides a conceptual and practical understanding of the key aspects of the recruitment and selection functions in Human Resource Management (HRM). The material builds on concepts and theories introduced in the Fundamentals of HRM course. Knowing how crucial good staffing decisions are to an organization's success, students learn the principles, current techniques and practical applications for recruitment and selection. Material is discussed both from the perspective of the organization and from the

perspective of potential and existing employees.

**Requisite Courses:** BUS-2103(3) and BUS-2440(3), both with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3430 (3) Occupational Health and Safety Program Management** (3 hrs Lecture)

This course covers all aspects of the planning, design, implementation, and evaluation of workplace health and safety programs. Topics include legal rights and responsibilities under the shared responsibility model, hazard recognition and mitigation, risk management, emergency planning, incident investigation and reporting, disability management, and wellness and health promotion. We also explore the social psychology of safety-related behavioural compliance with particular attention to evidence based best practices in training, motivation, and process optimization. This course covers recognition, control, and elimination of bullying, racism, ableism, and sexual and gender-based harassment.

**Experimental Course** - This course is offered on a trial basis to gauge interest in the topic. Students who successfully complete this course receive credit as indicated.

**Requisite Courses:** BUS-2440 and BUS-2103 both with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3502 (3) Applications of Decision Sciences to Business** (3 hrs Lecture)

This course provides students with quantitative techniques (modeling, optimization, and simulation) applicable to various areas of management: finance, marketing, and accounting. The methods presented to students serve as decision-making tools by helping the future manager to obtain the best decision under predefined criteria. Both the applicability and limitations of these techniques are discussed. Students learn a variety of quantitative techniques that are useful in dealing with complexities, such as multiple objectives and uncertainty. The course focuses on applications of quantitative methods in decision-making using software such as Excel.

**Requisite Courses:** BUS-2501(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3510 (3) Supply Chain Management** (3 hrs

Lecture) A supply chain is a network of value-adding activities including the original acquisition of raw materials, production of the item at a manufacturing facility, distribution to a retailer, sale of the finished item to the customer, and service activities that follow the sale. How to effectively manage the supply chain is a central issue for all levels of management, regardless of industry. Students learn about updated topics and issues covered in supply chain management including supply chain design, purchasing, operations, logistics, and coordination.

**Requisite Courses:** BUS-2501(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+

(or exemption) [prerequisite(s)].

**BUS-3520 (3) Quality Management** (3 hrs Lecture)

The management of Quality has evolved over the past five decades from a reactive enforcement of minimum conformance to a proactive process and design consideration that is an important strategic competitive differentiator. This course is designed to provide students with an understanding of the basics of quality management, controlling for quality, quality standards and their implementation, designing for quality as well as the strategic implications of managing various levels of quality.

**Requisite Courses:** BUS-2501 with a minimum grade of C+ (or exemption) [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3530 (3) Applied Operations Management** (3 hrs

Lecture) This course explores the intersection of the application of operations management techniques and operations strategy to create more efficient and effective functionality within an organization. This course examines problems encountered in planning, operations, and controlling production of goods and services within an enterprise. Students learn how operations research and process improvements can be effectively applied in order to address complex business problems. Topics covered include waiting-line management, quality assurance and lean management, project management, scheduling, site and location analyses, and simulation modelling. Case studies are used to develop expertise in applications of operations management.

**Requisite Courses:** BUS 2501 with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3575 (3) Business Data Analytics** (3 hrs Lecture)

This course introduces students to the breadth and depth to which data analytics and artificial intelligence (AI) can be applied within today's business environment. Students are introduced to various data analysis concepts and applications, such as data visualization, data mining, text and social analytics, and big data. The course explores the ethical issues and societal impacts surrounding this cutting-edge technology. Theoretical and conceptual foundations are covered through lectures and the textbook, and reinforced through extensive use of business cases.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), BUS-2103(3), BUS-2210(3), BUS-2440(3) and BUS-2501(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3600 (3) Public Sector Financial Management** (3

hrs Lecture) This course offers an overview of governmental units for accountants. The course deals with financial management concepts, methods, and standards used in the public sector. The focus is on the federal and provincial governments in Canada, although international issues are also covered. The course familiarizes students with planning, control, and reporting in government.

