

# 2013-2014 Undergraduate Calendar

The information published in this Undergraduate Calendar outlines the rules, regulations, curricula, programs and fees for the 2013-2014 academic year, including the Summer Semester 2013, the Fall Semester 2013 and the Winter Semester 2014.

For your convenience the Undergraduate Calendar is available in PDF format.

If you wish to link to the Undergraduate Calendar please refer to the Linking Guidelines.

The University is a full member of:

- The Association of Universities and Colleges of Canada

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UNIVERSITY  
of GUELPH

CHANGING LIVES  
IMPROVING LIFE

# Disclaimer

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## University of Guelph 2013

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The information published in this Undergraduate Calendar outlines the rules, regulations, curricula, programs and fees for the 2013-2014 academic year, including the Summer Semester 2013, the Fall Semester 2013 and the Winter Semester 2014.

The University reserves the right to change without notice any information contained in this calendar, including fees, any rule or regulation pertaining to the standards for admission to, the requirements for the continuation of study in, and the requirements for the granting of degrees or diplomas in any or all of its programs. The publication of information in this calendar does not bind the University to the provision of courses, programs, schedules of studies, or facilities as listed herein.

The University will not be liable for any interruption in, or cancellation of, any academic activities as set forth in this calendar and related information where such interruption is caused by fire, strike, lock-out, inability to procure materials or trades, restrictive laws or governmental regulations, actions taken by faculty, staff or students of the University or by others, civil unrest or disobedience, public health emergencies, or any other cause of any kind beyond the reasonable control of the University.

In the event of a discrepancy between a print version (downloaded) and the Web version, the Web version will apply.

Published by: Enrolment Services

## **Introduction**

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### **Collection, Use and Disclosure of Personal Information**

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Personal information is collected under the authority of the University of Guelph Act (1964), and in accordance with Ontario's Freedom of Information and Protection of Privacy Act (FIPPA) <http://www.e-laws.gov.on.ca/index.html>. This information is used by University officials in order to carry out their authorized academic and administrative responsibilities and also to establish a relationship for alumni and development purposes. Certain personal information is disclosed to external agencies, including the Ontario Universities Application Centre, the Ministry of Training, Colleges and Universities, and Statistics Canada, for statistical and planning purposes, and is disclosed to other individuals or organizations in accordance with the Office of Registrarial Services Departmental Policy on the Release of Student Information. For details on the use and disclosure of this information call the Office of Registrarial Services at the University at (519) 824-4120 or see <http://www.uoguelph.ca/registrar/registrar/index.cfm?index>.

### **Statistics Canada - Notification of Disclosure**

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For further information, please see Statistics Canada's web site at <http://www.statcan.ca> and Section XIV Statistics Canada.

### **Address for University Communication**

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Depending on the nature and timing of the communication, the University may use one of these addresses to communicate with students. Students are, therefore, responsible for checking all of the following on a regular basis:

#### **Email Address**

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The University issued email address is considered an official means of communication with the student and will be used for correspondence from the University. Students are responsible for monitoring their University-issued email account regularly. See Section I--Statement of Students' Academic Responsibilities for more information.

#### **Home Address**

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Students are responsible for maintaining a current mailing address with the University. Address changes can be made, in writing, through Enrolment Services.

#### **Name Changes**

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The University of Guelph is committed to the integrity of its student records, therefore, each student is required to provide either on application for admission or on personal data forms required for registration, his/her complete, legal name. Any requests to change a name, by means of alteration, deletion, substitution or addition, must be accompanied by appropriate supporting documentation.

### **Student Confidentiality and Release of Student Information Policy Excerpt**

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The University undertakes to protect the privacy of each student and the confidentiality of his or her record. To this end the University shall refuse to disclose personal information to any person other than the individual to whom the information relates where disclosure would constitute an unjustified invasion of the personal privacy of that person or of any other individual. All members of the University community must respect the confidential nature of the student information which they acquire in the course of their work.

Complete policy at <http://www.uoguelph.ca/policies/pdf/ORSInfoReleasePolicy060610.pdf>.



## Table of Contents

<b>Bachelor of Commerce (B.Comm.)</b> .....	<b>423</b>
Program Information .....	423
Undeclared (UND) .....	424
Accounting (ACCT) .....	424
Accounting (Co-op) (ACCT:C) .....	425
Food and Agricultural Business (FAB) .....	425
Food and Agricultural Business (Co-op) (FAB:C) .....	426
Hotel and Food Administration (HAFA) .....	427
Hotel and Food Administration (Co-op) (HAFA:C) .....	428
Leadership and Organizational Management (LOM) .....	428
Management Economics and Finance (MEF) .....	429
Management Economics and Finance (Co-op) (MEF:C) .....	430
Marketing Management (MKMN) .....	432
Marketing Management (Co-op) (MKMN:C) .....	433
Public Management (PMGT) .....	435
Public Management (Co-op) (PMGT:C) .....	435
Real Estate and Housing (REH) .....	436
Real Estate and Housing (Co-op) (REH:C) .....	437
Tourism Management (TMGT) .....	437



## Bachelor of Commerce (B.Comm.)

The University of Guelph offers an eight semester (20.00 credits) honours program leading to a Bachelor of Commerce degree (B.Comm.). The normal course load is 2.50 credits per semester for a full-time student. The program is of an interdisciplinary nature and designed to give students a sound professional management education with a focus on specific industry sectors or management functions which prepare the graduates for positions of responsibility in particular areas of management and business.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study.

In their first semester, students may be admitted to either one of nine specialized majors or the undeclared (unspecialized) major. Students in the unspecialized first year, must declare a specialized major in semester two in order to gain access to required courses in semester three.

### Bachelor of Commerce Majors

Undeclared (only available in semesters one and two)

Accounting \*

Food and Agricultural Business\*

Hotel and Food Administration\*

Leadership and Organizational Management

Management Economics and Finance\*

Marketing Management\*

Public Management\*

Real Estate and Housing\*

Tourism Management

Co-operative Education is available in the majors denoted by an asterisk (\*).

In addition to specializing in a major area of study, the B.Comm. core ensures that each major also provides a comprehensive commerce education to all students in the program.

### The B.Comm. Core includes:

#### Year 1

ECON*1050	[0.50]	Introductory Microeconomics
ECON*1100	[0.50]	Introductory Macroeconomics
MATH*1030	[0.50]	Business Mathematics
MCS*1000	[0.50]	Introductory Marketing
MGMT*1000	[1.00]	Introduction to Business

#### Year 2

ACCT*2220	[0.50]	Financial Accounting (maybe taken in Year 1)
ACCT*2230	[0.50]	Management Accounting
ECON*2560	[0.50]	Theory of Finance
HROB*2100	[1.00]	Managing People in Organizations

#### Year 3

MGMT*3320	[0.50]	Financial Management
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#### Year 4

MGMT*4000	[1.00]	Strategic Management
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Liberal Education Requirement

Other requirements are accommodated by specialized courses within the major or through specific courses chosen by the major from those available on campus.

The following core areas are covered through a choice of courses:

- Consumer Behaviour  
ECON\*2310 or HTM\*3080, MCS\*2600
- Information Management  
CIS\*1200 or MCS\*2020
- Law  
HROB\*3050, MCS\*3040, REAL\*4840
- Operations  
FARE\*3310, FARE\*4500, HTM\*3120, REAL\*3890
- Statistics  
ECON\*2740 or STAT\*2060

## Program Information

### Academic Counselling

#### Program Counselling

Students are urged to seek the assistance of the counsellors in the B.Comm. Counselling Office regarding their program and academic regulations, course selection issues, services and resources, and when they are experiencing difficulties that affect their academic progress.

### Departmental Advising

On entering the program, all students are assigned to a departmental Faculty Advisor by major. Students should seek the advice of the Faculty Advisor when they have questions or concerns about courses and academic requirements for their program/major. The Faculty Advisor is also knowledgeable about career opportunities which relate to a student's specific major. The list of Faculty Advisors is available on the [Undergraduate Academic Information Centre website: http://www.uoguelph.ca/uaic/students\\_advisors.shtml](http://www.uoguelph.ca/uaic/students_advisors.shtml) or contact the B.Comm. Counselling Office for further information.

### Special Expenses

Expenses may include cost of field trips and supplies and, for some majors, laboratory coats and other protective clothing.

### Study at Other Universities

Students contemplating study at another university for credit towards a Bachelor of Commerce degree at the University of Guelph should refer to the general regulations governing Letters of Permission in Section VIII - Degree Regulations and Procedures in this calendar.

Students must obtain approval for the Letter of Permission prior to undertaking studies at another institution. Approval of the request depends on good standing in the program with a minimum cumulative average of 60%.

The total limit of credits taken on a Letter of Permission is 2.50 based on the University of Guelph's credit system.

### Study Abroad

Global understanding and perspectives are regarded as being of central importance among the university's learning objectives, as they are, also, in understanding the international business environment. On both of these accounts, students enrolled in the B.Comm. program are urged to participate in one of the several exchange and study abroad programs specifically designed for the Commerce program. Planning for such participation is best undertaken quite early in the course of studies. For more specific information on possible opportunities refer to Section V--International Study of the calendar or contact the B.Comm. program counsellor.

### Continuation of Studies

Students are advised to consult the regulations for Continuation of Study within the program which are outlined in detail in Section VIII--Undergraduate Degree Regulations and Procedures

### Conditions of Graduation

To qualify for a Bachelor of Commerce degree, the student must satisfy the following conditions:

- The student must successfully complete 1.50 credits from the Liberal Education Requirement list.
- The student must successfully complete a minimum of 20.00 approved credits, in accordance with the Schedule of Studies for the specified major, including the Liberal Education Requirement.
- Students will not be eligible to graduate while on probationary or required-to-withdraw status.

### Liberal Education Requirement

The Liberal Education Requirement is designed to provide the student with exposure to and some understanding of a range of disciplines in the Arts, Social Sciences and Mathematical and Natural Sciences.

The Liberal Education Requirement of 3 courses (1.50 credits) must be from at least two of the following prefixes:

ANSC Animal Science  
 ANTH Anthropology  
 ARTH Art History  
 BIOC Biochemistry  
 BIOL Biology  
 BIOM Biomedical Sciences  
 BOT Botany  
 CHEM Chemistry  
 CHIN Chinese  
 CIS Computing and Information Science  
 CLAS Classical Studies  
 CROP Crop Science  
 EDRD Environmental Design and Rural Development  
 ENGL English  
 ENVB Environmental Biology  
 EURO European Studies  
 FOOD Food Science  
 FREN French Studies  
 FRHD Family Relations and Human Development

GEOG Geography  
 GERM German Studies  
 GREK Greek  
 HISP Hispanic Studies  
 HIST History  
 HORT Horticultural Science  
 HUMN Humanities  
 IDEV International Development  
 ISS Interdisciplinary Social Science  
 ITAL Italian Studies  
 LARC Landscape Architecture  
 LAT Latin  
 LING Linguistics  
 MATH Mathematics  
 MBG Molecular Biology and Genetics  
 MICR Microbiology  
 MUSC Music  
 NUTR Nutrition  
 PHIL Philosophy  
 PHYS Physics  
 POLS Political Science  
 PORT Portuguese  
 PSYC Psychology  
 SART Studio Art  
 SOAN Sociology and Anthropology  
 SOC Sociology  
 THST Theatre Studies  
 UNIV Interdisciplinary University  
 WMST Women's Studies  
 ZOO Zoology

### Double Counting of Courses

Double counting is not permitted within the B.Comm. Program. For example, students can not use courses required in their schedule of studies to meet the Liberal Education Requirement.

### Schedule of Studies

Courses specified in the schedule of studies are required courses and must be completed successfully. A full course load normally involves 2.50 credits per semester. Part-time study is also possible although students should discuss this option with their Program Counsellor or Faculty Advisor.

### Undeclared (UND)

#### College of Management and Economics

Applicants to the B.Comm. program who want a flexible introduction to business studies should consider entering as an unspecialized student. Prior to winter course selection in first year undeclared students must declare one of the 9 majors in order to gain access to required courses.

### Liberal Education Requirement

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study.

### Major

#### Semester 1

ECON*1050	[0.50]	Introductory Microeconomics
MATH*1030	[0.50]	Business Mathematics
MGMT*1000	[1.00]	Introduction to Business

One of:

HTM*1000	[0.50]	Introduction to Hospitality and Tourism Management *
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MATH*1200	[0.50]	Calculus I *
POLS*1400	[0.50]	Issues in Canadian Politics *
PSYC*1000	[0.50]	Introduction to Psychology
REAL*1820	[0.50]	Real Estate and Housing *

0.50 elective

\* These courses are offered in the Fall semester only

#### Semester 2

ACCT*2220	[0.50]	Financial Accounting
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ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2100	[1.00]	Managing People in Organizations
MCS*1000	[0.50]	Introductory Marketing

\*Students interested in choosing the FAB Major should take FARE\*1400 Economics of the Agri-Food System instead of HROB\*2100.

Students leaning towards a certain major may use their electives to take courses in that area. Undeclared students are encouraged to meet with a B.Comm. program counsellor for advice on elective selection. Further information on selecting electives for the Undeclared first year can be found on the B.Comm. Program Counselling Office website: <http://www.bcomm.uoguelph.ca/undeclared.shtml>

### Accounting (ACCT)

#### Department of Business, College of Management & Economics

By combining the conceptual and quantitative elements of accounting while promoting the integration of theory and practice, the accounting major provides graduates with the academic requirements for the postgraduate pursuit of a Professional Accounting designation. Students will develop the technical, analytical, evaluative and communication skills needed for a successful career in accounting and related management areas.

The program provides a strong foundation of accounting and general business knowledge while allowing significant opportunity to develop breadth and depth of knowledge in related areas of study. Course requirements for the postgraduate professional accounting designations vary.

For this major, 15.00 of the 20.00 credits are specified as core requirements and 5.00 electives (including the Liberal Education Requirements of 1.50 credits.) Students pursuing a professional accounting designation should visit the Department of Business website for links to the requirements for each designation.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study.

