

UNIVERSITY
of GUELPH

**Bachelor of
Commerce**

2020 – 2021

**Learn.
Grow.
Explore.
Improve Life.**



Discover Lang's Bachelor of Commerce

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Your Passion = Your Career Path.

At Lang, there are plenty of opportunities to fuel your passion. Take customized paths to match your specific career goals and pair your specialized business degree with a complimentary minor.

Enhance your leadership skills even further through certificates, mentorship programs or student clubs, and apply yourself in “out-of-the-classroom” learning opportunities that will put your skills to work.

Start a Business (For Good).

Whether you want to start your own business or add entrepreneurial skills to your tool kit, we've got you covered. Our business incubator program is the only one in Canada that incorporates B Corp values into its framework. This means you will be equipped, inspired (and funded!) to take your business idea to improve life in our communities.

We Develop Ethical Business Leaders.

Lang business graduates are equipped to land some of the most progressive jobs in the market as they know what today's modern, sustainable businesses need to succeed. Lang is one of 38 global business schools to be recognized as a Champion of the United Nation's business education initiative, PRME.

LANG AT A GLANCE

#9

In the World

MBA for Sustainability

3,673

Students

Enrolled in BComm Program

17,000+

Alumni

Making an Impact Across the World

9

**Specialized
Majors**

9

Business Minors

To Choose From

Put Your Skills to Work

5

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MY CO-OP PLACEMENT GAVE ME THE OPPORTUNITY TO EXPLORE MULTIPLE ASPECTS OF THE CONSUMER PACKAGED GOODS INDUSTRY. SOME OF MY MAIN TASKS INCLUDED REPORTING ON PRODUCT RENOVATIONS AND INNOVATIONS, TRAINING ON UPCOMING PROMOTIONS, AND WORKING WITH BRAND TEAMS TO ENSURE PRODUCT DATABASES AND WEBSITES WERE UP TO DATE.

Kayla McLaren, BComm
Co-op 2018 at Kellogg's

“

I WORKED ON MANY DIFFERENT ADVERTISING CAMPAIGNS ACROSS GM'S VEHICLE PORTFOLIO. MY PRIMARY ROLE WAS WORKING ON MASTERBRAND INITIATIVES, INCLUDING LEADING SEVERAL EXPERIENTIAL CAMPAIGNS, SUCH AS BOOTS AND HEARTS, AND YONGE-DUNDAS SQUARE SPONSORSHIP ACTIVATIONS.

Sidney Forman, BComm
Co-op 2018 at General Motors

Co-op at Lang

Graduate from Lang's BComm with real work experience, and a professional network to help launch your career. With every major featuring a co-op option, you will embark on multiple work terms at some of the largest companies throughout Canada. Depending on your major, your co-op term can be as long as a full year. Apply to the co-op option directly from high school.

Benefits of Lang's co-op program:

- Develop valuable skills that will be critical to your professional development
- Build your resume and expand your network
- Explore your career interests through hands-on experience
- Help finance your degree with paid work, relevant to your career interests

Although each major has a co-op option, it is highly competitive. See the U of G's Admissions Viewbook for admissions details.

CO-OP TERM

4 / 8 / 12 month terms
depending on major

AVERAGE MONTHLY SALARY ON CO-OP

\$2,887*

SAMPLE CO-OP EMPLOYERS

BDO | Canadian Tire | Colliers International
Fidelity Investments | General Motors
KPMG | Manulife | OMAFRA | PepsiCo
Rogers Media | RBC

* based on 40/hour work week

Top 10 Facts About Lang

FOR THE **2018 ACADEMIC YEAR**

6,947

Total Applications

to Lang's BComm

802

Students

Admitted to BComm Program

63

Student Startups

launched via Lang's Wood Centre
& supported with

\$50,000

In Funding

<\$600K

given to BComm students
through scholarships and
awards (in-course)

