

2016-2017 Undergraduate Calendar

The information published in this Undergraduate Calendar outlines the rules, regulations, curricula, programs and fees for the 2016-2017 academic year, including the Summer Semester 2016, the Fall Semester 2016 and the Winter Semester 2017.

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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Disclaimer

University of Guelph 2016

The information published in this Undergraduate Calendar outlines the rules, regulations, curricula, programs and fees for the 2016-2017 academic year, including the Summer Semester 2016, the Fall Semester 2016 and the Winter Semester 2017.

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

Collection, Use and Disclosure of Personal Information

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 Registrar Services Departmental Policy on the Release of Student Information. For details on the use and disclosure of this information call the Office of Registrar Services at the University at (519) 824-4120 or see <http://www.uoguelph.ca/registrar/registrar/index.cfm?index>.

Disclosure of Personal Information to the Ontario Ministry of Training, Colleges and Universities

The University of Guelph is required to disclose personal information such as characteristics and educational outcomes to the Minister of Training, Colleges and Universities under s. 15 of the Ministry of Training, Colleges and Universities Act, R.S.O. 1990, Chapter M.19, as amended. The Ministry collects this data for purposes including but not limited to planning, allocating and administering public funding to colleges, universities and other post-secondary educational and training institutions.

Amendments made to the MTCU Act, authorizing the collection and use of personal information from colleges and universities by the Minister of Training Colleges and Universities, which were set out in Schedule 5 of the Childcare Modernization Act, 2014, came into force on March 31, 2015.

The amendments strengthen the ability of the Minister to directly or indirectly collect and use personal information about students as required to conduct research and analysis, including longitudinal studies, and statistical activities conducted by or on behalf of the Ministry for purposes that relate to post-secondary education and training, including,

- i. understanding the transition of students from secondary school to post-secondary education and training,
- ii. understanding student participation and progress, mobility and learning and employment outcomes,
- iii. understanding linkages among universities, colleges, secondary schools and other educational and training institutions prescribed by regulation,
- iv. understanding trends in post-secondary education or training program choices made by students,
- v. understanding sources and patterns of student financial resources, including financial assistance and supports provided by government and post-secondary educational and training institutions,
- vi. planning to enhance the affordability and accessibility of post-secondary education and training and the quality and effectiveness of the post-secondary sector,
- vii. identifying conditions or barriers that inhibit student participation, progress, completion and transition to employment or future post-secondary educational or training opportunities, and
- viii. developing key performance indicators.

Information that the University is required to provide includes but is not limited to: first, middle and last name, Ontario Educational Number, citizenship, date of birth, gender, first three digits of a student's postal code, mother tongue, degree program and major(s) in which the student is enrolled, year of study and whether the student has transferred from another institution.

Further information on the collection and use of student-level enrolment-related data can be obtained from the Ministry of Training Colleges and Universities website: <http://www.tcu.gov.on.ca> (English) or <http://www.tcu.gov.on.ca/fre/> (French) or by writing to the Director, Postsecondary Finance and Information Management Branch, Postsecondary Education Division, 7th Floor, Mowat Block, 900 Bay Street, Toronto, ON M7A 1L2.

An update on Institutional and MTCU Notice of Disclosure Activities is posted at <http://www.tcu.gov.on.ca/pepg/publications/NoticeofCollection.pdf>

Frequently Asked Questions related to the Ministry's enrolment and OEN data activities are also posted at: <http://www.tcu.gov.on.ca/pepg/publications/FAQs.html>

Authority to Disclose Personal Information to Statistics Canada

The Ministry of Training, Colleges and Universities discloses student-level enrolment-related data it collects from the colleges and universities as required by Statistics Canada in accordance with Section 13 of the Federal Statistics Act. This gives MTCU authority to disclose personal information in accordance with s. 42(1) (e) of FIPPA

Notification of Disclosure of Personal Information to Statistics Canada

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

Address for University Communication

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

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

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

Name Changes

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

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 <https://uoguelph.civicweb.net/document/68892/ORSInfoReleasePolicy060610.pdf?handle=FF982F8A9AEA4076BE4F3D88147172B8>.