### Liberal Education Requirement

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

### Major

#### Semester 1

ECON*1050	[0.50]	Introductory Microeconomics
MATH*1030	[0.50]	Business Mathematics
MGMT*1000	[1.00]	Introduction to Business

0.50 electives

#### Semester 2

ACCT*2220	[0.50]	Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2100	[1.00]	Managing People in Organizations
MCS*1000	[0.50]	Introductory Marketing

#### Semester 3

ACCT*2230	[0.50]	Management Accounting
ACCT*2240	[0.50]	Applied Financial Accounting

One of:

STAT*2060	[0.50]	Statistics for Business Decisions
ECON*2740	[0.50]	Economic Statistics

One of:

CIS*1200	[0.50]	Introduction to Computing
MCS*2020	[0.50]	Marketing Information Management *

0.50 electives

\* **Note:** Students taking courses in the CA stream may take MCS\*2020 in semester 3 or 4.

#### Semester 4

ACCT*3330	[0.50]	Intermediate Financial Accounting I
ECON*2560	[0.50]	Theory of Finance
MCS*3040	[0.50]	Business and Consumer Law
MGMT*3320	[0.50]	Financial Management

0.50 electives

#### Semester 5

ACCT*3280	[0.50]	Auditing I
ACCT*3340	[0.50]	Intermediate Financial Accounting II
ACCT*3350	[0.50]	Taxation

One of:

ECON*2310	[0.50]	Intermediate Microeconomics
MCS*2600	[0.50]	Fundamentals of Consumer Behaviour

0.50 electives

#### Semester 6

ACCT*3230	[0.50]	Intermediate Management Accounting
FARE*3310	[0.50]	Operations Management

1.50 electives



**Semester 7**

ACCT*4220	[0.50]	Advanced Financial Accounting
MGMT*4000	[1.00]	Strategic Management

One of:

ACCT\*4270 and ACCT\*4350  
1.00 electives

**Semester 8**

One of:

ACCT\*4230 and MGMT\*4260  
ACCT\*4340 and ACCT\*4440

One of:

ACCT\*4290 and ACCT\*4350  
1.00 electives

0.50 electives

**Accounting (Co-op) (ACCT:C)****College of Management & Economics, Department of Business**

The Co-op program in Accounting is designed to facilitate the transition of students from academic studies to a professional career by enhancing the integration of theory and practice.

The Co-op in Accounting is a five year program including 4 work terms. Students must follow the academic work schedule as outlined on the Co-operative Education & Career Services website: <https://www.recruitguelph.ca/cecs/>.

In order for students to be eligible to continue in the Co-op program, they must meet a minimum 70% cumulative average requirement after second semester, as well as meet all work term requirements. Please refer to the Co-operative Education program policy with respect to work term performance grading and work term report grading. For additional program information students should consult with their Co-op Co-ordinator and Co-op Faculty Advisor, listed on the Co-operative Education & Career Services website: <https://www.recruitguelph.ca/cecs/>.

For this major, 15.50 of the 20.00 credits are specified as core requirements and 4.50 electives (including the Liberal Education Requirements of 1.50 credits.) Students pursuing a professional accounting designation should visit the Department of Business website for links to the requirements for each designation.

Group/Team work is a significant part of core credit work.

**Liberal Education Requirement**

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

**Major****Semester 1 -- Fall**

ECON*1050	[0.50]	Introductory Microeconomics
MATH*1030	[0.50]	Business Mathematics
MGMT*1000	[1.00]	Introduction to Business

0.50 electives

**Semester 2 -- Winter**

ACCT*2220	[0.50]	Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2100	[1.00]	Managing People in Organizations
MCS*1000	[0.50]	Introductory Marketing

**Semester 3 -- Fall**

ACCT*2230	[0.50]	Management Accounting
ACCT*2240	[0.50]	Applied Financial Accounting
COOP*1100	[0.00]	Introduction to Co-operative Education

One of:

STAT\*2060 [0.50] Statistics for Business Decisions  
ECON\*2740 [0.50] Economic Statistics

One of:

CIS\*1200 [0.50] Introduction to Computing  
MCS\*2020 [0.50] Marketing Information Management \*

0.50 electives

\* Note: Students taking courses in the CA stream may take MCS\*2020 in semester 3 or 4.

**Semester 4 -- Winter**

ACCT*3330	[0.50]	Intermediate Financial Accounting I
FARE*3310	[0.50]	Operations Management

1.50 electives

**Summer Semester**

COOP*1000	[0.00]	Co-op Work Term I
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**Semester 5 -- Fall**

ACCT*3280	[0.50]	Auditing I
ACCT*3340	[0.50]	Intermediate Financial Accounting II
ACCT*3350	[0.50]	Taxation

One of:

ECON*2310	[0.50]	Intermediate Microeconomics
MCS*2600	[0.50]	Fundamentals of Consumer Behaviour

0.50 electives

**Winter Semester**

COOP*2000	[0.00]	Co-op Work Term II
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**Semester 6 -- Summer**

ACCT*3230	[0.50]	Intermediate Management Accounting
ECON*2560	[0.50]	Theory of Finance
MCS*3040	[0.50]	Business and Consumer Law
MGMT*3320	[0.50]	Financial Management

0.50 electives

**Fall Semester**

COOP*3000	[0.00]	Co-op Work Term III (Eight month work term in conjunction with COOP*4000)
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**Winter Semester**

COOP*4000	[0.00]	Co-op Work Term IV (Eight month work term in conjunction with COOP*3000)
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**Semester 7 -- Fall**

ACCT*4220	[0.50]	Advanced Financial Accounting
MGMT*4000	[1.00]	Strategic Management

One of:

ACCT\*4270 and ACCT\*4350  
1.00 electives

**Semester 8 -- Winter**

One of:

ACCT\*4230 and MGMT\*4260  
ACCT\*4340 and ACCT\*4440

One of:

ACCT\*4290  
0.50 electives

1.00 electives

**Food and Agricultural Business (FAB)****Department of Food, Agricultural and Resource Economics, Ontario Agricultural College**

In this major, students will acquire the management education needed to succeed in the dynamic and innovative food and agribusiness industries. Building on an understanding of economic theory and applied methods in both the Canadian and the global context, the program prepares graduates with technical, entrepreneurial and leadership skills for a variety of professional opportunities in industry, government agencies and non-governmental organizations. The major provides a complete foundation for further studies leading to a graduate degree or professional accounting designation.

The major is administered by the Department of Food, Agricultural and Resource Economics in the Ontario Agricultural College and students are urged to consult the departmental advisor. For this major, 16.50 of the 20.00 credits are specified as core requirements, 1.50 are restricted electives, 1.50 are Liberal Education electives, and 0.50 are free electives.

**Liberal Education Requirement**

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Students interested in earning the Certificate in Leadership can use a combination of restricted, Liberal Education, and free electives to do so. See <http://www.leadershipcertificate.com/> for information regarding this Certificate and its course requirements.

**Major****Semester 1**

ECON*1050	[0.50]	Introductory Microeconomics
MATH*1030	[0.50]	Business Mathematics
MCS*1000	[0.50]	Introductory Marketing
MGMT*1000	[1.00]	Introduction to Business

**Semester 2**

ACCT*2220	[0.50]	Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
FARE*1400	[1.00]	Economics of the Agri-Food System

One of:

CIS\*1200 [0.50] Introduction to Computing  
FARE\*1300 [0.50] Poverty, Food & Hunger

**Semester 3**

ECON*2310	[0.50]	Intermediate Microeconomics
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ECON*2740	[0.50]	Economic Statistics
HROB*2100	[1.00]	Managing People in Organizations

If CIS\*1200 has not been taken in Semester 2:  
One of:

CIS*1200	[0.50]	Introduction to Computing
MCS*2020	[0.50]	Marketing Information Management

If CIS\*1200 has been taken in Semester 2:

0.50 electives or restricted electives

#### Semester 4

ACCT*2230	[0.50]	Management Accounting
ECON*2410	[0.50]	Intermediate Macroeconomics
ECON*2770	[0.50]	Introductory Mathematical Economics
FARE*2410	[0.50]	Agri-food Markets and Policy

0.50 electives or restricted electives

#### Semester 5

ECON*2560	[0.50]	Theory of Finance
ECON*3740	[0.50]	Introduction to Econometrics
FARE*2700	[0.50]	Survey of Natural Resource Economics
FARE*3310	[0.50]	Operations Management
MGMT*3320	[0.50]	Financial Management

#### Semester 6

FARE*4240	[0.50]	Futures and Options Markets
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2.00 electives or restricted electives

#### Semester 7

FARE*3030	[0.50]	The Firm and Markets
FARE*4370	[0.50]	Food & Agri Marketing Management
MGMT*4000	[1.00]	Strategic Management

One of:

HROB*3050	[0.50]	Employment Law
MCS*3040	[0.50]	Business and Consumer Law
REAL*4840	[0.50]	Housing and Real Estate Law

#### Semester 8

AGR*4600	[1.00]	Agriculture and Food Issues Problem Solving
FARE*4000	[0.50]	Agricultural and Food Policy
FARE*4220	[0.50]	Advanced Agribusiness Management

0.50 electives or restricted electives

#### Restricted Electives

A minimum of 1.50 credits from the following list:

FARE*1300	[0.50]	Poverty, Food & Hunger
FARE*3170	[0.50]	Cost-Benefit Analysis
FARE*4210	[0.50]	World Agriculture, Food Security and Economic Development
FARE*4310	[0.50]	Resource Economics
FARE*4360	[0.50]	Marketing Research
FARE*4500	[0.50]	Decision Science

### Food and Agricultural Business (Co-op) (FAB:C)

#### Department of Food, Agricultural and Resource Economics, Ontario Agricultural College

A principal aim of the Co-op program in Food and Agricultural Business is to facilitate the transition of students from academic studies to a professional career by enhancing the integration of theory and practice.

The Co-op program in Food and Agricultural Business is a five year program, including 5 work terms. Although the schedule includes 5 work terms, students have the option to complete only 4 of the 5 work terms, but must graduate with a Fall, Winter and Summer work term. Please refer to the Co-operative Education program policy with respect to adjusting the schedule listed below.

Students are eligible to participate in a maximum two (2) summer employment processes and must follow the academic work schedule as outlined on the Co-operative Education & Career Services website: <https://www.recruiquelp.ca/cecs/>.

In order for students to be eligible to continue in the Co-op program, they must meet a minimum 70% cumulative average requirement after second semester, as well as meet all work term requirements. Please refer to the Co-operative Education program policy with respect to work term performance grading and work term report grading.

For additional program information students should consult with their Co-op Co-ordinator and Co-op Faculty Advisor, listed on the Co-operative Education & Career Services web site.

The major is administered by the Department of Food, Agricultural and Resource Economics in the Ontario Agricultural College and students are urged to consult the departmental advisor. For this major, 16.50 of the 20.00 credits are specified as core requirements, 1.50 are restricted electives, 1.50 are Liberal Education electives, and 0.50 are free electives

### Liberal Education Requirement

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Students interested in earning the Certificate in Leadership can use a combination of restricted, Liberal Education, and free electives to do so. See <http://www.leadershipcertificate.com/> for information regarding this Certificate and its course requirements.

### Major

#### Semester 1

ECON*1050	[0.50]	Introductory Microeconomics
MATH*1030	[0.50]	Business Mathematics
MCS*1000	[0.50]	Introductory Marketing
MGMT*1000	[1.00]	Introduction to Business

#### Semester 2

ACCT*2220	[0.50]	Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
FARE*1400	[1.00]	Economics of the Agri-Food System

One of:

CIS*1200	[0.50]	Introduction to Computing
FARE*1300	[0.50]	Poverty, Food & Hunger

#### Semester 3 - Fall

COOP*1100	[0.00]	Introduction to Co-operative Education
ECON*2310	[0.50]	Intermediate Microeconomics
ECON*2740	[0.50]	Economic Statistics
HROB*2100	[1.00]	Managing People in Organizations

If CIS\*1200 has not been taken in Semester 2:

One of:

CIS*1200	[0.50]	Introduction to Computing
MCS*2020	[0.50]	Marketing Information Management

If CIS\*1200 has been taken in Semester 2:

0.50 electives or restricted electives

#### Semester 4 - Winter

ACCT*2230	[0.50]	Management Accounting
ECON*2410	[0.50]	Intermediate Macroeconomics
ECON*2770	[0.50]	Introductory Mathematical Economics
FARE*2410	[0.50]	Agri-food Markets and Policy

0.50 electives or restricted electives

#### Summer Semester

COOP*1000	[0.00]	Co-op Work Term I
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#### Fall Semester

COOP*2000	[0.00]	Co-op Work Term II
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(Eight month work term Summer/Fall)

#### Semester 5 - Winter

ECON*2560	[0.50]	Theory of Finance
ECON*3740	[0.50]	Introduction to Econometrics
FARE*2700	[0.50]	Survey of Natural Resource Economics
FARE*3310	[0.50]	Operations Management
MGMT*3320	[0.50]	Financial Management

#### Summer Semester

COOP*3000	[0.00]	Co-op Work Term III
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#### Semester 6 - Fall

FARE*4240	[0.50]	Futures and Options Markets
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2.00 electives or restricted electives

#### Winter Semester

COOP*4000	[0.00]	Co-op Work Term IV
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(Eight month work term in conjunction with COOP\*5000)

#### Summer Semester

COOP*5000	[0.00]	Co-op Work Term V
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(Eight month work term in conjunction with COOP\*4000)

#### Semester 7 - Fall

FARE*3030	[0.50]	The Firm and Markets
FARE*4370	[0.50]	Food & Agri Marketing Management
MGMT*4000	[1.00]	Strategic Management

One of:

HROB*3050	[0.50]	Employment Law
MCS*3040	[0.50]	Business and Consumer Law
REAL*4840	[0.50]	Housing and Real Estate Law

#### Semester 8 - Winter

AGR*4600	[1.00]	Agriculture and Food Issues Problem Solving
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FARE*4000	[0.50]	Agricultural and Food Policy
FARE*4220	[0.50]	Advanced Agribusiness Management

0.50 electives or restricted electives

### Restricted Electives

A minimum of 1.50 credits from the following list:

FARE*1300	[0.50]	Poverty, Food & Hunger
FARE*3170	[0.50]	Cost-Benefit Analysis
FARE*4210	[0.50]	World Agriculture, Food Security and Economic Development
FARE*4310	[0.50]	Resource Economics
FARE*4360	[0.50]	Marketing Research
FARE*4500	[0.50]	Decision Science

### Hotel and Food Administration (HAFA)

#### School of Hospitality and Tourism Management, College of Management and Economics

The Hotel and Food Administration major prepares graduates to assume positions of responsibility in any aspect of the hospitality field. It includes principles of administration, theories of interpersonal relations, human resources management, and communications. Distinctive courses include Hospitality Facilities Management and Design and Lodging Management. The courses in this program relate to the management of both the accommodation and food service facilities used by the public and private sector. Students may consult the Faculty Advisor or the B.Comm. Program Counsellor for additional information.

