

COLLEGE of BUSINESS
AND ECONOMICS

Bachelor of Commerce

How will you use
business to improve life?

BUSINESS
AT U of G

UNIVERSITY
of GUELPH

IMPROVE LIFE.



YOUR JOURNEY STARTS HERE

We seek to inspire, empower and engage our students and alumni to become innovative business leaders that...

strive to create economic value while being ethical and sustainable

contribute to the betterment of their organization, as well as their communities

collaborate with their peers to solve complex problems facing society and the economy, both in Canada and abroad

Whatever your passion, whatever drives you, **you will find it here at U of G.**



LET'S CHANGE BUSINESS TOGETHER

We believe business should create economic value and improve life, society and the environment.

Throughout the B.Comm. program, you will be introduced to themes of sustainable and responsible management, inspiring you to use business as a tool for good. You will complete a course in Corporate Social Responsibility and learn how to consider environmental and social elements when doing business. At the University of Guelph, you are not just receiving a first class education. You are learning how to lead a fulfilling career with impact.

The College of Business and Economics is a proud champion of the United Nations initiative called the Principles for Responsible Management Principles for Responsible Management Education (PRME). This unique affiliation allows us to offer innovative business curricula that reflects the values of the UN.

U of G business students have:

- Raised **\$20,000+** for entrepreneurs in developing countries
- Raised **\$30,000+** for the homeless
- Launched **11** startups with **\$165,000+** in funding

3,700+

students were enrolled in B.Comm. in 2017

U of G business students came from

25

different countries

*From 2013-2015 data, including BA Economics

Did you know?

In 2015, dean Julia Christensen Hughes addressed the General Assembly of the United Nations regarding integrating responsible management into post-secondary business curriculum.



Carve your own path

There are plenty of opportunities to customize your learning experiences to match your interests and career goals.

There is no need to wait to apply to a major – apply directly from high school into one of our eight specialized majors. If you are not sure which major to choose, you can apply as an *Undeclared*, allowing you to “test drive” different topics during your first semester.

If you feel like dropping the textbook and putting your skills to work, our Business Consulting Course will have you working on a real project for a local business. You will gain real experience for your resume as well as a course credit.

Complement your major by adding a minor or certificate in another area of study.

Interested in becoming an IT Auditor?	Major in Accounting + minor in Computing and Information Science
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Interested in becoming an Eco-Tourism Planner?	Major in Hospitality and Tourism + minor in International Development
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Interested in becoming a marketer in the consumer goods industry?	Major in Marketing + minor in Psychology
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Interested in being a Government Business Analyst?	Major in Public management + minor in French Studies
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Note: Certain restrictions on major and minor combinations. Check course calendar or contact program counsellor for details

B.Comm. at a glance

Year One
Build a solid foundation in accounting, economics, math and marketing.

Year Two
Start your co-op placement* and continue to build transferable skills. Begin to add a minor or certificate to your degree. Get involved with a student association.

Year Three
Immerse yourself in your specialization/major. Engage in out-of-class learning and case competitions. Study abroad at one of our many exchange programs.

Year Four and Five*
Network with employers through info sessions and compete in national competitions. Transform into a professional through the Business Career Development Centre workshops.

*Applicable to students enrolled in the co-op stream. Co-op students are required to take an additional fifth year.



Experience your career

With the majority of our majors featuring a co-op option, you will have plenty of opportunities to gain valuable career experience.

Our Business Career Development Centre will provide you with networking and professional development opportunities to help prepare you for life after graduation. The Centre offers workshops, resume help, and recruitment sessions with top employers.

If you would rather focus your studies on entrepreneurship, our Centre for Business and Student Enterprise (CBaSE) is the entrepreneurial eco-system at U of G. CBaSE provides mentorship, funding and resources for startups within the U of G community. If you are not sure about starting your own business, CBaSE offers seminars and workshops focused on becoming an entrepreneur.

You'll be inspired by...

Some of the brightest minds in business and economics.



You will receive the finest education from experienced faculty who truly care about your development. They will push you to reach your full potential through academics, extracurriculars and experiential learning opportunities.

Our faculty are ranked fourth in Canada for research output in economics!