Learning Outcomes

On December 5, 2012, the University of Guelph Senate approved five University-wide Learning Outcomes as the basis from which to guide the development of undergraduate degree programs, specializations and courses:

1. Critical and Creative Thinking
2. Literacy
3. Global Understanding
4. Communicating
5. Professional and Ethical Behaviour

These learning outcomes are also intended to serve as a framework through which our educational expectations are clear to students and the broader public; and to inform the process of outcomes assessment through the quality assurance process (regular reviews) of programs and departments.

An on-line guide to the learning outcomes, links to the associated skills, and detailed rubrics designed to support the development and assessment of additional program and discipline-specific outcomes, are available for reference on the [Learning Outcomes website](#).

1. Critical and Creative Thinking

Critical and creative thinking is a concept in which one applies logical principles, after much inquiry and analysis, to solve problems in with a high degree of innovation, divergent thinking and risk taking. Those mastering this outcome show evidence of integrating knowledge and applying this knowledge across disciplinary boundaries. Depth and breadth of understanding of disciplines is essential to this outcome.

In addition, **Critical and Creative Thinking** includes, but is not limited to, the following outcomes: **Inquiry and Analysis; Problem Solving; Creativity; and Depth and Breadth of Understanding.**

2. Literacy

Literacy is the ability to extract information from a variety of resources, assess the quality and validity of the material, and use it to discover new knowledge. The comfort in using quantitative literacy also exists in this definition, as does using technology effectively and developing visual literacy.

In addition, **Literacy** includes, but is not limited to, the following outcomes: **Information Literacy, Quantitative Literacy, Technological Literacy, and Visual Literacy.**

3. Global Understanding:

Global understanding encompasses the knowledge of cultural similarities and differences, the context (historical, geographical, political and environmental) from which these arise, and how they are manifest in modern society. Global understanding is exercised as civic engagement, intercultural competence and the ability to understand an academic discipline outside of the domestic context.

In addition, **Global Understanding** includes, but is not limited to, the following outcomes: **Global Understanding, Sense of Historical Development, Civic Knowledge and Engagement, and Intercultural Competence.**

4. Communicating

Communicating is the ability to interact effectively with a variety of individuals and groups, and convey information successfully in a variety of formats including oral and written communication. Communicating also comprises attentiveness and listening, as well as reading comprehension. It includes the ability to communicate and synthesize information, arguments, and analyses accurately and reliably.

In addition, **Communicating** includes, but is not limited to, the following outcomes: **Oral Communication, Written Communication, Reading Comprehension, and Integrative Communication.**

5. Professional and Ethical Behaviour

Professional and ethical behaviour requires the ability to accomplish the tasks at hand with proficient skills in teamwork and leadership, while remembering ethical reasoning behind all decisions. The ability for organizational and time management skills is essential in bringing together all aspects of managing self and others. Academic integrity is central to mastery in this outcome.

In addition, **Professional and Ethical Behaviour** includes, but is not limited to, the following outcomes: **Teamwork, Ethical Reasoning, Leadership, and Personal Organization and Time Management**

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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.

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 one of nine specialized majors or enter as “undeclared”. Students in the undeclared first year, must declare a specialized major by mid-February 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

ACCT*1220	[0.50]	Introductory Financial Accounting
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*2230	[0.50]	Management Accounting
ECON*2560	[0.50]	Theory of Finance
HROB*2090	[0.50]	Individuals and Groups in Organizations
MCS*2020	[0.50]	Information Management

Year 3

MGMT*3020	[0.50]	Corporate Social Responsibility
MGMT*3320	[0.50]	Financial Management

Year 4

MGMT*4000	[0.50]	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 as determined by your major:

- Law
HROB*3050, MCS*3040, REAL*4840
- Operations
FARE*3310, HTM*3120
- Statistics
ECON*2740, PSYC*1010, 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 VII Degree and 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, Humanities, Social Sciences, and Mathematical and Natural Sciences.