**Verified work experience in the hospitality industry is required for students to be eligible for graduation.**

Group work is a significant part of core credit work.

### Liberal Education Requirement

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

### Major

For this major, 16.00 of the 20.00 credits are specified as core requirements, 2.00 are restricted electives (from List B), 1.50 are the Liberal Education Requirement and 0.50 are free electives.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Students interested in earning the Certificate in Leadership can use a combination of restricted, Liberal Education and free electives to do so. See <http://www.leadershipcertificate.com/> for information about this certificate and its course requirements.

#### Semester 1

ECON*1050	[0.50]	Introductory Microeconomics
HTM*1000	[0.50]	Introduction to Hospitality and Tourism Management
MCS*1000	[0.50]	Introductory Marketing
MGMT*1000	[1.00]	Introduction to Business

#### Semester 2

ECON*1100	[0.50]	Introductory Macroeconomics
HTM*2100	[0.50]	Lodging Operations
MATH*1030	[0.50]	Business Mathematics

One of:\*

CHEM*1100	[0.50]	Chemistry Today
HTM*2700	[0.50]	Introductory Foods

0.50 from List B or electives

\*CHEM\*1100 must be taken by students without Grade 12 4U Chemistry (SCH4U). If CHEM\*1100 is not required, then a total of 2.50 restricted electives are required.

#### Semester 3

One of:

ECON*2740	[0.50]	Economic Statistics
STAT*2060	[0.50]	Statistics for Business Decisions

2.00 from List A or List B or electives

#### Semester 4

2.50 from List A or List B or electives

#### Semester 5

HTM*3030	[0.50]	Beverage Management
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2.00 from List A or List B or electives

#### Semester 6

2.50 from List A or List B or electives

#### Semester 7

HTM*3060	[0.50]	Lodging Management
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2.00 from List A or List B or electives

#### Semester 8

2.50 from List A or List B or electives

Last Revision: March 15, 2014

### List A - Further Required Courses

The following 10.00 credits are also required. Further details on the scheduling of courses will be provided in writing prior to each course selection period by the School's faculty advisor.

#### Semester 2 or 3

HTM*2700	[0.50]	Introductory Foods
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#### Semester 3 or 4

ACCT*2220	[0.50]	Financial Accounting
HROB*2100	[1.00]	Managing People in Organizations
HTM*2010	[0.50]	Hospitality and Tourism Business Communications
HTM*2030	[0.50]	Control Systems in the Hospitality Industry
MCS*2020	[0.50]	Marketing Information Management
MCS*3040	[0.50]	Business and Consumer Law

#### Semester 4 or 5

ACCT*2230	[0.50]	Management Accounting
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#### Semester 5 or 6

ECON*2560	[0.50]	Theory of Finance
HTM*3080	[0.50]	Hospitality and Tourism Marketing
HTM*3090	[1.00]	Restaurant Operations Management
MGMT*3320	[0.50]	Financial Management

#### Semester 6 or 7

HTM*3120	[0.50]	Service Operations Analysis
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#### Semester 7 or 8

HROB*3100	[0.50]	Developing Management and Leadership Competencies
HTM*4090	[0.50]	Hospitality and Tourism Facilities Management and Design
HTM*4190	[0.50]	Hospitality and Tourism Operations Planning
MGMT*4000	[1.00]	Strategic Management

### List B - Restricted Electives

In addition to the 16.00 required credits listed above, students must take a minimum of 2.00 restricted electives throughout the program. Students may choose to explore a variety of subjects or may choose to study an area allied to their major in some depth. Restricted electives are listed below and have been grouped in major topical areas which are related to, or are an extension of, the professional interests of the major. Students may, however, choose restricted electives from any of those listed without regard to the categories, which are intended to be suggestive.

**Students may select credits in any second language as restricted electives. Students without a second language are encouraged to take language courses.**

#### Courses dealing with the social and economic environment of business:

ECON*2310	[0.50]	Intermediate Microeconomics
ECON*2410	[0.50]	Intermediate Macroeconomics
ECON*3520	[0.50]	Labour Economics
ECON*3660	[0.50]	Economics of Equity Markets
ECON*3760	[0.50]	Fundamentals of Derivatives
ECON*3860	[0.50]	International Finance
ECON*3960	[0.50]	Money, Credit and the Financial System
PHIL*1010	[0.50]	Introductory Philosophy: Social and Political Issues
PHIL*2600	[0.50]	Business and Professional Ethics
POLS*1400	[0.50]	Issues in Canadian Politics

#### Courses for those interested in developing hospitality related real estate:

REAL*1820	[0.50]	Real Estate and Housing
REAL*2820	[0.50]	Real Estate Finance
REAL*3810	[0.50]	Real Estate Market Analysis
REAL*3890	[0.50]	Property Management
REAL*4820	[0.50]	Real Estate Appraisal
REAL*4840	[0.50]	Housing and Real Estate Law

#### Courses dealing with human behaviour particularly as related to work and work groups:

ANTH*1150	[0.50]	Introduction to Anthropology
HROB*2010	[0.50]	Foundations of Leadership
HROB*3050	[0.50]	Employment Law
HROB*4010	[0.50]	Leadership Certificate Capstone
ECON*2200	[0.50]	Industrial Relations
PSYC*1000	[0.50]	Introduction to Psychology
PSYC*2310	[0.50]	Introduction to Social Psychology
SOAN*2040	[0.50]	Globalization of Work and Organizations
SOC*1100	[0.50]	Sociology

#### Courses dealing with market forces and consumer behaviour:

FARE*4360	[0.50]	Marketing Research
MCS*2600	[0.50]	Fundamentals of Consumer Behaviour
MCS*3000	[0.50]	Advanced Marketing
MCS*3010	[0.50]	Quality Management
MCS*3620	[0.50]	Marketing Communications
MCS*4400	[0.50]	Pricing Management
PSYC*1000	[0.50]	Introduction to Psychology

#### Courses related to the study of tourism:

EDRD*3500	[0.50]	Recreation and Tourism Planning
GEOG*1220	[0.50]	Human Impact on the Environment
GEOG*3490	[0.50]	Tourism and Environment
HTM*2170	[0.50]	Tourism Policy, Planning and Development
HTM*3160	[0.50]	Destination Management and Marketing
HTM*4170	[0.50]	International Tourism

**Courses relating to institutional food service management:**

CHEM*1040	[0.50]	General Chemistry I
CHEM*1050	[0.50]	General Chemistry II
FOOD*2150	[0.50]	Introduction to Nutritional and Food Science
FOOD*3700	[0.50]	Sensory Evaluation of Foods
HTM*2740	[0.50]	Cultural Aspects of Food
NUTR*1010	[0.50]	Nutrition and Society
NUTR*2050	[0.50]	Family and Community Nutrition

**Specialized courses in Hospitality and Tourism Management:**

HTM*2070	[0.50]	Meetings and Convention Management
HTM*2740	[0.50]	Cultural Aspects of Food
HTM*3150	[0.50]	Experiential Learning in the Hospitality Industry
HTM*3180	[0.50]	Casino Operations Management
HTM*3780	[0.50]	Economics of Food Usage
HTM*4050	[0.50]	Wine and Oenology
HTM*4110	[0.50]	Advanced Restaurant Operations
HTM*4130	[0.50]	Current Management Topics
HTM*4250	[0.50]	Hospitality Revenue Management
HTM*4500	[0.50]	Special Study in Hospitality and Tourism

**Courses related to accounting and administration:**

ACCT*2240	[0.50]	Applied Financial Accounting
ACCT*3230	[0.50]	Intermediate Management Accounting
ACCT*3280	[0.50]	Auditing I
ACCT*3330	[0.50]	Intermediate Financial Accounting I
ACCT*3340	[0.50]	Intermediate Financial Accounting II
ACCT*3350	[0.50]	Taxation
ACCT*4220	[0.50]	Advanced Financial Accounting
ACCT*4230	[0.50]	Advanced Management Accounting
MGMT*4260	[0.50]	International Business
MCS*2100	[0.50]	Personal Financial Management

**Courses to prepare for The Certified Human Resource Professional (CHRP) designation:**

ECON*2200	[0.50]	Industrial Relations
HROB*3010	[0.50]	Managing and Rewarding Performance
HROB*3030	[0.50]	Workplace Health and Safety
HROB*3070	[0.50]	Attracting and Acquiring Talent
HROB*3090	[0.50]	Developing Talent
HROB*4060	[0.50]	Workforce Optimization

**Other restricted electives:**

CIS*1000	[0.50]	Introduction to Computer Applications
EDRD*3140	[0.50]	Organizational Communication
EDRD*3160	[0.50]	International Communication
ENGL*1200	[0.50]	Reading the Contemporary World
ENGL*1410	[0.50]	Major Writers
MCS*3010	[0.50]	Quality Management
MGMT*4050	[0.50]	Applied Community Project I
MGMT*4060	[0.50]	Applied Community Project II
MGMT*4350	[0.50]	Business Case Competition Preparation
PHIL*2100	[0.50]	Critical Thinking

**Electives and Liberal Education Requirement**

In addition to the 16.00 required credits and the 2.00 restricted electives, the student has 2.00 electives throughout the program. These electives must include 1.50 credits toward the B.Comm. Liberal Education Requirement.

**Hotel and Food Administration (Co-op) (HAFA:C)****School of Hospitality and Tourism Management, College of Management and Economics**

The principal aim of the Hotel and Food Administration Co-op program is to facilitate the transition of students from academic studies to a professional work life by enhancing the integration of theory and practice. Students may consult the departmental Co-op Advisor or the B.Comm. Program Counsellor for additional information. The co-op work program consists of one twelve-month period. The work semester begins at the end of the second year and extends from May to April. The co-op program is completed over a 5 year period.

**Liberal Education Requirement**

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

**Major**

The academic program consists of 20.00 credits, 16.50 of which are specified as core requirements, 2.00 as restricted electives, and 1.50 as the Liberal Education Requirement.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Students interested in earning the Certificate in Leadership can use a combination of restricted, Liberal Education and free electives to do so. See <http://www.leadershipcertificate.com/> for information about this certificate and its course requirements.

**Semester 1 - Fall**

ECON*1050	[0.50]	Introductory Microeconomics
HTM*1000	[0.50]	Introduction to Hospitality and Tourism Management
MCS*1000	[0.50]	Introductory Marketing
MGMT*1000	[1.00]	Introduction to Business

**Semester 2 - Winter**

ECON*1100	[0.50]	Introductory Macroeconomics
HTM*2100	[0.50]	Lodging Operations
MATH*1030	[0.50]	Business Mathematics

One of:\*

CHEM*1100	[0.50]	Chemistry Today
HTM*2700	[0.50]	Introductory Foods

0.50 from List B or electives

\*CHEM\*1100 must be taken by students without Grade 12 4U Chemistry (SCH4U). If CHEM\*1100 is not required, then a total of 2.50 restricted electives are required.

**Semester 3 - Fall**

COOP*1100	[0.00]	Introduction to Co-operative Education
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One of:

ECON*2740	[0.50]	Economic Statistics
STAT*2060	[0.50]	Statistics for Business Decisions

2.00 from List A or List B or electives

**Semester 4 - Winter**

2.50 from List A or List B or electives

**Summer Semester**

COOP*1000	[0.00]	Co-op Work Term I
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**Fall Semester**

COOP*2000	[0.00]	Co-op Work Term II
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**Winter Semester**

COOP*3000	[0.00]	Co-op Work Term III
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**Semester 5 - Fall**

HTM*3030	[0.50]	Beverage Management
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2.00 from List A or List B or electives

**Semester 6 - Winter**

2.50 from List A or List B or electives

**Semester 7 - Fall**

HTM*3060	[0.50]	Lodging Management
HTM*4300	[0.50]	Co-operative Education Seminar

1.50 from List A or List B or electives

**Semester 8 - Winter**

2.50 from List A or List B or electives

**Note:** For courses included in List A or List B refer to the regular Hotel and Food Administration major.

**Leadership and Organizational Management (LOM)****Department of Business, College of Management and Economics**

The major in Leadership and Organizational Management provides a balanced foundation of management knowledge and strategic leadership competencies that will enable graduates to one day work as professional managers and organizational leaders. Courses extend beyond the traditional lecture based format to include community based group projects, guest lecturers, in-class simulations and case-based learning to help link academic expertise and theory with industry practice. Experiential learning is an integral part of the major, and occurs through the integration of industry examples in the classroom, and a required course in evidence-based management, in which students conduct research in organizations under the direction of a faculty member. Our faculty are highly skilled and committed educators who encourage students to become actively involved in their own education, both within and outside the classroom. In addition, the Human Resources Management Student Association (HRMSA) is active in providing access to professional associations, networking opportunities with industry professionals, leadership conferences, guest speakers and social events to help students build relationships with other students, faculty, and the business community.

Graduates of the Leadership and Organizational Management major will leave the University of Guelph equipped with a range of knowledge and competencies that prepare them to meet the leadership and management needs of the future in such roles as management consultant, human resource practitioner, talent management specialist or as future general managers. Successful completion of the courses within the Leadership and Organizational Management may qualify graduates for potential certification by the Human Resources Professionals Association (HRPA) as a Certified Human Resources Professional (CHRP).

### Liberal Education Requirement

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

### Major

For this major, 16.00 of the 20.00 credits are specified as core requirements and the remaining 4.00 as electives (including 1.50 in the Liberal Education Requirement).

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study.