Your peers

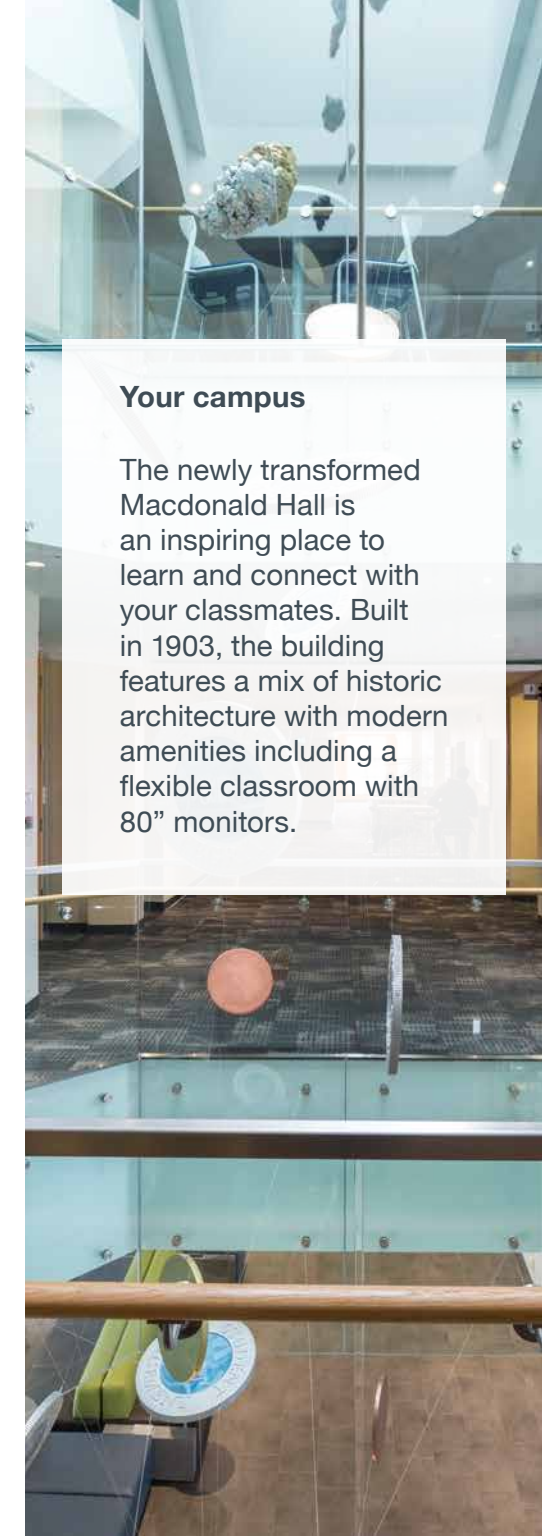


Warm. Friendly. Sharp. Personable. These are some of the words employers use to describe business students at U of G. You will feel part of a community that extends to the entire U of G campus.

There's a club for that! There are fourteen student associations affiliated with the College, including Guelph Sports Management Association, Guelph Women in Leadership and the Guelph Entrepreneurship Society.

Your campus

The newly transformed Macdonald Hall is an inspiring place to learn and connect with your classmates. Built in 1903, the building features a mix of historic architecture with modern amenities including a flexible classroom with 80" monitors.



WE MEAN BUSINESS



2017 Competition Results

First Place

Human Resources, Food Service, Accounting, Tourism, Hospitality, Real Estate

Second Place

Hospitality, Tourism

Third Place

Business Strategy, Entrepreneurship, International Business, Marketing

In 2017, U of G business students brought home plenty of hardware from national case competitions, including DECAU and JDCC. Our faculty, student groups and services are here to maximize your talents to help you reach the podium.

The Business Career Development Centre offers funding for you to attend case competitions, while faculty provide you with the needed guidance and knowledge to think quickly in front of judges.

Competitions include:

JDCC, DECAU, DECA International, Ryerson Real Estate Competition and Hospitality and Tourism Competition

Find your passion

Whatever your interest or career aspiration, Business at U of G has you covered. Choose from our eight majors:



Accounting

Fully accredited by the CPA of Ontario. You can obtain advanced standing in the CPA Professional Education program.

Sample course

Strategic Management: Draws on the analytical tools and factual knowledge to establish viable plans of action for businesses.

Potential career paths

Financial Analyst
Accountant
Portfolio Manager



Food and Agricultural Business

We are known as “Canada’s food university.” Explore agriculture related topics within business including Economics, Finance, Marketing and Operations.

Sample course

Agrifood Markets and Policy: Explore and analyze agrifood markets, policies and institutions.

Potential career paths

Agricultural Policy Advisor
Brand/Marketing Manager
Finance Manager



Hospitality and Tourism Management

Draw upon our large network of alumni, who are in executive level roles in Hospitality and Tourism. Focus your studies on either Hospitality, Food Service or Tourism Management.