Students learn to: prepare, review, and analyze government annual reports and budget documents; critically analyze public-sector performance information; review, evaluate, and/or recommend cost management and control practices in public-sector enterprises; and identify and manage risk.

**Requisite Courses:** BUS-2003(3), BUS-3102(3), and BUS-3103(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3660 (3) Commercial Law** (3 hrs Lecture) This course provides an introduction to the legal environment in which Canadian businesses operate. Students learn background material on the Canadian constitution, courts, and legislative system. They then discuss the most common forms of business organization in Canada: sole proprietorships, partnerships, co-operatives, and corporations. Finally, students explore the law of torts and the law of contract. Students who do well in this course may customarily apply it toward the Chartered Professional Accountant program.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), either with a minimum grade of C+; AND BUS-2103(3), BUS-2210(3), BUS-2440(3), and BUS-2501(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3755 (3) Entrepreneurship and Small Business Management** (3 hrs Lecture) This course considers the nature of entrepreneurship and the distinctive financing, marketing, operational, management and personal challenges of starting and managing a small business. Course methodology is a combination of lectures, discussions, case studies, and visits with members of the Winnipeg business community. Requirements include a feasibility study for an entrepreneurial venture of the student's own choosing.

**Restrictions:** Students may not hold credit for this course and BUS-2755.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), either with a minimum grade of C+; AND BUS-2103(3), BUS-2210(3), BUS-2440(3), and BUS-2501(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3819 (3) Advanced Corporate Finance** (3 hrs Lecture) This advanced finance course adds to the technical skill and conceptual understanding of accounting and corporate finance developed in previous courses. It provides an in-depth study of issues and tools that financial managers use in making decisions. Topics include capital budgeting under uncertainty, valuation and financial modelling, leasing, and options.

**Cross-listed:** ECON-3819(3).

**Restrictions:** Students may not hold credit for this course and ECON-3819.

**Requisite Courses:** BUS-2820(3) or ECON-2820(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a

minimum grade of C+ (or exemption); OR permission of the Instructor [prerequisite(s)].

**BUS-3900 (3) Topics in Business Administration and Management** (3 hrs Lecture) The course examines issues in a specific business related area. The choice of topic depends on the instructor. Students gain a deeper understanding of a particular area of business through examination of its related business issues at a more in-depth level. This course is designed to include lectures and special guest speakers combined with an interactive, discussion-based format.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), either with a minimum grade of C+; AND BUS-2103(3), BUS-2210(3), BUS-2440(3), and BUS-2501(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-3990 (3) Directed Readings in Business and Administration** (3 hrs Directed Reading) This is a reading course open to students in their third and fourth years which involves independent and specialized study in an advanced area of Business and Administration. The topic and course work requirements are determined by mutual agreement of the student and instructor, and vetted by the Department Chair. A research paper is normally required. This course may be repeated once for credit when the topic varies.

**Restrictions:** Permission of Chair and Instr. Department Permission Required.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), either with a minimum grade of C+; AND BUS-2103(3), BUS-2210(3), BUS-2440(3), and BUS-2501(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-4002 (3) Advanced Financial Accounting** (3 hrs Lecture) This course familiarizes students with current advanced accounting concepts and theories. The major focus is on the fundamentals and advanced topics related to corporate consolidations. In addition, students examine the complex accounting and upcoming issues involved in both foreign subsidiaries and foreign currency translation. The course uses a combination of lectures/discussions, presentations and case studies.

**Requisite Courses:** BUS-3102(3) and BUS-3103(3), both with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-4220 (3) International Business** (3 hrs Lecture) This course examines both theory and application of business in an international context. It offers research insights from around the globe and shows how corporate practices are adjusted to respond to the realities of the international marketplace. Students study social, environmental, ethical and economic aspects of international businesses, and discuss the interaction between government and business. This course is designed to challenge students in their critical thinking as well as in their ability to manage risks associated with

international business in foreign domains.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), either with a minimum grade of C+; AND BUS-2103(3), BUS-2210(3), BUS-2440(3), BUS-2501(3), BUS-3240(3), and BUS-3271(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-4245 (3) Consumer Decision-Making: A**