#### Semester 1

ECON*1050	[0.50]	Introductory Microeconomics
MCS*1000	[0.50]	Introductory Marketing
MGMT*1000	[1.00]	Introduction to Business

0.50 electives

#### Semester 2

ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2100	[1.00]	Managing People in Organizations
MATH*1030	[0.50]	Business Mathematics

0.50 electives

#### Semester 3

ACCT*2220	[0.50]	Financial Accounting
ECON*2200	[0.50]	Industrial Relations

One of:

ECON*2310	[0.50]	Intermediate Microeconomics
MCS*2600	[0.50]	Fundamentals of Consumer Behaviour

One of:

ECON*2740	[0.50]	Economic Statistics
STAT*2060	[0.50]	Statistics for Business Decisions

0.50 electives

#### Semester 4

ACCT*2230	[0.50]	Management Accounting
CIS*1200	[0.50]	Introduction to Computing
HROB*2010	[0.50]	Foundations of Leadership

1.00 electives

#### Semester 5

ECON*2560	[0.50]	Theory of Finance
HROB*3010	[0.50]	Managing and Rewarding Performance
HROB*3050	[0.50]	Employment Law
HROB*3070	[0.50]	Attracting and Acquiring Talent

0.50 electives

#### Semester 6

HROB*3030	[0.50]	Workplace Health and Safety
HROB*3090	[0.50]	Developing Talent
HROB*3100	[0.50]	Developing Management and Leadership Competencies
FARE*3310	[0.50]	Operations Management
MGMT*3320	[0.50]	Financial Management

#### Semester 7

HROB*4100	[1.00]	Evidence-Based People Management
MGMT*4000	[1.00]	Strategic Management

0.50 electives

#### Semester 8

HROB*4000	[1.00]	Leadership and Organizational Management Capstone
HROB*4060	[0.50]	Workforce Optimization
MGMT*3020	[0.50]	Corporate Social Responsibility

0.50 electives

### Management Economics and Finance (MEF)

#### Department of Economics and Finance, College of Management & Economics

The Management Economics and Finance major is designed to offer students an appreciation of business and economic problems particularly in the area of finance.

The major provides a suitable education for a career in the business world or in the public service. It also constitutes a useful preparation for more advanced studies, including graduate studies in Economics, Business Administration, Accounting, Industrial Relations, Law, and Public Policy. The major is administered by the [Department of Economics and Finance](#) and students are urged to consult the faculty advisor.

For this major, 11.00 credits are specified, 5.50 are restricted electives in a required area of emphasis and 3.50 are electives. (1.50 Liberal Education Requirement; 2.00 free electives).

### Liberal Education Requirement

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Students may use their restricted and free electives towards a professional designation through one of the areas of emphasis.

### Major

#### Semester 1

ECON*1050	[0.50]	Introductory Microeconomics
MCS*1000	[0.50]	Introductory Marketing
MGMT*1000	[1.00]	Introduction to Business

One of:

MATH*1030	[0.50]	Business Mathematics
MATH*1200	[0.50]	Calculus I

**Note:** MATH\*1200 is required for the Finance Area of Emphasis.

#### Semester 2

ACCT*2220	[0.50]	Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2100	[1.00]	Managing People in Organizations

0.50 electives

#### Semester 3

ACCT*2230	[0.50]	Management Accounting
ECON*2310	[0.50]	Intermediate Microeconomics
ECON*2740	[0.50]	Economic Statistics
ECON*2770	[0.50]	Introductory Mathematical Economics

One of:

CIS*1200	[0.50]	Introduction to Computing
CIS*1500	[0.50]	Introduction to Programming
MCS*2020	[0.50]	Marketing Information Management

**Note:** Students who wish to take the Statistics courses listed under the Finance Area of Emphasis may select STAT\*2040 in place of ECON\*2740.

#### Semester 4

ECON*2410	[0.50]	Intermediate Macroeconomics
ECON*2560	[0.50]	Theory of Finance
MCS*3040	[0.50]	Business and Consumer Law *
MGMT*3320	[0.50]	Financial Management

0.50 electives or restricted electives in an area of emphasis

\* **Note:** Students may select HROB\*3050 or REAL\*4840 in place of MCS\*3040. Both are Fall semester courses and can be completed in any Fall semester, provided the prerequisites are completed.

#### Semester 5

ECON*3740	[0.50]	Introduction to Econometrics
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2.00 electives or restricted electives

**Note:** ECON\*3710 is required for the Finance Area of Emphasis.

#### Semester 6

One of:

FARE*3310	[0.50]	Operations Management
REAL*3890	[0.50]	Property Management

2.00 electives or restricted electives

**Note:** Students may select FARE\*4500 in place of FARE\*3310 or REAL\*3890. It is a Fall semester course available in Semester 7.

#### Semester 7

2.50 electives or restricted electives

#### Semester 8

MGMT*4000	[1.00]	Strategic Management
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1.50 electives or restricted electives

### Areas of Emphasis

Students choose either Finance or Management as an area of emphasis in the Management and Economics major. This choice should be made by semester 4. See the Economics departmental advisor to declare an area of emphasis.

#### FINANCE Area of Emphasis

ECON*3710	[0.50]	Advanced Microeconomics
ECON*4560	[0.50]	Advanced Topics in Finance

MATH*1200	[0.50]	Calculus I
1.50 credits from the following Finance courses:		
ECON*3360	[0.50]	The Strategy of Mergers and Acquisitions
ECON*3660	[0.50]	Economics of Equity Markets
ECON*3760	[0.50]	Fundamentals of Derivatives **
ECON*3860	[0.50]	International Finance
ECON*3960	[0.50]	Money, Credit and the Financial System

\*\* Note that FARE\*4240 may be substituted for this course.

One of:

ECON*3100	[0.50]	Game Theory
ECON*3810	[0.50]	Advanced Macroeconomics
ECON*4700	[0.50]	Advanced Mathematical Economics

1.00 Economics credits at the 3000 or 4000 level

In addition to the required credits listed above, students must take a minimum of 1.5 credits in restricted electives. Restricted electives are listed below and have been grouped in major topical areas which are related to, or are an extension of, the professional interests of the major. Students may, however, choose restricted electives from any of those listed without regard to the categories, which are intended to be suggestive.

#### Courses toward a professional designation as a Certified Financial Analyst (CFA)

ACCT*3330	[0.50]	Intermediate Financial Accounting I
ECON*4400	[0.50]	Economics of Organizations and Corporate Governance
ECON*4660	[0.50]	Financial Markets Risk Management
ECON*4750	[0.50]	Topics in Public Economics
ECON*4760	[0.50]	Topics in Monetary Economics
ECON*4780	[0.50]	Topics in Industrial Organization
ECON*4800	[0.50]	Competitiveness and Strategic Advantage
ECON*4880	[0.50]	Topics in International Economics
MGMT*4350	[0.50]	Business Case Competition Preparation

#### Courses in Quantitative Finance

ECON*4640	[0.50]	Applied Econometrics I
ECON*4840	[0.50]	Applied Econometrics II
MATH*2160	[0.50]	Linear Algebra I
STAT*3100	[0.50]	Introductory Mathematical Statistics I
STAT*3110	[0.50]	Introductory Mathematical Statistics II

#### Courses in preparation for post-graduate work in Economics (MA)

ECON*4640	[0.50]	Applied Econometrics I
ECON*4710	[0.50]	Advanced Topics in Microeconomics
ECON*4810	[0.50]	Advanced Topics in Macroeconomics

#### MANAGEMENT Area of Emphasis

1.50 credits from the following Finance courses:

ECON*3360	[0.50]	The Strategy of Mergers and Acquisitions
ECON*3660	[0.50]	Economics of Equity Markets
ECON*3760	[0.50]	Fundamentals of Derivatives **
ECON*3860	[0.50]	International Finance
ECON*3960	[0.50]	Money, Credit and the Financial System

\*\* Note that FARE\*4240 may be substituted for this course.

2.50 additional credits in economics of which at least 0.50 must be at the 4000 level and at most 0.50\*\*\* may be at the 2000 level.

\*\*\* May be replaced with a 4000 level 0.50 credits in Accounting.

In addition to the economics credits listed above, students must take a minimum of 1.50 credits in restricted electives listed below. These courses have been grouped in major topical areas which are related to various professional interests. Students may, however, choose restricted electives from any of those listed without regard to the categories.

#### Courses toward a professional accounting designation such as Certified Management Accountant (CMA), Chartered Accountant (CA), or Certified General Accountant (CGA).

Please note, course requirements for the postgraduate professional accounting designations vary. Students may consult their Faculty Advisor, the B.Comm Program counsellor or the department website: <http://www.business.uoguelph.ca/accounting.shtml> for additional information.

ACCT*2240	[0.50]	Applied Financial Accounting
ACCT*3230	[0.50]	Intermediate Management Accounting
ACCT*3280	[0.50]	Auditing I
ACCT*3330	[0.50]	Intermediate Financial Accounting I
ACCT*3340	[0.50]	Intermediate Financial Accounting II
ACCT*3350	[0.50]	Taxation
ACCT*4220	[0.50]	Advanced Financial Accounting
ACCT*4230	[0.50]	Advanced Management Accounting
ACCT*4270	[0.50]	Auditing II
ACCT*4290	[0.50]	Auditing III
ACCT*4340	[0.50]	Accounting Theory
ACCT*4350	[0.50]	Income Taxation II
ACCT*4440	[0.50]	Integrated Cases in Accounting

#### Courses to prepare for the Certified Human Resource Professional (CHRP) designation:

(see <http://www.uoguelph.ca/business/academic-advisor-careers-chrp.shtml> for more information)

ECON*2200	[0.50]	Industrial Relations
HROB*3010	[0.50]	Managing and Rewarding Performance
HROB*3030	[0.50]	Workplace Health and Safety
HROB*3070	[0.50]	Attracting and Acquiring Talent
HROB*3090	[0.50]	Developing Talent
HROB*4060	[0.50]	Workforce Optimization

#### Courses to prepare for a post-graduate program in Industrial Relations:

ECON*2200	[0.50]	Industrial Relations
ECON*3400	[0.50]	The Economics of Personnel Management
ECON*3520	[0.50]	Labour Economics
ECON*3620	[0.50]	International Trade
ECON*4790	[0.50]	Topics in Labour Market Theory
HROB*3010	[0.50]	Managing and Rewarding Performance
HROB*3030	[0.50]	Workplace Health and Safety
HROB*3070	[0.50]	Attracting and Acquiring Talent
HROB*3090	[0.50]	Developing Talent
HROB*4060	[0.50]	Workforce Optimization

#### Courses toward the Leadership Certificate:

(see <http://www.leadershipcertificate.com/> for more information)

HROB*2010	[0.50]	Foundations of Leadership
HROB*4010	[0.50]	Leadership Certificate Capstone
HROB*4030	[0.50]	Advanced Topics In Leadership and Organizational Management
HROB*4100	[1.00]	Evidence-Based People Management
POLS*2250	[0.50]	Public Administration and Governance
POLS*3440	[0.50]	Corruption, Scandal and Political Ethics

#### Courses in Public Administration:

ECON*3610	[0.50]	Public Economics
POLS*2250	[0.50]	Public Administration and Governance
POLS*2300	[0.50]	Canadian Government and Politics
POLS*3210	[0.50]	The Constitution and Canadian Federalism
POLS*3250	[0.50]	Public Policy: Challenges and Prospects
POLS*3270	[0.50]	Local Government in Ontario
POLS*3470	[0.50]	Business-Government Relations in Canada

#### Courses in Real Estate and Housing:

ECON*3500	[0.50]	Urban Economics **
REAL*1820	[0.50]	Real Estate and Housing
REAL*2820	[0.50]	Real Estate Finance
REAL*3890	[0.50]	Property Management
REAL*4820	[0.50]	Real Estate Appraisal **

\*\* These courses count towards the Post Graduate Valuation Certificate offered by UBC, part of the requirements to obtain an Accredited Appraiser Canadian Institute designation

#### Courses in Corporate Social Responsibility:

BUS*4550	[0.50]	Applied Business Project I
BUS*4560	[0.50]	Applied Business Project II
ECON*2650	[0.50]	Introductory Development Economics
ECON*3300	[0.50]	Economics of Health and the Workplace
ECON*4930	[0.50]	Environmental Economics
HROB*3030	[0.50]	Workplace Health and Safety
REAL*2850	[0.50]	Service Learning in Housing
MGMT*3020	[0.50]	Corporate Social Responsibility
MGMT*4050	[0.50]	Applied Community Project I
MGMT*4060	[0.50]	Applied Community Project II

#### Courses in Marketing:

MCS*2600	[0.50]	Fundamentals of Consumer Behaviour
MCS*3000	[0.50]	Advanced Marketing
MCS*3010	[0.50]	Quality Management
MCS*3620	[0.50]	Marketing Communications
MCS*4400	[0.50]	Pricing Management

#### Courses in Food and Agribusiness:

FARE*2410	[0.50]	Agri-food Markets and Policy
FARE*3030	[0.50]	The Firm and Markets
FARE*3170	[0.50]	Cost-Benefit Analysis
FARE*4000	[0.50]	Agricultural and Food Policy
FARE*4220	[0.50]	Advanced Agribusiness Management

#### Management Economics and Finance (Co-op) (MEF:C)

Department of Economics and Finance, College of Management & Economics

A principal aim of the Co-op program in Management Economics and Finance is to facilitate the transition of students from academic studies to a professional career by enhancing the integration of theory and practice.

The Co-op program in Management Economics and Finance is a five year program including, 5 work terms. Although the schedule includes 5 work terms, students have the option to complete only 4 of the 5 work terms, but must graduate with a Fall, Winter, and Summer work term.

Students are eligible to participate in a maximum two (2) summer employment processes and must follow the academic work schedule as outlined on the Co-operative Education & Career Services website: <https://www.recruiitguelph.ca/cecs/>. Please refer to the Co-operative Education program policy with respect to adjusting the schedule listed below.

In order for students to be eligible to continue in the Co-op program, they must meet a minimum 70% cumulative average requirement after second semester, as well as meet all work term requirements. Please refer to the Co-operative Education program policy with respect to work term performance grading and work term report grading.

For additional program information students should consult with their Co-op coordinator and Co-op Faculty Advisor, listed on the Co-operative Education & Career Services web site.

For this major, 11.00 credits are specified, 5.50 are restricted electives in a required Area of Emphasis and 3.50 are electives (1.50 Liberal Education Requirement; 2.00 free electives).

### Liberal Education Requirement

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Students may use their restricted and free electives towards a professional designation through one of the areas of emphasis.