55

Countries

represented in
Lang's BComm program

13

**Student
Organizations**

One for every major
and special interest

90%

Domestic

Students

Lang BComm is

10%

International

Students

27

Lang Students

won medals at DECA-U
competitions in 2018



**LANG'S CO-OP OPTION ALLOWED ME TO WORK ON A
NUMBER OF DIFFERENT PROJECTS IN THE HOTEL
MANAGEMENT INDUSTRY AND GAVE ME THE
OPPORTUNITY TO BUILD KEY RELATIONSHIPS WITH
CORPORATE LEADERS. THIS EXPERIENCE ACTED AS A
CATALYST TO RE JOIN THE COMPANY FOR THEIR
POST-GRADUATE LEADERSHIP DEVELOPMENT PROGRAM.**

Sahad Kassam, Lang BComm 2019
Top 30 Under 30, Ontario Hospitality Institute
Revenue Management, Marriott Hotels

Global Reach

In today's global economy, you need an education that crosses borders. Lang is one of 38 global business schools recognized by the United Nations for our commitment to responsible business education.



Study Abroad

Lang B.Comm students can apply to participate in opportunities with one of the University of Guelph's exchange partners or semester abroad programs. With dozens of countries to choose from, you'll have plenty of opportunities to spread your wings and experience life as a student in another culture and country, including Australia, Austria, China, England, France, Ireland, Scotland and Sweden.

By directly experiencing another country's business practices, languages, and culture, you will broaden your understanding of world markets and trade, enhance your knowledge of global issues, and make valuable business connections along the way.



I STUDIED INTERNATIONAL BUSINESS WHILE ON MY EXCHANGE SEMESTER IN AUSTRIA, WHICH AS A BUSINESS STUDENT I FOUND VERY VALUABLE. BUT EVEN MORE VALUABLE WAS MY EXPERIENCES TRAVELLING. WHEN YOU TALK ABOUT A CULTURE AND HOW IT INFLUENCES BUSINESS THAT'S GREAT, BUT WHEN YOU'RE ACTUALLY LIVING IT, IT'S THAT MUCH MORE REAL.

Camille Gardiner, Lang BComm 2018

We are Leaders for a Sustainable World.

At Lang, we believe business should create economic value and improve life, society and the environment.

Throughout your 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 courses in sustainability and corporate social responsibility and learn how to consider environmental and social elements when doing business.

We are proud champions of the United Nations initiative called the Principles for Responsible Management Education (PRME). This unique affiliation allows us to offer innovative business curricula that reflects the values of the UN and its 17 Sustainable Development Goals. You are not just receiving a first class education – you're learning how to lead a fulfilling career with impact.



BUSINESS CAN CREATE POSITIVE CHANGE AND MAKE EVERYONE BETTER. THAT MEANS INVESTORS ARE MAKING MONEY AND OUR COMMUNITY IS IMPROVING. THAT'S WHAT THE GORDON S. LANG SCHOOL OF BUSINESS AND ECONOMICS STANDS FOR.

Olaitan Ogunnote
Lang BComm 2019
Volunteer, EQWIP Hubs



The Great Ethical Dilemma

In the Intro to Business course, you will spend the majority of the semester conducting an analysis of a specific industry, culminating in an intensive live case study where you will be given just 24 hours to respond to a real-life ethical dilemma facing your business. You will present your findings to actual representatives from your industry. In previous years, Lang students have presented their ethical solutions to representatives from Tesla Motors, WestJet, Air Canada and Maple Leaf Foods.



Lang's Business Sustainability Conference

Join your fellow Lang students, and welcome students from business schools across Ontario, as they compete in Lang's Business Sustainability Conference. This conference is a live case competition, exploring the topics of responsible business, sustainability, ethics and how modern businesses are integrating these principles into their core values.

Redefining Leadership

In Lang's BComm program, you will complete a variety of core business courses, giving you a base of transferable business skills in accounting, economics, management and marketing. These core business skills will be essential as you dive head-first into your major.

18 core business courses

22 specialized courses + electives



Sample Courses

Intro to Business (1st year)

Collaborate with students from all BComm majors in this introductory, applied learning course. You will participate in a live case study, where you will pitch a sustainable solution to an ethical dilemma facing a business. You will even present this solution to executives of some of the world's largest brands – the pressure is on!