The Liberal Education Requirement consists of 3 courses (1.50 credits) from at least two different subject prefixes. The course prefixes listed below **cannot** be used to satisfy the Liberal Education Requirement:

ACCT Accounting
BUS Business
ECON Economics
FARE Food, Agricultural and Resource Economics
HROB Human Resources and Organizational Behaviour
HTM Hospitality and Tourism Management
MGMT Management
MCS Marketing and Consumer Studies
REAL Real Estate and Housing

Free Electives

Free Electives allow students to select courses that support or complement their primary field of study. Students may select undergraduate courses from any department, including Commerce/Business related courses, provided any individual course restrictions and prerequisites are satisfied. These courses can be at any year level.

The total number of Free Electives allowed varies by major (refer to the Schedule of Studies for details). Free Electives cannot be used to fulfill Required Core courses, Restricted Electives or Liberal Education Electives, but they could contribute to the total number of credits required for graduation.

Honours Minor

A minor is a group of courses which provide exposure to and mastery of the fundamental principles of a subject. A minor consists of a minimum of 5.00 credits (normally 10 courses). It may also require certain other courses from other areas to be taken along with the specified courses of the minor. A minor is taken in conjunction with a major. Students cannot earn a minor in the same subject area as their major. Additionally, students in the BComm program are not permitted to earn a minor in Business or Business Economics. For a list of Minors, please see Specializations and Their Degrees.

Double Counting of Credits

A maximum of 2.50 credits required in a major program may be applied to meet the requirements of a minor. Courses used to meet the Liberal Education requirement may not double-count toward the requirements of their major but may double-count towards the completion of a minor.

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 Business and Economics

Applicants to the B.Comm program who want a flexible introduction to business studies should consider entering as an unspecialized student. Students must declare one of the 9 majors in order to gain access to required courses. This must be done no later than mid-February in semester two.

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

One of:

HTM*1000	[0.50]	Introduction to Hospitality and Tourism Management *
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*1220	[0.50]	Introductory Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2090	[0.50]	Individuals and Groups in Organizations
MCS*1000	[0.50]	Introductory Marketing
0.50 electives		

*Students interested in choosing the FAB Major should take FARE*1400 Economics of the Agri-Food System instead of HROB*2090 and the 0.50 electives.

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: <https://www.uoguelph.ca/business/bcomm>

Accounting (ACCT)

Department of Management, College of Business and 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.

Students pursuing a professional accounting designation should visit the Department of Management website for links to the requirements.

Elective options enable students to select courses which support or complement their primary field of study.

Degree Requirements (20.00 Total Credits)

13.00 - Required Core Courses

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1.00 - Restricted Electives (see semester 7 & 8)

1.50 - Liberal Education Electives

4.50 - Free Electives

The recommended program sequence is outlined below.

Major

Semester 1

ACCT*1220	[0.50]	Introductory Financial Accounting
ECON*1050	[0.50]	Introductory Microeconomics
MATH*1030	[0.50]	Business Mathematics
MGMT*1000	[1.00]	Introduction to Business

Semester 2

ACCT*1240	[0.50]	Applied Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2090	[0.50]	Individuals and Groups in Organizations
MCS*1000	[0.50]	Introductory Marketing
0.50 electives		

Semester 3

ACCT*2230	[0.50]	Management Accounting
MCS*2020	[0.50]	Information Management
STAT*2060	[0.50]	Statistics for Business Decisions
1.00 electives		

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
HROB*3000	[0.50]	Human Resources Management
0.50 electives		

Semester 6

ACCT*3230	[0.50]	Intermediate Management Accounting
FARE*3310	[0.50]	Operations Management
MGMT*3020	[0.50]	Corporate Social Responsibility
1.00 electives		

Semester 7 - Fall

ACCT*4220	[0.50]	Advanced Financial Accounting
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Semester 8 - Winter

ACCT*4230	[0.50]	Advanced Management Accounting
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Semester 7 or 8 - Fall or Winter

MGMT*4000	[0.50]	Strategic Management
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Two of:

ACCT*4270	[0.50]	Auditing II
ACCT*4340	[0.50]	Accounting Theory
ACCT*4350	[0.50]	Income Taxation II
ACCT*4440	[0.50]	Integrated Cases in Accounting
2.50 electives		

Note: ACCT*4270 and ACCT*4350 are offered in the Fall only. ACCT*4340 and ACCT*4440 are offered in the Winter only. Students may take MGMT*4000 in either Fall or Winter.