### Major

#### Semester 1 - Fall

ECON*1050	[0.50]	Introductory Microeconomics
MCS*1000	[0.50]	Introductory Marketing
MGMT*1000	[1.00]	Introduction to Business

One of:

MATH*1030	[0.50]	Business Mathematics
MATH*1200	[0.50]	Calculus I

**Note:** MATH\*1200 is required for the Finance Area of Emphasis.

#### Semester 2 - Winter

ACCT*2220	[0.50]	Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2100	[1.00]	Managing People in Organizations

0.50 electives

#### Semester 3 - Fall

ACCT*2230	[0.50]	Management Accounting
COOP*1100	[0.00]	Introduction to Co-operative Education
ECON*2310	[0.50]	Intermediate Microeconomics
ECON*2740	[0.50]	Economic Statistics
ECON*2770	[0.50]	Introductory Mathematical Economics

One of:

CIS*1200	[0.50]	Introduction to Computing
CIS*1500	[0.50]	Introduction to Programming
MCS*2020	[0.50]	Marketing Information Management

**Note:** Students who wish to take the Statistics courses listed under the Finance Area of Emphasis may select STAT\*2040 in place of ECON\*2740.

#### Semester 4 - Winter

ECON*2410	[0.50]	Intermediate Macroeconomics
ECON*2560	[0.50]	Theory of Finance
MCS*3040	[0.50]	Business and Consumer Law *
MGMT*3320	[0.50]	Financial Management

0.50 electives or restricted electives in an area of emphasis

\* **Note:** Students may select HROB\*3050 or REAL\*4840 in place of MCS\*3040. Both are Fall semester courses and can be completed in any Fall semester, provided the prerequisites are completed.

#### Summer Semester

COOP*1000	[0.00]	Co-op Work Term I
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#### Fall Semester

COOP*2000	[0.00]	Co-op Work Term II
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#### Semester 5 - Winter

ECON*3740	[0.50]	Introduction to Econometrics
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One of:

FARE*3310	[0.50]	Operations Management
FARE*4500	[0.50]	Decision Science
REAL*3890	[0.50]	Property Management

1.50 electives or restricted electives

**Note:** Students may select FARE\*4500 in place of FARE\*3310 or REAL\*3890. It is a Fall semester course.

#### Summer Semester

COOP*3000	[0.00]	Co-op Work Term III
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#### Semester 6 - Fall

2.50 electives or restricted electives

**Note:** If in the Finance Area of Emphasis take ECON\*3710.

#### Winter Semester

COOP*4000	[0.00]	Co-op Work Term IV (Eight month work term in conjunction with COOP*5000)
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#### Summer Semester

COOP*5000	[0.00]	Co-op Work Term V (Eight month work term in conjunction with COOP*4000)
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#### Semester 7 - Fall

2.50 electives or restricted electives

#### Semester 8 - Winter

MGMT*4000	[1.00]	Strategic Management
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1.50 electives or restricted electives

#### Areas of Emphasis

Students choose either Finance or Management as an area of emphasis in the Management and Economics major. This choice should be made by semester 4. See the Economics departmental advisor to declare an area of emphasis.

#### FINANCE Area of Emphasis

ECON*3710	[0.50]	Advanced Microeconomics
ECON*4560	[0.50]	Advanced Topics in Finance
MATH*1200	[0.50]	Calculus I

1.50 credits from the following Finance courses:

ECON*3360	[0.50]	The Strategy of Mergers and Acquisitions
ECON*3660	[0.50]	Economics of Equity Markets
ECON*3760	[0.50]	Fundamentals of Derivatives **
ECON*3860	[0.50]	International Finance
ECON*3960	[0.50]	Money, Credit and the Financial System

\*\* Note that FARE\*4240 may be substituted for this course.

One of:

ECON*3100	[0.50]	Game Theory
ECON*3810	[0.50]	Advanced Macroeconomics
ECON*4700	[0.50]	Advanced Mathematical Economics

1.00 Economics credits at the 3000 or 4000 level

In addition to the required credits listed above, students must take a minimum of 1.5 credits in restricted electives. Restricted electives are listed below and have been grouped in major topical areas which are related to, or are an extension of, the professional interests of the major. Students may, however, choose restricted electives from any of those listed without regard to the categories, which are intended to be suggestive.

#### Courses toward a professional designation as a Certified Financial Analyst (CFA):

ACCT*3330	[0.50]	Intermediate Financial Accounting I
ECON*4400	[0.50]	Economics of Organizations and Corporate Governance
ECON*4660	[0.50]	Financial Markets Risk Management
ECON*4750	[0.50]	Topics in Public Economics
ECON*4760	[0.50]	Topics in Monetary Economics
ECON*4780	[0.50]	Topics in Industrial Organization
ECON*4800	[0.50]	Competitiveness and Strategic Advantage
ECON*4880	[0.50]	Topics in International Economics
MGMT*4350	[0.50]	Business Case Competition Preparation

#### Courses in Quantitative Finance:

ECON*4640	[0.50]	Applied Econometrics I
ECON*4840	[0.50]	Applied Econometrics II
MATH*2160	[0.50]	Linear Algebra I
STAT*3100	[0.50]	Introductory Mathematical Statistics I
STAT*3110	[0.50]	Introductory Mathematical Statistics II

#### Courses in preparation for post-graduate work in Economics (MA):

ECON*4640	[0.50]	Applied Econometrics I
ECON*4710	[0.50]	Advanced Topics in Microeconomics
ECON*4810	[0.50]	Advanced Topics in Macroeconomics

#### MANAGEMENT Area of Emphasis

1.50 credits from the following Finance courses:

ECON*3360	[0.50]	The Strategy of Mergers and Acquisitions
ECON*3660	[0.50]	Economics of Equity Markets
ECON*3760	[0.50]	Fundamentals of Derivatives **
ECON*3860	[0.50]	International Finance
ECON*3960	[0.50]	Money, Credit and the Financial System

\*\* Note that FARE\*4240 may be substituted for this course.

2.50 additional credits in economics of which at least 0.50 must be at the 4000 level and at most 0.50\*\* may be at the 2000 level.

\*\* May be replaced with a 4000 level 0.50 credits in Accounting.

In addition to the economics credits listed above, students must take a minimum of 1.50 credits in restricted electives listed below. These courses have been grouped in major topical areas which are related to various professional interests. Students may, however, choose restricted electives from any of those listed without regard to the categories.

**Courses toward a professional accounting designation such as Certified Management Accountant (CMA), Chartered Accountant (CA), or Certified General Accountant (CGA).**

Please note, course requirements for the postgraduate professional accounting designations vary. Students may consult their Faculty Advisor, the B.Comm Program counsellor or the department website: <http://www.business.uoguelph.ca/accounting.shtml> for additional information.

ACCT*2240	[0.50]	Applied Financial Accounting
ACCT*3230	[0.50]	Intermediate Management Accounting
ACCT*3280	[0.50]	Auditing I
ACCT*3330	[0.50]	Intermediate Financial Accounting I
ACCT*3340	[0.50]	Intermediate Financial Accounting II
ACCT*3350	[0.50]	Taxation
ACCT*4220	[0.50]	Advanced Financial Accounting
ACCT*4230	[0.50]	Advanced Management Accounting
ACCT*4270	[0.50]	Auditing II
ACCT*4290	[0.50]	Auditing III
ACCT*4340	[0.50]	Accounting Theory
ACCT*4350	[0.50]	Income Taxation II
ACCT*4230	[0.50]	Advanced Management Accounting
ACCT*4440	[0.50]	Integrated Cases in Accounting

**Courses to prepare for the Certified Human Resource Professional (CHRP) designation:**

(see <http://www.uoguelph.ca/business/academic-advisor-careers-chrp.shtml> for more information)

ECON*2200	[0.50]	Industrial Relations
HROB*3010	[0.50]	Managing and Rewarding Performance
HROB*3030	[0.50]	Workplace Health and Safety
HROB*3070	[0.50]	Attracting and Acquiring Talent
HROB*3090	[0.50]	Developing Talent
HROB*4060	[0.50]	Workforce Optimization

**Courses to prepare for a post-graduate program in Industrial Relations:**

ECON*2200	[0.50]	Industrial Relations
ECON*3400	[0.50]	The Economics of Personnel Management
ECON*3520	[0.50]	Labour Economics
ECON*3620	[0.50]	International Trade
ECON*4790	[0.50]	Topics in Labour Market Theory
HROB*3010	[0.50]	Managing and Rewarding Performance
HROB*3030	[0.50]	Workplace Health and Safety
HROB*3070	[0.50]	Attracting and Acquiring Talent
HROB*3090	[0.50]	Developing Talent
HROB*4060	[0.50]	Workforce Optimization

**Courses toward the Leadership Certificate:**

(see <http://www.leadershipcertificate.com/> for more information)

HROB*2010	[0.50]	Foundations of Leadership
HROB*4010	[0.50]	Leadership Certificate Capstone
HROB*4030	[0.50]	Advanced Topics In Leadership and Organizational Management
HROB*4100	[1.00]	Evidence-Based People Management
POLS*2250	[0.50]	Public Administration and Governance
POLS*3440	[0.50]	Corruption, Scandal and Political Ethics

**Courses in Public Administration:**

ECON*3610	[0.50]	Public Economics
POLS*2250	[0.50]	Public Administration and Governance
POLS*2300	[0.50]	Canadian Government and Politics
POLS*3210	[0.50]	The Constitution and Canadian Federalism
POLS*3250	[0.50]	Public Policy: Challenges and Prospects
POLS*3270	[0.50]	Local Government in Ontario
POLS*3470	[0.50]	Business-Government Relations in Canada

**Courses in Real Estate and Housing:**

ECON*3500	[0.50]	Urban Economics **
REAL*1820	[0.50]	Real Estate and Housing
REAL*2820	[0.50]	Real Estate Finance
REAL*3890	[0.50]	Property Management
REAL*4820	[0.50]	Real Estate Appraisal **

\*\* These courses count towards the Post Graduate Valuation Certificate offered by UBC, part of the requirements to obtain an Accredited Appraiser Canadian Institute designation

**Courses in Corporate Social Responsibility:**

BUS*4550	[0.50]	Applied Business Project I
BUS*4560	[0.50]	Applied Business Project II
ECON*2650	[0.50]	Introductory Development Economics

ECON*3300	[0.50]	Economics of Health and the Workplace
ECON*4930	[0.50]	Environmental Economics
HROB*3030	[0.50]	Workplace Health and Safety
REAL*2850	[0.50]	Service Learning in Housing
MGMT*3020	[0.50]	Corporate Social Responsibility
MGMT*4050	[0.50]	Applied Community Project I
MGMT*4060	[0.50]	Applied Community Project II

**Courses in Marketing:**

MCS*2600	[0.50]	Fundamentals of Consumer Behaviour
MCS*3000	[0.50]	Advanced Marketing
MCS*3010	[0.50]	Quality Management
MCS*3620	[0.50]	Marketing Communications
MCS*4400	[0.50]	Pricing Management

**Courses in Food and Agribusiness:**

FARE*2410	[0.50]	Agrifood Markets and Policy
FARE*3030	[0.50]	The Firm and Markets
FARE*3170	[0.50]	Cost-Benefit Analysis
FARE*4000	[0.50]	Agricultural and Food Policy
FARE*4220	[0.50]	Advanced Agribusiness Management

**Marketing Management (MKMN)**

**Department of Marketing and Consumer Studies, College of Management and Economics**

The Marketing Management major is interdisciplinary, follows a liberal education philosophy, and is built on our Department's long-standing expertise in the field of consumer research. Therefore, the courses to be followed span departments and colleges across the University and are designed to support the University's 10 Learning Objectives.

The Department of Marketing and Consumer Studies recognizes that we are not only responsible for preparing students for a career in marketing but for educating them so that they can be active, engaged citizens. This can only result from a balanced curriculum of marketing and liberal education courses capable of providing students with an understanding of the world they will work and live in, and the problem solving, communication, and visualization skills needed to function effectively in it. Students will gain education and skill in the management and leadership of product and services marketing in a global economy. They will be prepared to work and live effectively in today's world and to be flexible enough to pursue a variety of marketing career paths and diverse leadership roles. The major is administered by the Department of Marketing and Consumer Studies in the College of Management and Economics. Students can contact the B.Comm. Program Counsellors or a Marketing and Consumer Studies Faculty Advisor if they have questions.

**Liberal Education Requirement**

As part of the graduation requirement, all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

**Major**

For this major, 20.00 credits are required, of which 14.00 are specified, 2.00 are restricted electives (from lists), 1.50 are Liberal Education electives, and 2.50 are free electives. A possible program sequence is outlined below.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Examples: (1) students can use a combination of restricted, Liberal Education, and free electives to earn the Certificate in Leadership. See <http://www.leadershipcertificate.com/> for information about this certificate and its course requirements; (2) students interested in languages and/or going on exchange can use their Liberal Education and free electives to study one or more of the various languages taught at the University. Note: students also can take courses of interest as electives without concern for clustering.

**Semester 1- Fall**

ECON*1050	[0.50]	Introductory Microeconomics
MGMT*1000	[1.00]	Introduction to Business

**Semester 2 - Winter**

ACCT*2220	[0.50]	Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
MCS*1000	[0.50]	Introductory Marketing

**Semesters 1 or 2 - Fall or Winter**

MATH*1030	[0.50]	Business Mathematics
PSYC*1000	[0.50]	Introduction to Psychology

0.50 Marketing Environment electives (see List E1)  
0.50 electives

**Semester 3 - Fall**

ACCT*2230	[0.50]	Management Accounting
HROB*2100	[1.00]	Managing People in Organizations
MCS*2000	[0.50]	Business Communication in a Changing World



**Semester 4 - Winter**

One of:

ECON*2740	[0.50]	Economic Statistics
STAT*2060	[0.50]	Statistics for Business Decisions

**Semesters 3 or 4 - Fall or Winter**

MCS*2020	[0.50]	Marketing Information Management
MCS*2600	[0.50]	Fundamentals of Consumer Behaviour
MCS*3040	[0.50]	Business and Consumer Law

0.50 History/Global Perspective electives (see List E2)

0.50 electives

**Semester 5 - Fall**

MCS*3030	[0.50]	Research Methods
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**Semester 6 - Winter**

MCS*3500	[0.50]	Market Analysis and Planning
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**Semesters 5 or 6 - Fall or Winter**

ECON*2560	[0.50]	Theory of Finance
FARE*3310	[0.50]	Operations Management
HROB*3100	[0.50]	Developing Management and Leadership Competencies
MCS*3620	[0.50]	Marketing Communications
MGMT*3320	[0.50]	Financial Management

0.50 Leadership/Professionalism electives (see List E3)

1.00 electives

**Semesters 7 or 8 - Fall or Winter**

MCS*3600	[0.50]	Consumer Information Processes
MCS*4370	[0.50]	Marketing Strategy
MCS*4600	[0.50]	International Marketing
MGMT*4000	[1.00]	Strategic Management

0.50 Advanced Marketing/Capstone electives (see List E4)

2.00 electives

**Restricted Electives for the Marketing Management Major**

The electives in the B.Comm. Marketing Management program help ensure achievement of all of the University's 10 Learning Objectives except "Numeracy". The Marketing Management program delivers substantial "Numeracy" through its required math, statistics, and economics courses as well as through emphasis on data analysis in courses such as Research Methods (MCS\*3030) and Market Analysis and Planning (MCS\*3500).