Corporate Social Responsibility (3rd year)

Examine a wide range of topics related to sustainability and social responsibility. Gain an understanding of how businesses can uplift communities out of poverty, improve the environment while pursuing profit for its shareholders.

Strategic Management (4th year)

Bring together everything you have learned during your BComm degree and to analyze specific and current business problems in this applied-learning driven course.

Beyond Collaboration

Our curriculum will teach you core business skills and concepts in a collaborative learning environment that puts you first. Right from your day one, you'll work on real-world, applied projects with your classmates from other majors. By learning to work with people from other disciplines, you'll gain interpersonal and communication skills needed in today's workforce.

Regardless of what major you choose, you will gain a solid foundation in:

Critical Thinking
Teamwork
Responsible Business
Communication
Core Business Knowledge
Specialized Business Knowledge

Specialize Your Degree

With 9 specialized majors to choose from (all featuring a co-op option), the Lang BComm program gives you the knowledge, training and skills to enter the job market with confidence.

Accounting

Lang’s accounting program includes the needed requirements ahead of becoming a Chartered Professional Accountant (CPA). Complement your specialization with a secondary area of discipline in leadership, real estate, business analytics, hospitality management, or HR management. Upon graduation, you can pursue a four-month graduate diploma, jumping ahead in your pursuit of your CPA designation.

Work as a: Public accountant | Financial analyst | Controller | Management consultant

Food & Agricultural Business

In Canada, food is big business. In this major, you will develop the management skills you’ll need to succeed in today’s agribusiness industry, including management, accounting, economics, finance, marketing, production, organizational behaviour, policy planning and implementation.

Work as a: Account executive in marketing communications | Account executive in market research | Policy analyst and consultant | Manager/Consultant in agribusiness finance

Hospitality & Tourism Management

Choose one of three areas of emphasis: Hotel and Lodging; Restaurant and Foodservice; or Tourism Management. Apply in-class learning to real-world situations. Study overseas, attend networking events with industry leaders, and prepare for a leadership role in this fast paced industry. In the co-op option, complete three consecutive 4-month work terms in Canada or abroad.

Work as a: Hotel/restaurant manager | Event planner | Destination tourism planner | Resort recreation director | Conference manager | Hotel investment analyst

Management

Gain strategic leadership, conflict management, and business analytics skills that will prepare you to work as an organizational leader in a wide range of industries. This major will give you a strong foundation in business with an emphasis in leadership and management studies, and is flexible enough for you to pursue a minor in another field.

Work as a: Management consultant | Project manager | General manager | Business analyst

Management Economics & Finance

Integrate the analysis of economics with the practical tools of accounting, business management and marketing. Specialize your studies even further by exploring the management economics or finance field. With either choice, your thinking will become more disciplined, structured and critical, yet open-minded. Apply this to all types of social, management and business issues.

Work as a: Financial analyst | Economist | Policy analyst | Accountant | Investment banker

Marketing Management

Gain a better understanding of consumer behaviour and decision-making – critical skills for any marketer. You’ll receive solid, core business skills in accounting and management while exploring a wide variety of marketing specific courses like consumer psychology, marketing communications, and consumer law. Prepare for diverse career paths, while becoming a more engaged and global citizen.

Work as a: Marketing director | Retail buying consultant | Brand manager | Market research analyst

Public Management

Explore the unique intersection of the public sector with business and economics. Examine issues like whether government should be run in a more “business-like” manner, and equality and justice in decision-making. Develop transferable business skills in law, human resources, marketing, accounting and finance, and pursue diverse career opportunities within the public, private and voluntary sectors.

Work as a: Governmental policy analyst | Development specialist | Legislative assistant | Corporate accounts manager

Real Estate & Housing

Meet the high demand for employees in the real estate industry, and develop analytical, conceptual and management skills relevant to the field. Your core business curriculum will be supplemented by industry-relevant real estate studies; you could then be exempt from certain professional certifications, such as the “Accredited Appraiser Canadian Institute” (AACI) designation.