**Marketing Perspective** (3 hrs Lecture) This course moves beyond fundamentals of marketing, delving deeper into consumer decision-making. Using a series of readings from the Journal of Consumer Research, and other leading journals in marketing, this course examines factors (i.e., mood, level of arousal, retail atmosphere variables) that influence consumer decision-making. Furthermore, students apply the research findings to help create public policy implications for a number of relevant groups in society including consumers, marketers and businesses. Students utilize the research of relevant groups in society including consumers, marketers and businesses. Students utilize the research findings to help create a framework for understanding the thought processes underlying consumers' decisions.

**Requisite Courses:** BUS-3240(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-4301 (3) Financing a Co-operative Business** (3

hrs Lecture) This course provides students with knowledge of the emerging field of social finance through case study analysis and development. Students discuss the social impact and financial performance measures within the co-operative enterprises model. This includes the strategies that firms must implement in order to ensure that shareholders, stakeholders, and the recipients of the social outcomes are all included in the assessment of the firm's performance. Students are introduced to the concept of impact investing through readings and in-class discussions.

**Requisite Courses:** BUS-3300(3) with a minimum grade C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the Instructor [prerequisite(s)].

### **BUS-4440 (3) Contemporary Human Resource Issues**

(3 hrs Seminar/Discussion) This seminar course allows students to discuss contemporary issues surrounding the Human Resource Management and Organizational Behaviour fields. This research-based course provides an opportunity for students to explore practical solutions to resource management issues within organizations. The topics for research and discussion are primarily selected by students and may include topics such as increasing diversity in the workplace; person-organization fit; workplace monitoring/privacy issues; motivation of employees; change management; personal wellness/stress management; work-life balance; and personal accountability of managers, employees, and volunteers in corporations, co-operative enterprises, not for profit

organizations, and the public sector.

**Requisite Courses:** BUS-2103(3) or the former PSYC-2440(3), either with a minimum grade of C+; AND BUS-2440(3) with a minimum grade of C+ [prerequisite(s)]; AND ONE of BUS/WGS/POL-3321(3) or BUS-3410(3) or BUS-3420(3) or BUS-4450(3) or BUS-4460(3) or CRS-3240(3) or CRS-4240(3) or PSYC-3450(3), with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the Instructor [prerequisite(s)].

### **BUS-4450 (3) Motivation, Teams, and Power in**

**Organizations** (3 hrs Lecture) This course builds on the fundamentals of organizational behaviour to examine three core topics: motivation, teams, and power, as well as underlying processes. Systematic study of these topics draws on perspectives from psychology, sociology, anthropology, and political science. Students explore intersections among topics through ethical, global, analytical, and action-oriented lenses. A range of instructional methods are used, including lecture, exercises, film, and case analysis.

**Requisite Courses:** BUS-2103(3) or the former PSYC-2440(3) with a minimum grade B; and BUS-2440(3) with a minimum grade of C+; and one of BUS/WGS/POL-3321(3) or BUS-3410(3) or BUS-3420(3) or BUS-4440(3) or BUS-4460(3) or CRS-3240(3) or CRS-4240(3) or PSYC-3450(3), with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-4460 (3) Leadership and Fairness in Complex**

**Organizations** (3 hrs Lecture) This course delves into issues of leadership, social justice, and fairness in complex organizations. Organizational settings explored include corporations, not-for-profit service agencies, self-governing Indigenous communities, and government institutions. Students examine how organizational structure, policy, social psychology, and the interdependencies between different forms of organizations can influence fairness, justice and equity. Issues are explored from individual, group, organizational, and societal perspectives. The topics for research and discussion include emerging contingency models of leadership, servant and moral leadership, followership, crisis leadership, reconciliation with Indigenous communities, best practices in diversity management, and how to recognize and mitigate toxic leaders.