Substitutions for restricted electives will be allowed if a Marketing and Consumer Studies Faculty Advisor agrees that a proposed alternative is relevant to marketing in today's world and has an appropriate level of rigour.

**Marketing Environment Elective - List E1**

To supplement the knowledge students gain in MCS\*1000 about the socio-cultural, economic, political/legal, and technological "environmental" factors that must be taken into consideration in marketing decision-making, marketing management majors must take one [0.50 credits] of:

ANTH*1150	[0.50]	Introduction to Anthropology
ARTH*1220	[0.50]	The Visual Arts Today
EDRD*1400	[0.50]	Introduction to Design
FRHD*1010	[0.50]	Human Development
GEOG*1200	[0.50]	Society and Space
GEOG*1220	[0.50]	Human Impact on the Environment
GEOG*2510	[0.50]	Canada: A Regional Synthesis
HIST*2610	[0.50]	Contemporary Canadian Issues
NUTR*1010	[0.50]	Nutrition and Society
PHIL*2070	[0.50]	Philosophy of the Environment
POLS*1400	[0.50]	Issues in Canadian Politics
POLS*2250	[0.50]	Public Administration and Governance
POLS*2300	[0.50]	Canadian Government and Politics
SOC*1100	[0.50]	Sociology

**History/Global Elective - List E2**

To help marketing majors develop a sense of the fundamental relativity of knowledge and understanding over time and/or to help them gain the global perspective needed in senior marketing courses, marketing management majors must take one [0.50 credits] of:

ARTH*2490	[0.50]	History of Canadian Art
BIOL*1500	[0.50]	Humans in the Natural World
EURO*1050	[0.50]	The Emergence of a United Europe
GEOG*2030	[0.50]	Environment and Development
HIST*1150	[0.50]	The Modern World
HIST*1250	[0.50]	Science and Technology in a Global Context
HIST*2070	[0.50]	World Religions in Historical Perspective
HIST*2250	[0.50]	Environment and History
HIST*2300	[0.50]	The United States Since 1776
HIST*2510	[0.50]	Modern Europe Since 1789
HIST*2800	[0.50]	The History of the Modern Family
HIST*2910	[0.50]	Modern Asia
HIST*2930	[0.50]	Women and Cultural Change

HIST*3070	[0.50]	Modern India
HIST*3150	[0.50]	History and Culture of Mexico
ISS*2000	[0.50]	Asia
MUSC*2280	[0.50]	Masterworks of Music
POLS*1500	[0.50]	World Politics
POLS*2080	[0.50]	Development and Underdevelopment
POLS*2200	[0.50]	International Relations

**Leadership/Professionalism Elective - List E3**

To help prepare senior marketing management majors for leadership positions in organizations, they must take one [0.50 credits] of:

ECON*2310	[0.50]	Intermediate Microeconomics
ECON*2410	[0.50]	Intermediate Macroeconomics
EDRD*3160	[0.50]	International Communication
EDRD*4120	[0.50]	Leadership Development in Small Organizations
HROB*2010	[0.50]	Foundations of Leadership
MCS*3080	[0.50]	The Corporation and Society
MGMT*3020	[0.50]	Corporate Social Responsibility
MGMT*4260	[0.50]	International Business
PHIL*2100	[0.50]	Critical Thinking
PHIL*2120	[0.50]	Ethics
PHIL*2600	[0.50]	Business and Professional Ethics

**Advanced Marketing Capstone Elective - List E4**

To enhance their understanding of marketing in terms of theory and/or application, senior marketing management majors must take one [0.50 credits] of:

HROB*4010	[0.50]	Leadership Certificate Capstone
MCS*3010	[0.50]	Quality Management
MCS*4040	[0.50]	Management in Product Development
MCS*4050	[0.50]	The Evolution of Capitalism: A Canadian Perspective
MCS*4100	[0.50]	Entrepreneurship
MCS*4020	[0.50]	Research in Consumer Studies
MCS*4300	[0.50]	Marketing and Society
MCS*4400	[0.50]	Pricing Management
MCS*4910	[0.50]	Topics in Consumer Studies
MCS*4920	[0.50]	Topics in Consumer Studies
MCS*4950	[0.50]	Consumer Studies Practicum
MGMT*4050	[0.50]	Applied Community Project I
MGMT*4060	[0.50]	Applied Community Project II
MGMT*4350	[0.50]	Business Case Competition Preparation

**Marketing Management (Co-op) (MKMN:C)****Department of Marketing and Consumer Studies, College of Management and Economics**

The Co-op program in Marketing Management is designed to facilitate the transition of students from academic studies to a professional career by enhancing the integration of theory and practice.

The Co-op in Marketing Management is a five year program including 5 work terms. Although the recommended schedule includes 5 work terms, students have the option to complete only 4 of the 5 work terms, but must graduate with a Fall, Winter, and Summer work term. Please refer to the Co-operative Education program policy with respect to adjusting the schedule listed below.

Students are eligible to participate in a maximum two (2) summer employment processes and must follow the academic work schedule as outlined on the Co-operative Education & Career Services website: <https://www.recruituelph.ca/cces/>.

In order for students to be eligible to continue in the Co-op program, they must meet a minimum 70% cumulative average requirement after second semester, as well as meet all work term requirements. Please refer to the Co-operative Education program policy with respect to work term performance grading and work term report grading.

For additional program information, students should consult with the B.Comm. Program Counsellors or the MKMN Co-op Faculty Advisor.

**Liberal Education Requirement**

As part of the graduation requirement, all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

**Major**

For this major, 20.00 credits are required, of which 14.00 are specified, 2.00 are restricted electives (from lists), 1.50 are Liberal Education electives, and 2.50 are free electives. A possible program sequence is outlined below.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Examples: (1) students can use a combination of restricted, Liberal Education, and free electives to earn the Certificate in Leadership. See <http://www.leadershipcertificate.com/> for information about this certificate and its course requirements; (2) students interested in languages and/or going on exchange can use their Liberal Education and free electives to study one or more of the various languages taught at the University. Note: students also can take courses of interest as electives without concern for clustering.

### Semester 1- Fall

ECON*1050	[0.50]	Introductory Microeconomics
MGMT*1000	[1.00]	Introduction to Business

### Semester 2 - Winter

ACCT*2220	[0.50]	Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
MCS*1000	[0.50]	Introductory Marketing

### Semesters 1 or 2 - Fall or Winter

MATH*1030	[0.50]	Business Mathematics
PSYC*1000	[0.50]	Introduction to Psychology

0.50 Marketing Environment electives (see List E1)

0.50 electives

### Semester 3 - Fall

ACCT*2230	[0.50]	Management Accounting
COOP*1100	[0.00]	Introduction to Co-operative Education
HROB*2100	[1.00]	Managing People in Organizations
MCS*2000	[0.50]	Business Communication in a Changing World

One of:

ECON*2740	[0.50]	Economic Statistics
STAT*2060	[0.50]	Statistics for Business Decisions

### Semester 4 - Winter

MCS*3030	[0.50]	Research Methods
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### Semesters 3 or 4 - Fall or Winter

MCS*2020	[0.50]	Marketing Information Management
MCS*2600	[0.50]	Fundamentals of Consumer Behaviour
MCS*3620	[0.50]	Marketing Communications

0.50 History/Global Perspective electives (see List E2)

### Summer Semester

COOP*1000	[0.00]	Co-op Work Term I
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### Fall Semester

COOP*2000	[0.00]	Co-op Work Term II
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### Semester 5 - Winter

The following 5.00 credits must be completed over semesters 5 and 6. Select 2.50 credits in Winter Semester 5 and the remaining 2.50 in Fall Semester 6:

ECON*2560	[0.50]	Theory of Finance
FARE*3310	[0.50]	Operations Management
HROB*3100	[0.50]	Developing Management and Leadership Competencies
MCS*3040	[0.50]	Business and Consumer Law
MCS*3500	[0.50]	Market Analysis and Planning
MGMT*3320	[0.50]	Financial Management

0.50 Leadership/Professionalism electives (see List E3)

1.50 electives

### Summer Semester

COOP*3000	[0.00]	Co-op Work Term III
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### Semester 6 - Fall

Select 2.50 credits from the list below that were not taken in Winter Semester 5:

ECON*2560	[0.50]	Theory of Finance
FARE*3310	[0.50]	Operations Management
HROB*3100	[0.50]	Developing Management and Leadership Competencies
MCS*3040	[0.50]	Business and Consumer Law
MCS*3500	[0.50]	Market Analysis and Planning
MGMT*3320	[0.50]	Financial Management

0.50 Leadership/Professionalism electives (see List E3)

1.50 electives

### Winter Semester

COOP*4000	[0.00]	Co-op Work Term IV (Eight month work term in conjunction with COOP*5000)
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### Summer Semester

COOP*5000	[0.00]	Co-op Work Term V (Eight month work term in conjunction with COOP*4000)
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### Semesters 7 or 8 - Fall or Winter

MCS*3600	[0.50]	Consumer Information Processes
MCS*4370	[0.50]	Marketing Strategy

MCS*4600	[0.50]	International Marketing
MGMT*4000	[1.00]	Strategic Management
0.50 Advanced Marketing/Capstone electives (see List E4)		
2.00 electives		

### Restricted Electives for the Marketing Management Major

The electives in the B.Comm. Marketing Management program help ensure achievement of all of the University's 10 Learning Objectives except "Numeracy". The Marketing Management program delivers substantial "Numeracy" through its required math, statistics, and economics courses as well as through emphasis on data analysis in courses such as Research Methods (MCS\*3030) and Market Analysis and Planning (MCS\*3500).

Substitutions for restricted electives will be allowed if a Marketing and Consumer Studies Faculty Advisor agrees that a proposed alternative is relevant to marketing in today's world and has an appropriate level of rigour.

### Marketing Environment Elective - List E1

To supplement the knowledge students gain in MCS\*1000 about the socio-cultural, economic, political/legal, and technological "environmental" factors that must be taken into consideration in marketing decision-making, marketing management majors must take one [0.50 credits] of:

ANTH*1150	[0.50]	Introduction to Anthropology
ARTH*1220	[0.50]	The Visual Arts Today
EDRD*1400	[0.50]	Introduction to Design
FRHD*1010	[0.50]	Human Development
GEOG*1200	[0.50]	Society and Space
GEOG*1220	[0.50]	Human Impact on the Environment
GEOG*2510	[0.50]	Canada: A Regional Synthesis
HIST*2610	[0.50]	Contemporary Canadian Issues
NUTR*1010	[0.50]	Nutrition and Society
PHIL*2070	[0.50]	Philosophy of the Environment
POLS*1400	[0.50]	Issues in Canadian Politics
POLS*2250	[0.50]	Public Administration and Governance
POLS*2300	[0.50]	Canadian Government and Politics
SOC*1100	[0.50]	Sociology

### History/Global Elective - List E2

To help marketing majors develop a sense of the fundamental relativity of knowledge and understanding over time and/or to help them gain the global perspective needed in senior marketing courses, marketing management majors must take one [0.50 credits] of:

ARTH*2490	[0.50]	History of Canadian Art
BIOL*1500	[0.50]	Humans in the Natural World
EURO*1050	[0.50]	The Emergence of a United Europe
GEOG*2030	[0.50]	Environment and Development
HIST*1150	[0.50]	The Modern World
HIST*1250	[0.50]	Science and Technology in a Global Context
HIST*2070	[0.50]	World Religions in Historical Perspective
HIST*2250	[0.50]	Environment and History
HIST*2300	[0.50]	The United States Since 1776
HIST*2510	[0.50]	Modern Europe Since 1789
HIST*2800	[0.50]	The History of the Modern Family
HIST*2910	[0.50]	Modern Asia
HIST*2930	[0.50]	Women and Cultural Change
HIST*3070	[0.50]	Modern India
HIST*3150	[0.50]	History and Culture of Mexico
ISS*2000	[0.50]	Asia
MUSC*2280	[0.50]	Masterworks of Music
POLS*1500	[0.50]	World Politics
POLS*2080	[0.50]	Development and Underdevelopment
POLS*2200	[0.50]	International Relations

### Leadership/Professionalism Elective - List E3

To help prepare senior marketing management majors for leadership positions in organizations, they must take one [0.50 credits] of:

ECON*2310	[0.50]	Intermediate Microeconomics
ECON*2410	[0.50]	Intermediate Macroeconomics
EDRD*3160	[0.50]	International Communication
EDRD*4120	[0.50]	Leadership Development in Small Organizations
HROB*2010	[0.50]	Foundations of Leadership
MCS*3080	[0.50]	The Corporation and Society
MGMT*3020	[0.50]	Corporate Social Responsibility
MGMT*4260	[0.50]	International Business
PHIL*2100	[0.50]	Critical Thinking
PHIL*2120	[0.50]	Ethics
PHIL*2600	[0.50]	Business and Professional Ethics

### Advanced Marketing Capstone Elective - List E4

To enhance their understanding of marketing in terms of theory and/or application, senior marketing management majors must take one [0.50 credits] of:

HROB*4010	[0.50]	Leadership Certificate Capstone
MCS*3010	[0.50]	Quality Management

MCS*4040	[0.50]	Management in Product Development
MCS*4050	[0.50]	The Evolution of Capitalism: A Canadian Perspective
MCS*4100	[0.50]	Entrepreneurship
MCS*4020	[0.50]	Research in Consumer Studies
MCS*4300	[0.50]	Marketing and Society
MCS*4400	[0.50]	Pricing Management
MCS*4910	[0.50]	Topics in Consumer Studies
MCS*4920	[0.50]	Topics in Consumer Studies
MCS*4950	[0.50]	Consumer Studies Practicum
MGMT*4050	[0.50]	Applied Community Project I
MGMT*4060	[0.50]	Applied Community Project II
MGMT*4350	[0.50]	Business Case Competition Preparation

### Public Management (PMGT)

#### Department of Economics and Finance, College of Management and Economics

The Public Management program is designed to lead to an understanding of public sector administration and management from the "inside" - as an integrated enterprise - as well as from the outside - as a series of policy decisions and outcomes. Characterized by a multi-disciplinary approach employing political, economic and business-oriented analysis, students will confront questions of why politicians and public servants behave the way they do, and how their policy choices and processes can be optimized. Management of public entities features a unique set of challenges that arise from and interact with basic political issues like democracy, accountability, equity, fairness, and justice. At the same time it necessarily faces concerns common to all organizations, such as efficiency, human and capital resource management, morale, planning, and adaptation to change.