Accounting (Co-op) (ACCT:C)

Department of Management, College of Business and Economics

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 and 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 and Career Services website: <https://www.recruitguelph.ca/cecs/>.

Students pursuing a professional accounting designation should visit the Department of Management website for links to the requirements.

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

Degree Requirements (20.00 Total Credits)

13.00 - Required Core Courses

1.00 - Restricted Electives (see semester 7 & 8)

1.50 - Liberal Education Electives

4.50 - Free Electives

The recommended program sequence is outlined below.

Major**Semester 1 -- Fall**

ACCT*1220	[0.50]	Introductory Financial Accounting
ECON*1050	[0.50]	Introductory Microeconomics
MATH*1030	[0.50]	Business Mathematics
MGMT*1000	[1.00]	Introduction to Business

Semester 2 -- Winter

ACCT*1240	[0.50]	Applied Financial Accounting
COOP*1100	[0.00]	Introduction to Co-operative Education
ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2090	[0.50]	Individuals and Groups in Organizations

1.00 electives

Semester 3 -- Fall

ACCT*2230	[0.50]	Management Accounting
ACCT*3330	[0.50]	Intermediate Financial Accounting I
MCS*1000	[0.50]	Introductory Marketing
STAT*2060	[0.50]	Statistics for Business Decisions

0.50 electives

Winter Semester

COOP*1000	[0.00]	Co-op Work Term I
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Semester 4 -- Summer

ACCT*3280	[0.50]	Auditing I
ACCT*3340	[0.50]	Intermediate Financial Accounting II
ACCT*3350	[0.50]	Taxation
MCS*2020	[0.50]	Information Management

0.50 electives

Semester 5 -- Fall

ECON*2560	[0.50]	Theory of Finance
FARE*3310	[0.50]	Operations Management
HROB*3000	[0.50]	Human Resources Management

1.00 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
MCS*3040	[0.50]	Business and Consumer Law
MGMT*3020	[0.50]	Corporate Social Responsibility
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
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Semester 8 - Winter

ACCT*4230	[0.50]	Advanced Management Accounting
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Semester 7 or 8 - Fall or Winter

MGMT*4000	[0.50]	Strategic Management
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Two of:

ACCT*4270	[0.50]	Auditing II
ACCT*4340	[0.50]	Accounting Theory
ACCT*4350	[0.50]	Income Taxation II
ACCT*4440	[0.50]	Integrated Cases in Accounting

2.50 electives

Note: ACCT*4270 and ACCT*4350 are offered in the Fall only. ACCT*4340 and ACCT*4440 are offered in the Winter only. Students may take MGMT*4000 in either Fall or Winter.

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 faculty advisor.

Degree Requirements (20.00 Total Credits)

15.50 - Required Core Courses

1.00 - Restricted Electives (from lists)

1.50 - Liberal Education Electives

2.00 - Free Electives

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*1220	[0.50]	Introductory Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
FARE*1400	[1.00]	Economics of the Agri-Food System

0.50 electives or restricted electives

Semester 3

ECON*2310	[0.50]	Intermediate Microeconomics
ECON*2740	[0.50]	Economic Statistics
HROB*2090	[0.50]	Individuals and Groups in Organizations
MCS*2020	[0.50]	Information Management

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]	Agrifood 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*3310	[0.50]	Operations Management
MGMT*3020	[0.50]	Corporate Social Responsibility
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	[0.50]	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

0.50 electives or restricted electives

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 1.00 credits from the following list:

FARE*1300	[0.50]	Poverty, Food & Hunger
FARE*2700	[0.50]	Survey of Natural Resource Economics
FARE*3170	[0.50]	Cost-Benefit Analysis
FARE*3250	[0.50]	Food and International Development
FARE*4210	[0.50]	World Agriculture, Food Security and Economic Development
FARE*4290	[0.50]	Land Economics
FARE*4310	[0.50]	Resource Economics
FARE*4360	[0.50]	Marketing Research

FARE*4500	[0.50]	Decision Science
FARE*4550	[0.50]	Independent Studies I
FARE*4560	[0.50]	Independent Studies II

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 and 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 and 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 faculty advisor.