Work as a: Property or asset manager | Development coordinator | Commercial real estate broker | Housing policy advisor | Financial analyst

Sport & Event Management

Learn key aspects of the sport and event management industry including sponsorship, media, event hosting, and organizational leadership. You’ll gain a strong foundation in business and sport business discipline. Through the International Institute for Sport Business and Leadership, you will connect with industry, and benefit from a joint partnership between the School and Gryphons Athletics.

Work as a: Athletics manager | Sport operations manager | Business development event and sponsorship manager | Player development coordinator | Recreation manager

Want a commerce degree, but not ready to commit to a major? **Choose our undeclared option.**

Begin with courses that foster a smooth transition to a specialization in second year. Choose your major by the end of your first year. **To pursue co-op, we recommend that you apply to the co-op stream of the major that most interests you directly from high school;** space in co-op can be limited. Entrance into co-op for in-course students is subject to availability and your University of Guelph average.

Flexible Career Paths

Career paths are as unique as you are – no two are the same. Customize your education by adding valuable skills, experiences, and training to your robust BComm degree.

Pair your major with a minor or certificate and engage in career development opportunities to craft your own personal career path.



CREATE YOUR PERSONAL CAREER PATH

Meet with a career advisor and a BComm program counsellor to add valuable academic and out-of-the-classroom credentials to your resume and create your own personal career path.

Sample Career Paths:

- Financial Analyst** = Major in *Economics and Finance* + Minor in *Business Data Analytics*
- International Development** = Major in *Public Management* + Minor in *International Business*
- Corporate Social Responsibility** = Major in *Management* + Minor in *Sustainable Business*
- Business Consulting or Entrepreneur** = Major in *Marketing Management* + Minor in *Entrepreneurship*
- Sport & Tourism Management** = Major in *Hospitality & Tourism Management* + Minor in *Sport & Event Management*
- Internal Auditor** = Major in *Accounting* + Minor in *Sustainable Business*
- Human Resources** = Major in *Management* + Minor in *Human Resources*

CREATE YOUR OWN PATH

**some restrictions apply. See Program Counselling Office for details.*

Your Journey

You will build a solid foundation of essential business skills and knowledge that you will carry forward throughout the rest of your degree. You'll sharpen your skills in critical thinking, communications, problem solving and leadership, and create lifelong memories and friends.

YEAR 1

A solid foundation

Learn the essential foundational business skills, like economics, marketing, and accounting and collaborate on projects with peers from other disciplines. The skills you learn and the friends you make in your first year are essential to your success in the remaining years of the program.

If you choose the Undeclared option, you will select your specialization at the end of your 2nd semester.

YEAR 2

Jump into your specialization

After nailing the business basics during your first year, you'll dive into your chosen specialization. It's at this point you can declare your minor and engage in other activities outside of your core degree. If you haven't done so already, you can declare a minor in another discipline, adding an additional skillset to your resume.

Connect with your major's student club – there's one for every major and special interest!

YEAR 3

Apply your knowledge

In year 3, you'll have lots of opportunities to apply in-class knowledge to real world situations. These applied learning opportunities happen throughout your program but are significantly enhanced during your third and fourth year. For example, in our Business Consulting Course you will transform into a consultant, helping a local organization with a business or marketing challenge - no exam or textbooks required!

YEAR 4

Connect. Network. Launch.

Network yourself, attend employer information sessions, connect with our Business Career Development Centre and perfect your Career Toolkit to become career ready. You'll complete a capstone course that will bring your skills and training together in an applied and transformative way. Students who are in the co-op stream will be required to complete an additional year of studies.



I OWE MY SUCCESS TO BOTH THE FACULTY AT LANG AND THE ENGAGED COMMUNITY. I GOT THE CHANCE TO LEARN FROM AND WORK WITH PEOPLE FROM DIVERSE BACKGROUNDS AND DISCIPLINES. BEING INVOLVED ON CAMPUS REALLY ENABLED ME TO DEVELOP A MORE HOLISTIC VIEW OF THE BUSINESS WORLD, AND LIFE ITSELF.