The program will appeal to students interested in the public service, public sector businesses or business-government relations.

Students enrolled in the PMGT major can choose to complete three of the five required courses for the Certificate in Leadership as part of their requirements for the program if they choose the appropriate restricted electives. If you would like to graduate both with a BComm degree and the Certificate in Leadership you should use two of your free electives to enroll in HROB\*2010 in either semester 3 or 6 and HROB\*4010 in semester 8. In addition to the five degree-credit courses selected from the above list, 120 hours of leadership practice are required to obtain the undergraduate Certificate in Leadership. See <http://www.leadershipcertificate.com/> for information regarding this Certificate and its course requirements.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study

#### Liberal Education Requirement

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

#### Major

For this major, 17.00 of the 20.00 credits are specified as core requirements and the remaining 3.00 as electives (including the Liberal Education Requirements of 1.50 credits).

##### Semester 1

ECON*1050	[0.50]	Introductory Microeconomics
MCS*1000	[0.50]	Introductory Marketing
MGMT*1000	[1.00]	Introduction to Business
POLS*1400	[0.50]	Issues in Canadian Politics

##### Semester 2

ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2100	[1.00]	Managing People in Organizations
MATH*1030	[0.50]	Business Mathematics
POLS*2300	[0.50]	Canadian Government and Politics

##### Semester 3

ACCT*2220	[0.50]	Financial Accounting
ECON*2310	[0.50]	Intermediate Microeconomics
POLS*3250	[0.50]	Public Policy: Challenges and Prospects

One of:

ECON*2100	[0.50]	Economic Growth and Environmental Quality
ECON*2200	[0.50]	Industrial Relations
ECON*2650	[0.50]	Introductory Development Economics

One of:

ECON*2740	[0.50]	Economic Statistics
STAT*2060	[0.50]	Statistics for Business Decisions

##### Semester 4

ACCT*2230	[0.50]	Management Accounting
ECON*2410	[0.50]	Intermediate Macroeconomics
POLS*2250	[0.50]	Public Administration and Governance

One of:

MGMT*3020	[0.50]	Corporate Social Responsibility
PHIL*2600	[0.50]	Business and Professional Ethics

POLS*3440	[0.50]	Corruption, Scandal and Political Ethics *
0.50 electives		

\* This course may be offered in the fall and can be taken later in the program.

##### Semester 5

ECON*2560	[0.50]	Theory of Finance
FARE*3310	[0.50]	Operations Management
MGMT*3320	[0.50]	Financial Management

One of:

MCS*3040	[0.50]	Business and Consumer Law
HROB*3050	[0.50]	Employment Law

0.50 electives

##### Semester 6

MCS*2020	[0.50]	Marketing Information Management
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Two of:

ECON*3300	[0.50]	Economics of Health and the Workplace
ECON*3400	[0.50]	The Economics of Personnel Management
ECON*3520	[0.50]	Labour Economics
ECON*3580	[0.50]	Economics of Regulation
ECON*3620	[0.50]	International Trade

One of:

POLS*3210	[0.50]	The Constitution and Canadian Federalism
POLS*3270	[0.50]	Local Government in Ontario
POLS*3670	[0.50]	Comparative Public Policy and Administration

0.50 electives

##### Semester 7

ECON*3610	[0.50]	Public Economics
POLS*3470	[0.50]	Business-Government Relations in Canada

One of:

POLS*4250	[0.50]	Topics in Public Management
POLS*4970	[0.50]	Honours Political Science Research I

0.50 credits at the 3000 or 4000 level in Economics or Political Science

1.00 electives

##### Semester 8

MGMT*4000	[1.00]	Strategic Management
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One of:

POLS*4980	[0.50]	Honours Political Science Research II
0.50 credits at the 4000 level in Economics		

One of:

POLS*3210	[0.50]	The Constitution and Canadian Federalism
POLS*3270	[0.50]	Local Government in Ontario
POLS*3670	[0.50]	Comparative Public Policy and Administration

0.50 electives

### Public Management (Co-op) (PMGT:C)

#### Department of Economics and Finance, College of Management and Economics

A principal aim of the Co-op program in Public Management is to facilitate the transition of students from academic studies to a professional career by enhancing the integration of theory and practice.

The Co-op program in Public Management is a five year program, including 5 work terms. Although the schedule includes 5 work terms, students have the option to complete only 4 of the 5 work terms, but must graduate with a Fall, Winter and Summer work term. Students are eligible to participate in a maximum two (2) summer employment processes and must follow the academic work schedule as outlined on the Co-operative Education & Career Services website: <https://www.recruitguelph.ca/cecs/>.

In order for students to be eligible to continue in the Co-op program, they must meet a minimum 70% cumulative average requirement after second semester, as well as meet all work term requirements. Please refer to the Co-operative Education program policy with respect to work term performance grading and work term report grading.

For additional program information students should consult with their Co-op Co-ordinator and Co-op Faculty Advisor, listed on the Co-operative Education & Career Services web site.

Students enrolled in the PMGT major may choose to complete three of the five required courses for the Certificate in Leadership as part of their requirements for the program if they select the appropriate restricted electives. If you would like to graduate both with a BComm degree and the Certificate in Leadership you should use two of your free electives to enroll in HROB\*2010 in either semester 3 or 6 and HROB\*4010 in semester 8. In addition to the five degree-credit courses selected from the above list, 120 hours of leadership practice are required to obtain the undergraduate Certificate in Leadership. See <http://www.leadershipcertificate.com/> for information regarding this Certificate and its course requirements.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study

The program will appeal to students interested in the public service, public sector businesses or business-government relations.

**Liberal Education Requirement**

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

**Major**

For this major, 17.00 of the 20.00 credits are specified as core requirements and the remaining 3.00 as electives (including the Liberal Education Requirements of 1.50 credits).

**Semester 1 - Fall**

ECON*1050	[0.50]	Introductory Microeconomics
MCS*1000	[0.50]	Introductory Marketing
MGMT*1000	[1.00]	Introduction to Business
POLS*1400	[0.50]	Issues in Canadian Politics

**Semester 2 - Winter**

ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2100	[1.00]	Managing People in Organizations
MATH*1030	[0.50]	Business Mathematics
POLS*2300	[0.50]	Canadian Government and Politics

**Semester 3 - Fall**

ACCT*2220	[0.50]	Financial Accounting
COOP*1100	[0.00]	Introduction to Co-operative Education
ECON*2310	[0.50]	Intermediate Microeconomics
POLS*3250	[0.50]	Public Policy: Challenges and Prospects

One of:

ECON*2100	[0.50]	Economic Growth and Environmental Quality
ECON*2200	[0.50]	Industrial Relations
ECON*2650	[0.50]	Introductory Development Economics

One of:

ECON*2740	[0.50]	Economic Statistics
STAT*2060	[0.50]	Statistics for Business Decisions

**Semester 4 - Winter**

ACCT*2230	[0.50]	Management Accounting
ECON*2410	[0.50]	Intermediate Macroeconomics
POLS*2250	[0.50]	Public Administration and Governance

One of:

MGMT*3020	[0.50]	Corporate Social Responsibility
PHIL*2600	[0.50]	Business and Professional Ethics
POLS*3440	[0.50]	Corruption, Scandal and Political Ethics *

0.50 electives

\* This course may be offered in the fall and can be taken later in the program.

**Summer Semester**

COOP*1000	[0.00]	Co-op Work Term I
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**Fall Semester**

COOP*2000	[0.00]	Co-op Work Term II
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**Semester 5 - Winter**

ECON*2560	[0.50]	Theory of Finance
FARE*3310	[0.50]	Operations Management
MCS*2020	[0.50]	Marketing Information Management
MGMT*3320	[0.50]	Financial Management

0.50 electives

**Summer Semester**

COOP*3000	[0.00]	Co-op Work Term III
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**Semester 6 - Fall**

ECON*3610	[0.50]	Public Economics
POLS*3470	[0.50]	Business-Government Relations in Canada

One of:

ECON*3300	[0.50]	Economics of Health and the Workplace
ECON*3400	[0.50]	The Economics of Personnel Management
ECON*3520	[0.50]	Labour Economics
ECON*3580	[0.50]	Economics of Regulation
ECON*3620	[0.50]	International Trade

One of:

MCS*3040	[0.50]	Business and Consumer Law
HROB*3050	[0.50]	Employment Law

0.50 electives

**Winter Semester**

COOP*4000	[0.00]	Co-op Work Term IV (Eight month work term in conjunction with COOP*5000)
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**Summer Semester**

COOP*5000	[0.00]	Co-op Work Term V (Eight month work term in conjunction with COOP*4000)
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**Semester 7 - Fall**

MGMT*4000	[1.00]	Strategic Management
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One of:

ECON*3300	[0.50]	Economics of Health and the Workplace
ECON*3400	[0.50]	The Economics of Personnel Management
ECON*3520	[0.50]	Labour Economics
ECON*3580	[0.50]	Economics of Regulation
ECON*3620	[0.50]	International Trade

One of:

POLS*4250	[0.50]	Topics in Public Management
POLS*4970	[0.50]	Honours Political Science Research I 0.50 credits at the 3000 or 4000 level in Economics or 4000 level in Political Science

0.50 electives

**Semester 8 - Winter**

Two of:

POLS*3210	[0.50]	The Constitution and Canadian Federalism
POLS*3270	[0.50]	Local Government in Ontario
POLS*3670	[0.50]	Comparative Public Policy and Administration

One of:

POLS*4980	[0.50]	Honours Political Science Research II 0.50 credits at the 4000 level in Economics
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1.00 electives

**Real Estate and Housing (REH)****Department of Marketing and Consumer Studies, College of Management and Economics**

The Real Estate and Housing major in the B.Comm. program is one of only two undergraduate programs in Canada that specialize in the real estate sector. It takes a multi-disciplinary approach to the study of residential and commercial/investment real estate. Topics such as the development, financing, valuation, market analysis and management of real estate are taught in the context of economic, legal, political and social factors affecting this large and growing field of business in Canada and the world.

The purpose of this major is to develop the conceptual, analytical and management skills required for careers in real estate and housing. Students graduate with a degree that can lead to a variety of professional positions in the private or public sectors of the Canadian real estate industry or they can continue on to graduate work in business, planning or the social sciences.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Examples: (1) students can use Liberal Education and free electives to earn the Certificate in Leadership. See <http://www.leadershipcertificate.com/> for information regarding this Certificate and its course requirements; (2) students interested in languages and/or going on exchange can use their Liberal Education and free electives to study one or more of the various languages taught at the University. (3) Students interested in obtaining their Accredited Appraiser Canadian Institute (AACI) designation should consider taking the additional 4 required courses through University of British Columbia distance education by letter of permission to count as electives in their degree, once they have completed REAL\*4820.

Note: students also can take courses of interest as electives without concern for clustering. Students may consult the REH Faculty Advisor or B.Comm. Program Counsellor for additional information.

**Liberal Education Requirement**

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

**Major**

Students in the Real Estate and Housing major are required to take the courses listed below. For this major, 16.00 of the 20.00 credits are specified as core requirements and 4.00 as electives (including the Liberal Education Requirements of 1.50 credits.)

**Semester 1**

ECON*1050	[0.50]	Introductory Microeconomics
REAL*1820	[0.50]	Real Estate and Housing
MGMT*1000	[1.00]	Introduction to Business

0.50 electives

**Semester 2**

ACCT*2220	[0.50]	Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
MCS*1000	[0.50]	Introductory Marketing
MATH*1030	[0.50]	Business Mathematics

0.50 electives

**Semester 3**

ACCT*2230	[0.50]	Management Accounting
ECON*2310	[0.50]	Intermediate Microeconomics
REAL*2850	[0.50]	Service Learning in Housing

One of:

ECON*2740	[0.50]	Economic Statistics
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STAT\*2060 [0.50] Statistics for Business Decisions

0.50 electives

#### Semester 4

ECON\*2560 [0.50] Theory of Finance  
HROB\*2100 [1.00] Managing People in Organizations  
REAL\*2820 [0.50] Real Estate Finance

One of:

CIS\*1200 [0.50] Introduction to Computing  
CIS\*1500 [0.50] Introduction to Programming  
MCS\*2020 [0.50] Marketing Information Management

#### Semester 5

ECON\*2410 [0.50] Intermediate Macroeconomics  
REAL\*4820 [0.50] Real Estate Appraisal  
REAL\*4840 [0.50] Housing and Real Estate Law

1.00 electives

#### Semester 6

ECON\*3960 [0.50] Money, Credit and the Financial System  
LARC\*2820 [0.50] Urban and Regional Planning  
MGMT\*3320 [0.50] Financial Management  
REAL\*3890 [0.50] Property Management

0.50 electives

#### Semester 7

ECON\*3500 [0.50] Urban Economics  
MGMT\*4000 [1.00] Strategic Management  
REAL\*3810 [0.50] Real Estate Market Analysis

0.50 electives

#### Semester 8

ECON\*3660 [0.50] Economics of Equity Markets  
POLS\*3270 [0.50] Local Government in Ontario  
REAL\*4830 [1.00] Real Estate Development Project

0.50 electives

### Real Estate and Housing (Co-op) (REH:C)

#### Department of Marketing and Consumer Studies, College of Management and Economics

The Real Estate and Housing major in the B.Comm. program is one of only two undergraduate programs in Canada that specialize in the real estate sector. It takes a multi-disciplinary approach to the study of residential and commercial/investment real estate.

The purpose of this major is to develop the conceptual, analytical and management skills required for careers in real estate and housing. Students graduate with a degree that can lead to a variety of professional positions in the private or public sectors of the Canadian real estate industry or they can continue on to graduate work in business, planning or the social sciences.