Sample course

Industry Consultation: You will work with actual clients in the hospitality industry to recommend solutions to their business challenges.

Potential career paths

Hotel or Restaurant General Manager
Tourism and Event Planner
Conference Manager



Leadership and Organizational Management

Leadership is a skill that every professional and industry needs. Receive academic credits towards the HRP certification. Ideal for students wishing to specialize in HR or Management.

Sample course

Capstone: Explore how organizations can achieve a competitive advantage through their people.

Potential career paths

Business Analyst
Human Resources
Business Development



Management Economics and Finance

Combine the analytics of economics and finance with the practical tools of management, marketing and accounting. You will focus your studies on management economics or finance.

Sample course

Mergers and Acquisitions: Examine the role of mergers and acquisitions in repositioning companies to remain competitive, grow, or to exit.

Potential career paths

Financial Analyst
Portfolio Analyst
Economist



Marketing Management

Learn advanced theory and practical tools that will help you become a professional marketer. This major focuses heavily on the analysis of consumer behavior.

Sample course

Consumer Behaviour: Examines how and why consumers respond to stimuli in marketing and communications.

Potential career paths

Brand/Marketing Manager
Research Analyst
Sales Manager



Public Management

A mix of political science and law with business and economics. Graduates of this major often pursue law school.

Sample course

Public Economics: Explore the role of government in today's economy, examining sources of market failure which are used to justify government intervention.

Potential career paths

Policy Advisor
Government Analyst
Legislative Assistant



Real Estate and Housing

Join an impressive list of U of G alumni who have graduated from this major. Many Toronto-based real estate firms hire graduates from U of G.

Sample course

Real Estate Development: Propose a development plan for an actual commercial property to leaders in real estate.

Potential career paths

Portfolio Manager
Real Estate Appraiser
Urban Planner

Not sure which major to choose? Make your decision once you are here.

Not everyone knows what major they would like to study. Our *Undeclared* option lets you “test drive” different majors before fully committing to one. During your first year, you will obtain a solid foundation in business principles allowing you to choose a major during your second semester.

LEADERS START HERE



What employers say about U of G business

“PepsiCo is proud to partner with the University of Guelph. Through on-campus recruitment and customized case competitions, we have been able to consistently recruit top talent for summer positions and internships which has translated into a great pipeline of full time hires.”

Matt Graham, PepsiCo

“The University of Guelph students and graduates are some of the best, well-rounded individuals and most grounded that are out there in the marketplace. We know that when we hire a Guelph student, they come to us with lots of community involvement and experience both in the classroom and outside the classroom, which is very important to us”

J. Curran, TD Bank

12,140

U of G B.Comm. alumni

U of G Business Alumni



Evan Siddall

President and CEO

Canada Mortgage and Housing Corporation



Kim Parlee

Vice President

TD Wealth
Former Host of BNN



Gavin Armstrong

President and CEO

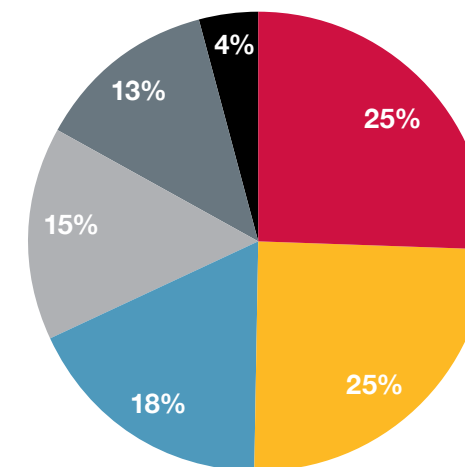
Lucky Iron Fish



Ken Otto

President and Chief Development Officer

Cara Operations Ltd.



Where our alumni are working

- Marketing/Sales
- Finance/Accounting
- Management/HR
- Business Development/Consulting
- Other
- Entrepreneur

Data approximate. Based on 2017 data from LinkedIn

IMPROVE BUSINESS ECONOMICS
ACCOUNTING ENTREPRENEURSHIP
MARKETING HOSPITALITY
AGRICULTURE GOVERNMENT
REAL ESTATE TOURISM FINANCE
ORGANIZATIONS **LIFE** COMMUNITY
IMPACT SOCIETY HEALTH
LEADERSHIP FAMILIES **START**
GLOBAL WELCOME SKILLS DIVERSE
HERE SUPPORT ACCESSIBLE
FRIENDSHIPS PRACTICAL LIFETIME



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AND ECONOMICS**

Learn more:
uoguelph.ca/business