**Requisite Courses:** PSYC-3450(3) with a minimum grade of C+; OR BUS-2103(3) or the former PSYC-2440(3), and BUS-2440(3), and ONE of BUS-3250(3), BUS-3300(3), BUS-3321(3), or BUS-3420(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-4500 (3) International Management** (3 hrs

Lecture) This theory- and research-based course relates to developing skills needed for effective management of people, resources and processes in an international context. Students focus on management functions and

behaviours necessary to develop global vision and management skills at both a strategic (macro) level and an interpersonal (micro) level. This course is particularly useful for students interested in learning about the impact of culture on international management, negotiations and strategy.

**Restrictions:** Students may not hold credit for this course and BUS-3500.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3) either with a minimum grade of C+; AND BUS-2103(3), BUS-2210(3), BUS-2440(3), BUS-2501(3), BUS-3240(3), and BUS-3271(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-4540 (3) International Marketing** (3 hrs Lecture)

This theory and research-based course provides students with an understanding of concepts associated with international marketing and builds on the existing knowledge of marketing and consumer behaviour. Topics include the role of international marketing in promoting consumer and industrial products in both developed and emerging markets. The group term-project for this course is based on research that recommends appropriate international marketing strategies for a given country.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), either with a minimum grade of C+; AND BUS-2103(3), BUS-2210(3), BUS-2440(3), BUS-2501(3), BUS-3240(3), and BUS-3271(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-4555 (3) Auditing** (3 hrs Lecture) This course familiarizes students with auditing concepts and theories, the auditor decision-making process, the legal environment of auditing in Canada, the nature and sources of audit evidence, and the internal control process. This course uses a combination of lectures/discussion, presentations, and case studies.

**Restrictions:** Students may not hold credit for this course and BUS-3550.

**Requisite Courses:** BUS-2003(3), BUS-3102(3), and BUS-3103(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-4560 (3) Technology and Innovation**

**Management** (3 hrs Lecture) With the dawn of the Fourth Industrial Revolution over the last decade, technological innovations have become a significant source of hope for the design and operation of more socially, ecologically, and economically sustainable systems. This case-based course assists students to develop analytical skills necessary to design and manage organizations that compete through technological innovations. Through in-depth class discussions, students draw upon theoretical concepts introduced in this course to critically analyze the emergent issues at the intersection of innovation, technology, and operations management.

**Requisite Courses:** BUS-3502(3) AND BUS-3510(3),

both with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-4602 (3) Topics in International Business** (3 hrs Lecture) This advanced course provides students with the opportunity to gain a deeper understanding of a particular international business topic. In addition to their research skills, students further develop their critical thinking and analysis skills in international business.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3); and BUS-2103(3) or the former PSYC-2440(3); and BUS-2210(3), BUS-2440(3), and BUS-2501(3) all with a minimum grade of C+ [prerequisite(s)]; AND ONE of BUS-4220(3) or BUS-4500(3) or the former BUS-3500(3) or BUS-4940(3) or ECON-3301(3) or ECON-3302(3) or IDS/ANTH-3160(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-4603 (3) Topics in Marketing** (3 hrs Lecture) This advanced course provides students with the opportunity to gain a deeper understanding of a particular marketing topic. In addition to their research skills, students further develop their critical thinking and analysis skills in business marketing.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3); and BUS-2103(3) or the former PSYC-2440(3); and BUS-2210(3), BUS-2440(3), and BUS-2501(3), all with a minimum grade of C+ [prerequisite(s)]; AND ONE of BUS-3230(3) or BUS-3240(3) or BUS-3260(3) or BUS-3271(3) or BUS-4245(3) or BUS-4540(3) or ACS-3907(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-4604 (3) Topics in Human Resource**

**Management and Organizational Behaviour** (3 hrs Lecture) This advanced course provides students with the opportunity to gain a deeper understanding of a particular human resource management or organizational behaviour topic. In addition to their research skills, students further develop their critical thinking and analysis in human resource management and organizational behaviour.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3); and BUS-2103(3) or the former PSYC-2440(3); and BUS-2210(3), BUS-2440(3), and BUS-2501(3), all with a minimum grade of C+ [prerequisite(s)]; AND ONE of BUS/WGS/POL-3321(3) or BUS-3410(3) or BUS-3420(3) or BUS-4450(3) or BUS-4460(3) or CRS-3240(3) or CRS-4240(3) or PSYC-3450(3), with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-4606 (3) Topics in Co-Operatives & Credit**

**Unions** (3 hrs Lecture) This topics course focuses on the development, growth and sustainability of co-operative businesses (financial and non-financial). Utilizing case studies, literature reviews and environmental scans,

students gain an understanding of the unique characteristics of the co-operative organizational structure. The course engages students through in-class discussions and lectures with a final outcome of a student paper.