A principal aim of the Co-op program in Real Estate and Housing is to facilitate the transition of students from academic studies to a professional career by enhancing the integration of theory and practice.

The Co-op program in Real Estate and Housing is a five year program, including 5 work terms. Although the schedule includes 5 work terms, students have the option to complete only 4 of the 5 work terms, but must graduate with a Fall, Winter and Summer work term. Students are eligible to participate in a maximum two (2) summer employment processes and must follow the academic work schedule as outlined on the Co-operative Education & Career Services website: <https://www.recruitguelph.ca/cecs/>. Please refer to the Co-operative Education programs policy with respect to adjusting the schedule listed below.

In order for students to be eligible to continue in the Co-op program, they must meet a minimum 70% cumulative average requirement after second semester, as well as meet all work term requirements. Please refer to the Co-operative Education programs policy with respect to work term performance grading and work term report grading.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Examples: (1) students can use Liberal Education and free electives to earn the Certificate in Leadership. See <http://www.leadershipcertificate.com/> for information regarding this Certificate and its course requirements; (2) students interested in languages and/or going on exchange can use their Liberal Education and free electives to study one or more of the various languages taught at the University. (3) Students interested in obtaining their Accredited Appraiser Canadian Institute (AACI) designation should consider taking the additional 4 required courses through University of British Columbia distance education by letter of permission to count as electives in their degree, once they have completed REAL\*4820.

Note: students also can take courses of interest as electives without concern for clustering. For additional program information students should consult with the B.Comm Program Counsellors or their Co-op Co-ordinator and Co-op Faculty Advisor, listed on the Co-operative Education & Career Services web site.

### Liberal Education Requirement

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

#### Major

For this major, 16.00 of the 20.00 credits are specified as core requirements and 4.00 electives (including the Liberal Education Requirements of 1.50 credits.)

#### Semester 1 - Fall

ECON\*1050 [0.50] Introductory Microeconomics  
REAL\*1820 [0.50] Real Estate and Housing  
MGMT\*1000 [1.00] Introduction to Business  
0.50 electives

#### Semester 2 - Winter

ACCT\*2220 [0.50] Financial Accounting  
ECON\*1100 [0.50] Introductory Macroeconomics  
MCS\*1000 [0.50] Introductory Marketing  
MATH\*1030 [0.50] Business Mathematics  
0.50 electives

#### Semester 3 - Fall

ACCT\*2230 [0.50] Management Accounting  
COOP\*1100 [0.00] Introduction to Co-operative Education  
ECON\*2310 [0.50] Intermediate Microeconomics  
REAL\*2850 [0.50] Service Learning in Housing

One of:

ECON\*2740 [0.50] Economic Statistics  
STAT\*2060 [0.50] Statistics for Business Decisions

0.50 electives

#### Semester 4 - Winter

ECON\*2410 [0.50] Intermediate Macroeconomics  
ECON\*2560 [0.50] Theory of Finance  
HROB\*2100 [1.00] Managing People in Organizations  
REAL\*2820 [0.50] Real Estate Finance

#### Summer Semester

COOP\*1000 [0.00] Co-op Work Term I

#### Fall Semester

COOP\*2000 [0.00] Co-op Work Term II

#### Semester 5 - Winter

ECON\*3660 [0.50] Economics of Equity Markets  
ECON\*3960 [0.50] Money, Credit and the Financial System  
REAL\*3890 [0.50] Property Management

One of:

CIS\*1200 [0.50] Introduction to Computing  
CIS\*1500 [0.50] Introduction to Programming  
MCS\*2020 [0.50] Marketing Information Management

0.50 electives

#### Summer Semester

COOP\*3000 [0.00] Co-op Work Term III

#### Semester 6 - Fall

MGMT\*3320 [0.50] Financial Management  
REAL\*4820 [0.50] Real Estate Appraisal  
REAL\*4840 [0.50] Housing and Real Estate Law

1.00 electives

#### Winter Semester

COOP\*4000 [0.00] Co-op Work Term IV  
(Eight month work term in conjunction with COOP\*5000)

#### Summer Semester

COOP\*5000 [0.00] Co-op Work Term V  
(Eight month work term in conjunction with COOP\*4000)

#### Semester 7 - Fall

ECON\*3500 [0.50] Urban Economics  
MGMT\*4000 [1.00] Strategic Management  
REAL\*3810 [0.50] Real Estate Market Analysis

0.50 electives

#### Semester 8 - Winter

LARC\*2820 [0.50] Urban and Regional Planning  
POLS\*3270 [0.50] Local Government in Ontario  
REAL\*4830 [1.00] Real Estate Development Project

0.50 electives

### Tourism Management (TMGT)

#### School of Hospitality and Tourism Management, College of Management and Economics

As the world's largest industry, tourism encompasses a wide range of public and private enterprises that require knowledgeable and talented management professionals. The program in Tourism Management builds on a strong base of hospitality management courses (human resources management, accounting, finance, hotel operations). In conjunction with these courses the program provides specialized courses dealing with the economic, social, cultural and environmental aspects of the industry as well as the critical functions of tourism marketing, distribution, planning and development. In addition, there are opportunities to develop expertise in eco-tourism and international tourism operations. Students may consult the Faculty Advisor or the B.Comm. Program Counsellor for additional information.

**Verified work experience in the hospitality and tourism industry is required for students to be eligible to graduate. Group work is a significant part of core credit work.**

### Liberal Education Requirement

As part of the graduation requirement all students within the B.Comm. Program are required to complete 1.50 credits from at least two different subject prefixes as listed under the B.Comm. Program Information section of the undergraduate calendar.

### Major

For this major, 15.50 of the 20.00 credits are specified as core requirements, 2.00 are restricted electives (from List A), 1.50 are the Liberal Education Requirement and 1.00 are free electives.

Given the professional and applied nature of the program, there are no double majors or minors associated with the degree. Elective options enable students to select courses which support or complement their primary field of study. Students interested in earning the Certificate in Leadership can use a combination of restricted, Liberal Education and free electives to do so. See <http://www.leadershipcertificate.com/> for information about this certificate and its course requirements.

#### Semester 1

ECON*1050	[0.50]	Introductory Microeconomics
HTM*1000	[0.50]	Introduction to Hospitality and Tourism Management
MATH*1030	[0.50]	Business Mathematics
MGMT*1000	[1.00]	Introduction to Business

#### Semester 2

ECON*1100	[0.50]	Introductory Macroeconomics
GEOG*1220	[0.50]	Human Impact on the Environment
HTM*2010	[0.50]	Hospitality and Tourism Business Communications
HTM*2100	[0.50]	Lodging Operations
MCS*1000	[0.50]	Introductory Marketing

#### Semester 3

ACCT*2220	[0.50]	Financial Accounting
HROB*2100	[1.00]	Managing People in Organizations
HTM*2170	[0.50]	Tourism Policy, Planning and Development

One of:

ECON*2740	[0.50]	Economic Statistics
STAT*2060	[0.50]	Statistics for Business Decisions

#### Semester 4

ACCT*2230	[0.50]	Management Accounting
ECON*2560	[0.50]	Theory of Finance
MCS*2020	[0.50]	Marketing Information Management

1.00 from List A or electives

#### Semester 5

HROB*3100	[0.50]	Developing Management and Leadership Competencies
HTM*3080	[0.50]	Hospitality and Tourism Marketing
HTM*3160	[0.50]	Destination Management and Marketing
MGMT*3320	[0.50]	Financial Management

0.50 from List A or electives

#### Semester 6

FARE*4360	[0.50]	Marketing Research
HTM*2070	[0.50]	Meetings and Convention Management
HTM*3120	[0.50]	Service Operations Analysis
MCS*3040	[0.50]	Business and Consumer Law

0.50 from List A or electives

#### Semester 7

HTM*4190	[0.50]	Hospitality and Tourism Operations Planning
MGMT*4000	[1.00]	Strategic Management

1.00 from List A or electives

#### Semester 8

EDRD*4010	[0.50]	Tourism Planning in the Less Developed World
HTM*4170	[0.50]	International Tourism

1.50 from List A or electives

### List A - Restricted Electives

In addition to the required core credits listed above, students must also take a minimum of 2.00 restricted elective credits from the following list, throughout the program. Students may choose to explore a variety of subjects or may choose to study an area related to their major in some depth. Restricted electives are listed below and have been grouped into major subject areas which are related to the professional interests of the Tourism Management major. Students may, however, choose restricted electives from any of those listed without regard to the categories.

**Students may also select language courses as restricted electives. Students without a second language are encouraged to take language courses.**

#### Courses related to eco-tourism:

ECON*2100	[0.50]	Economic Growth and Environmental Quality
EDRD*3400	[0.50]	Sustainable Communities
FARE*2700	[0.50]	Survey of Natural Resource Economics
FARE*4290	[0.50]	Land Economics
FARE*4310	[0.50]	Resource Economics
GEOG*2210	[0.50]	Environment and Resources
GEOG*3490	[0.50]	Tourism and Environment
PHIL*2070	[0.50]	Philosophy of the Environment
POLS*3370	[0.50]	Environmental Politics and Governance

#### Courses related to international tourism:

ECON*2650	[0.50]	Introductory Development Economics
ECON*3620	[0.50]	International Trade
ECON*4830	[0.50]	Economic Development
EDRD*3160	[0.50]	International Communication
GEOG*3490	[0.50]	Tourism and Environment
HTM*2740	[0.50]	Cultural Aspects of Food

#### Courses for those interested in developing tourism related real estate:

GEOG*3490	[0.50]	Tourism and Environment
LARC*2820	[0.50]	Urban and Regional Planning
REAL*1820	[0.50]	Real Estate and Housing
REAL*2820	[0.50]	Real Estate Finance
REAL*3810	[0.50]	Real Estate Market Analysis
REAL*3890	[0.50]	Property Management
REAL*4820	[0.50]	Real Estate Appraisal
REAL*4840	[0.50]	Housing and Real Estate Law

#### Courses dealing with the social and economic environment of business:

ECON*2310	[0.50]	Intermediate Microeconomics
ECON*2410	[0.50]	Intermediate Macroeconomics
ECON*3520	[0.50]	Labour Economics
ECON*3660	[0.50]	Economics of Equity Markets
ECON*3760	[0.50]	Fundamentals of Derivatives
ECON*3860	[0.50]	International Finance
ECON*3960	[0.50]	Money, Credit and the Financial System
MCS*4050	[0.50]	The Evolution of Capitalism: A Canadian Perspective
PHIL*1010	[0.50]	Introductory Philosophy: Social and Political Issues
PHIL*2600	[0.50]	Business and Professional Ethics
POLS*1400	[0.50]	Issues in Canadian Politics

#### Courses dealing with human behaviour particularly as related to work and work groups:

ANTH*1150	[0.50]	Introduction to Anthropology
ANTH*2160	[0.50]	Social Anthropology
HROB*2010	[0.50]	Foundations of Leadership
HROB*3030	[0.50]	Workplace Health and Safety
HROB*3050	[0.50]	Employment Law
HROB*4010	[0.50]	Leadership Certificate Capstone
ECON*2200	[0.50]	Industrial Relations
PSYC*1000	[0.50]	Introduction to Psychology
PSYC*2310	[0.50]	Introduction to Social Psychology
SOAN*2040	[0.50]	Globalization of Work and Organizations
SOC*1100	[0.50]	Sociology

#### Courses dealing with marketing and consumer behaviour:

MCS*2600	[0.50]	Fundamentals of Consumer Behaviour
MCS*3000	[0.50]	Advanced Marketing
MCS*3010	[0.50]	Quality Management
MCS*3620	[0.50]	Marketing Communications
MCS*4400	[0.50]	Pricing Management
PSYC*1000	[0.50]	Introduction to Psychology

#### Courses related to Hospitality and Tourism Management:

HTM*2700	[0.50]	Introductory Foods
HTM*2740	[0.50]	Cultural Aspects of Food
HTM*3030	[0.50]	Beverage Management
HTM*3060	[0.50]	Lodging Management
HTM*3090	[1.00]	Restaurant Operations Management
HTM*3180	[0.50]	Casino Operations Management
HTM*3780	[0.50]	Economics of Food Usage
HTM*4050	[0.50]	Wine and Oenology

HTM*4090	[0.50]	Hospitality and Tourism Facilities Management and Design
HTM*4110	[0.50]	Advanced Restaurant Operations
HTM*4130	[0.50]	Current Management Topics
HTM*4250	[0.50]	Hospitality Revenue Management
HTM*4500	[0.50]	Special Study in Hospitality and Tourism

**Courses related to accounting and administration:**

ACCT*2240	[0.50]	Applied Financial Accounting
ACCT*3230	[0.50]	Intermediate Management Accounting
ACCT*3280	[0.50]	Auditing I
ACCT*3330	[0.50]	Intermediate Financial Accounting I
ACCT*3340	[0.50]	Intermediate Financial Accounting II
ACCT*3350	[0.50]	Taxation
ACCT*4220	[0.50]	Advanced Financial Accounting
ACCT*4230	[0.50]	Advanced Management Accounting
MCS*2100	[0.50]	Personal Financial Management
MGMT*4260	[0.50]	International Business

**Courses to prepare for The Certified Human Resource Professional (CHRP)****designation:**

ECON*2200	[0.50]	Industrial Relations
HROB*3010	[0.50]	Managing and Rewarding Performance
HROB*3030	[0.50]	Workplace Health and Safety
HROB*3070	[0.50]	Attracting and Acquiring Talent
HROB*3090	[0.50]	Developing Talent
HROB*4060	[0.50]	Workforce Optimization

**Other restricted electives:**

CHEM*1100	[0.50]	Chemistry Today
CIS*1000	[0.50]	Introduction to Computer Applications
EDRD*3140	[0.50]	Organizational Communication
ENGL*1200	[0.50]	Reading the Contemporary World
ENGL*1410	[0.50]	Major Writers
MGMT*4050	[0.50]	Applied Community Project I
MGMT*4060	[0.50]	Applied Community Project II
MGMT*4350	[0.50]	Business Case Competition Preparation
PHIL*2100	[0.50]	Critical Thinking

**Electives and Liberal Education Requirement**

The 2.50 electives in the program must include 1.50 credits toward the B.Comm. Liberal Education Requirement.