Matt Hernandez, Lang BComm 2018
Associate, Investment Reporting,
Burgundy Asset Management Ltd.

Student Life at Lang

At Lang, you'll meet some of Canada's brightest, creative, enthusiastic students who are committed to using business to improve life in their communities. You'll make new friends, network with employers (that love to hire Lang students), increase your confidence and experience everything that our nationally ranked student life is all about!

2018 HFTMSA Student Council

Connect with the Lang Student Association

The Lang Students' Association (LANG-SA) is the central student club for all Lang B.Comm students at U of G. They offer a wide range of services, including student mentorship, networking opportunities, and professional development workshops.

Follow your passion.

There is a student club for every major or special interest at Lang. Each club connects you with students who have similar passions and provides opportunities to learn more about specific careers.

- **Interested in sports management?** Connect with Guelph Sports Management Association
- **Interested in financial investing?** Connect with the Guelph Student Investment Club
- **Interested in entrepreneurship?** Connect with the Guelph Entrepreneurship Society or Enactus

Business Career Development Centre

Lang's Business Career Development Centre offers a range of programs throughout the year to help you explore your career interests, discover your hidden talents and connect you with potential employers.

These opportunities range from resume and portfolio building, career coaching and mentorship programs, to networking events and funding for case competitions. The centre's goal is to help you build and develop your professional presence, giving you everything you need to take the next step toward your ideal career.

Ten Thousand Coffee's Mentoring Network

Powered by RBC Future Launch, the centre's Ten Thousand Coffee's program will match you with a Lang alumni with similar interests, helping you build your professional network via an online portal. The program is a great way for you to open doors to a career path you're interested in.

Innovate & Improve Life.

Lang graduates are inspired to launch innovative businesses that will improve life, both locally and globally. You will have plenty of chances to explore your inner-entrepreneur, adding valuable skills and knowledge to your resume.

How can you get involved in entrepreneurship at Lang?

- Add a minor in Entrepreneurship to your BComm degree
- Connect with the Guelph Entrepreneurship Society and Enactus Guelph student groups
- Attend an event or workshop held by the John F. Wood Centre for Business and Student Enterprise.



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Bring your ideas to life

Receive mentorship, office space and funding from Lang's John F. Wood Centre for Business and Student Enterprise. The Wood Centre's renowned Hub Incubator Program has helped launch hundreds of innovative startups that are using their business to improve life! 70% of the businesses launched out of the program are still operational today!

If you're not quite ready to start your own business, the Wood Centre offers plenty of workshops, competitions and events that will teach you valuable entrepreneurial and communication skills that employers are always looking for.

Wood Centre alumni, WELO are improving Canadian's gut-health one drink and snack at a time. Their probiotic juices, bars and other healthy snacks are distributed across Canada at national retailers. Proceeds from WELO's beverages help support building water wells in Kenya, providing an indefinite amount of clean water to the community, with marginal maintenance cost.

WELO obtained funding from Arlene Dickinson on CBC's Dragon's Den in 2018!

Matt Wittek, Lang BComm 2003

Founder and director of Cupanion

Matt started Cupanion, the reusable water bottle company, in 2012 with the aim of reducing plastic water bottles in landfills. Cupanion's Fill it Forward initiative gives clean water to a person in need every time you fill up your bottle.



Andrew Nixon, Lang BComm '14

Co-founder, Zerocery

Launched out of the Hub program, Zerocery is a sustainably-focused online grocery delivery service, specializing in locally-sourced products. Their credo is no plastic wrap, no plastic bottles and no packaging that isn't compostable, recyclable or reusable.



Ready to take the next steps?

UNIVERSITY
of GUELPH

- 1/ Visit uoguelph.ca/lang for more information
- 2/ Book a campus tour and talk to a advisor
- 3/ Apply via OUAC
- 4/ Accept your offer and become a Gryphon!



Gordon S. Lang School of Business and Economics
50 Stone Rd E, Guelph, ON N1G 2W1
Tel: 519 824 4120
uoguelph.ca/lang



#LangBusiness



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