Degree Requirements (20.00 Total Credits)

15.50 - Required Core Courses

1.00 - Restricted Electives (from lists)

1.50 - Liberal Education Electives

2.00 - Free Electives

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*1220	[0.50]	Introductory Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
FARE*1400	[1.00]	Economics of the Agri-Food System

0.50 electives or restricted electives

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*2090	[0.50]	Individuals and Groups in Organizations
MCS*2020	[0.50]	Information Management

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 (Eight month work term Summer/Fall)
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Semester 5 - Winter

ECON*2560	[0.50]	Theory of Finance
ECON*3740	[0.50]	Introduction to Econometrics
FARE*3310	[0.50]	Operations Management
FARE*4240	[0.50]	Futures and Options Markets
MGMT*3320	[0.50]	Financial Management

Summer Semester

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

MGMT*3020	[0.50]	Corporate Social Responsibility
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2.00 electives or restricted 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

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

0.50 electives or restricted electives

Semester 8 - Winter

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 1.00 credits from the following list:

FARE*1300	[0.50]	Poverty, Food & Hunger
FARE*2700	[0.50]	Survey of Natural Resource Economics
FARE*3170	[0.50]	Cost-Benefit Analysis
FARE*3250	[0.50]	Food and International Development
FARE*4210	[0.50]	World Agriculture, Food Security and Economic Development
FARE*4290	[0.50]	Land Economics
FARE*4310	[0.50]	Resource Economics
FARE*4360	[0.50]	Marketing Research
FARE*4500	[0.50]	Decision Science
FARE*4550	[0.50]	Independent Studies I
FARE*4560	[0.50]	Independent Studies II

Hotel and Food Administration (HAFA)

School of Hospitality, Food and Tourism Management, College of Business and Economics

The Hotel and Food Administration major prepares graduates to assume positions of responsibility in any aspect of the hospitality field, including hotels, resorts, restaurants, convention centres, food services and related industries. Graduates will gain skills not just in hotel operations, food production and food service systems but also in human resources management, marketing, accounting and communications. The focus on experiential learning means that theory is balanced with practice. Students are encouraged to participate in guided learning opportunities outside the conventional classroom, such as independent study courses, managing a student-run restaurant, participating in a semester exchange and engaging in networking events. Students may consult the Faculty Advisor or the B.Comm. Program Counsellor for additional information.

1200 hours of verified work experience in the hospitality industry is required for students to be eligible for graduation. 700 hours of hospitality and tourism work experience must be completed before a student enters Semester 7.

Group work is a significant part of core credit work.

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. <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 a combination of their restricted, Liberal Education or free electives to study one or more of the various languages taught at the University or to take courses while on exchange.

Degree Requirements (20.00 Total Credits)

15.00 - Required Core Courses (including List A)

2.50 - Restricted Electives (List B)

1.50 - Liberal Education Electives

1.00 - Free Electives

Major

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
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HTM*2100 [0.50] Lodging Operations
 MATH*1030 [0.50] Business Mathematics
 1.00 from List A or List B or electives

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

2.50 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
 2.00 from List A or List B or electives

Semester 8

2.50 from List A or List B or electives

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] Understanding Foods

Semester 3 or 4

ACCT*1220 [0.50] Introductory Financial Accounting
 HROB*2090 [0.50] Individuals and Groups 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] Information Management
 MCS*3040 [0.50] Business and Consumer Law