Students gain a greater understanding of the co-operative sector as a business model and social movement, and are able to compare the co-operative movement to social movements such as La Via Campesina, Food Sovereignty Movement and other grassroots movements.

**Requisite Courses:** BUS-3300, AND BUS-3301 OR BUS-3302, all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption), OR Permission of Instructor [prerequisite(s)].

### **BUS-4607 (3) Topics in Operations and Supply Chain**

**Management** (3 hrs Seminar/Discussion) This course provides students with the practical skills needed to critically analyse academic papers in operations management including organizational performance, capability, strategy, flexibility, lean management, just in time, supply chain, and sustainability topics. This course incorporates a variety of methodologies including lecture, discussion, group presentation, and a high degree of interactive participation. A series of concepts, frameworks and analytic tools are presented to better understand the management of operations. Industry applications and cases illustrate concepts and challenges, which provide students with the skills of planning and writing an academic paper in the field.

**Requisite Courses:** BUS-3502(3) AND BUS-3510(3), both with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

### **BUS-4750 (3) Business Plan**

(3 hrs Project / Thesis) In this course, students develop a business plan for an entrepreneurial venture. This project can be undertaken by either an individual or a group. Expectations include submitting the business plan to a business plan competition and/or presenting it to potential sources of funding for the venture.

**Restrictions:** Instructor Permission Required. Students may not hold credit for this course and BUS-2755(3).

**Requisite Courses:** BUS-3755(3) with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-4800 (3) Investments** (3 hrs Lecture) This course introduces students to the main financial instruments that are used in the investment industry, including a detailed description of financial instruments and how they are traded in financial markets. A brief review of portfolio theory is presented including a discussion of a number of key models of modern finance, including the Capital Asset Pricing Model and the Arbitrage Pricing Theory. The course also includes a detailed examination of the role and operation of fixed-income securities and equities. The course concludes with a discussion of the role and techniques of passive versus active portfolio management.

**Cross-listed:** ECON-4800(3).

**Restrictions:** Students may not hold credit for this course and ECON-4800.

**Requisite Courses:** BUS-2820(3) or ECON-2820(3) (or the former ECON-2319(6) or BUS-2319(6)) [prerequisite(s)]; and STAT-1302(3) or STAT-2001(3) [prerequisite(s)]; and ONE of MATH-1101(6) or MATH-1102(3) or MATH-1103(3) or ECON-1201(3); ALL with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the instructor [prerequisite(s)].

**BUS-4801 (3) Options, Futures, and Derivatives** (3 hrs Lecture) This course is designed to provide an in-depth analysis of a number of topics in modern finance theory and applications. The main areas that are examined include Futures Markets, Option Markets and Derivatives. These financial instruments play a key role in the management of risk by firms, and have attracted increasing interest from private sector firms and the larger community. The role of these instruments in the financial markets and their effect on the financial system are examined in detail.

**Note:** This course is intended for students in the EFIN program.

**Cross-listed:** ECON-4801(3).

**Restrictions:** Students may not hold credit for this course and ECON-4801.

**Requisite Courses:** ECON-2820(3) or BUS-2820(3) (or the former ECON-2319(6) or BUS-2319(6)) [prerequisite(s)]; and STAT-1302(3) or STAT-2001(3) [prerequisite(s)]; and ONE of MATH-1101(6) or MATH-1102(3) or MATH-1103(3) or ECON-1201(3); ALL with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the instructor [prerequisite(s)].

**BUS-4802 (3) Topics in Finance I** (3 hrs Lecture) This course provides an opportunity to study a particular finance research topic in depth. The course covers primarily theoretical aspects of finance. Possible topics include entrepreneurial finance, fixed income analysis and behavioral finance. This course may be repeated for credit when the topic varies.

**Cross-listed:** ECON-4802(3).

**Restrictions:** Students may not hold credit for this course and ECON-4802.

**Requisite Courses:** BUS-2820(3) or ECON-2820(3), and ECON-2201(3) and ECON-3201(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the Instructor [prerequisite(s)].

**BUS-4803 (3) Topics in Finance II** (3 hrs Lecture) This course provides students an opportunity to study a particular finance research topic in depth. The course content covers primarily empirical aspects in finance. Possible topics include financial risk and management, valuation and financial statement analysis, and valuation and financial modeling. This course may be repeated for credit when the topic varies.

**Cross-listed:** ECON-4803(3).

**Restrictions:** Students may not hold credit for this course and ECON-4803.

**Requisite Courses:** BUS-2820(3) or ECON-2820(3), and ECON-2201(3) and ECON-3201(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the instructor [prerequisite(s)].

**BUS-4900 (3) Advanced Topics in Business and Management** (3 hrs Seminar/Discussion) This course provides students with the opportunity to gain a deeper appreciation of the issues involved in a specific business-related area. Students further develop their critical business thinking and analysis, in addition to their research skills. This course may be repeated once for credit when the topic varies.

**Restrictions:** Instructor Permission Required. Department Permission Required.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), either with a minimum grade of C+; AND BUS-2103(3) or the former PSYC-2440(3), either with a minimum grade of C+, AND BUS-2210(3), BUS-2440(3) and BUS-2501(3) all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].

**BUS-4901 (3) Business Strategy** (3 hrs Seminar/Discussion) In this case-based course, students take the perspective of the general manager with responsibility for the overall organization, rather than that of a functional specialist. Topics include the nature of strategy and its function for an organization; the characteristics of effective strategy; and how strategy forms and evolves in relation to an organization's environment, competition, capabilities, and the values and ambitions of its leadership. This course is intended for students in their final year of study.

**Restrictions:** Students may not hold credit for this course and BUS-4920.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), and BUS-2103(3) or the former PSYC-2440(3), and BUS-2210(3), BUS-2440(3), and BUS-2501(3), all with a minimum grade of C+ [prerequisite(s)]; and ONE of BUS-3110(3) or BUS-3255(3) or IDS-3101(3) or PHIL-2201(3) or PHIL-2230(3) or PHIL-2233(3) or CRS-3231(3); all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the Instructor [prerequisite(s)].

**BUS-4920 (3) Business Strategy for Accountants** (3 hrs Lecture) This case-based course introduces students to the process of strategic management in organizations from the perspective of senior managers concerned with long-term effectiveness and efficiency. The course introduces students to various strategic frameworks used to diagnose and solve critical problems, and/or identify and take advantage of opportunities, in a complex, ever-changing business environment. Students focus on accounting aspects of strategy in the context of how it influences, and is influenced by, the other functional

disciplines.

**Restrictions:** Students may not hold credit for this course and BUS-4901.

**Requisite Courses:** BUS-3003(3) and BUS-2103(3) or the former PSYC-2440(3) and BUS-2210(3), BUS-2440(3) and BUS-2501(3), all with a minimum grade of C+ [prerequisite(s)]; and ONE of BUS-3110(3), BUS-3255(3), IDS-3101(3), PHIL-2201(3), PHIL-2230(3), PHIL-2233(3), CRS-3231(3), all with a minimum grade of C+ (or exemption) [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption); OR permission of the Instructor [prerequisite(s)].

**BUS-4940 (3) Emerging Markets and Business Practices** (3 hrs Lecture) In this course students focus on prevailing business practices and the process of globalization of organizations from emerging markets. The growing power of nations and purchasing power of consumers from emerging markets means that business managers need to learn to discover new consumer preferences, develop new projects, and devise appropriate strategies to market these products.

**Requisite Courses:** BUS-2002(3) or BUS-2010(3), either with a minimum grade of C+; AND BUS-2103(3), BUS-2210(3), BUS-2440(3), BUS-2501(3), BUS-3240(3), and BUS-3271(3), all with a minimum grade of C+ [prerequisite(s)]; and students must have met their university writing requirement with a minimum grade of C+ (or exemption) [prerequisite(s)].