Semester 4 or 5

ACCT*2230 [0.50] Management Accounting

Semester 5 or 6

ECON*2560 [0.50] Theory of Finance
 HROB*3000 [0.50] Human Resources Management
 HTM*3080 [0.50] Marketing Strategy for Hospitality Managers
 HTM*3090 [1.00] Restaurant Operations Management
 MGMT*3020 [0.50] Corporate Social Responsibility
 MGMT*3320 [0.50] Financial Management

Semester 6 or 7

HTM*3120 [0.50] Service Operations Analysis

Semester 7 or 8

HTM*3150 [0.50] Experiential Learning in the Hospitality and Tourism Industry
 HTM*4190 [0.50] Hospitality and Tourism Industry Consultation
 HTM*4250 [0.50] Hospitality Revenue Management
 MGMT*4000 [0.50] Strategic Management

List B - Restricted Electives

Students must take a minimum of 2.50 restricted electives throughout the program. Students may choose to explore a variety of subjects or may choose to study one area 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.

Specialized courses in Hospitality and Tourism Management:

HTM*2070 [0.50] Event Management
 HTM*2740 [0.50] Cultural Aspects of Food
 HTM*3030 [0.50] Beverage Management
 HTM*3180 [0.50] Casino Operations Management
 HTM*3780 [0.50] Managing Food in Canada
 HTM*4050 [0.50] Wine and Oenology
 HTM*4090 [0.50] Hospitality Development, Design and Sustainability
 HTM*4110 [0.50] Advanced Restaurant Operations
 HTM*4130 [0.50] Current Management Topics
 HTM*4140 [0.50] Current Management Topics
 HTM*4150 [0.50] Current Management Topics
 HTM*4500 [0.50] Special Study in Hospitality and Tourism

Tourism related courses:

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] Responsible Tourism Policy and Planning
 HTM*3160 [0.50] Destination Management and Marketing
 HTM*4170 [0.50] International Tourism

Event management related courses:

EDRD*3160 [0.50] International Communication
 HTM*2070 [0.50] Event Management
 HTM*2740 [0.50] Cultural Aspects of Food
 HTM*3030 [0.50] Beverage Management
 HTM*4050 [0.50] Wine and Oenology
 HTM*4090 [0.50] Hospitality Development, Design and Sustainability
 HTM*4110 [0.50] Advanced Restaurant Operations

Hospitality real estate related courses:

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

Accounting and administration related courses:

ACCT*1240 [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

Marketing and consumer behaviour related courses:

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

Preparation 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

Human behaviour related to work and work groups:

ANTH*1150 [0.50] Introduction to Anthropology
 EDRD*3140 [0.50] Organizational Communication
 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

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

Institutional food service management related courses:

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] Introduction to Nutrition
 NUTR*2050 [0.50] Nutrition Through the Life Cycle

Other restricted electives:

CIS*1000	[0.50]	Introduction to Computer Applications
ENGL*1200	[0.50]	Reading the Contemporary World
ENGL*1410	[0.50]	Major Writers
MCS*3010	[0.50]	Quality Management
MGMT*4050	[0.50]	Business Consulting
MGMT*4060	[0.50]	Business Consulting
MGMT*4350	[0.50]	Business Case Competition Preparation
PHIL*2100	[0.50]	Critical Thinking

Liberal Education Requirement and Free Electives

Students must complete 1.50 credits towards the Liberal Education Requirement and they have 1.00 credits in free electives.

Hotel and Food Administration (Co-op) (HAFA:C)

School of Hospitality, Food and Tourism Management, College of Business 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 focus on experiential learning means that theory is balanced with practice. Students are encouraged to participate in guided learning opportunities outside the conventional classroom, such as independent study courses, managing a student-run restaurant, participating in a semester exchange and engaging in networking events.

The co-op work term portion of the program consists of one twelve-month period. The work term 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.

Group work is a significant part of the core courses.

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. <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 a combination of their restricted, Liberal Education or free electives to study one or more of the various languages taught at the University or to take courses while on exchange.

Degree Requirements (20.00 Total Credits)

15.00 - Required Core Courses

2.50 - Restricted Electives

1.50 - Liberal Education Electives

1.00 - Free Electives

Major

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

1.00 from List A or List B or electives

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

2.50 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
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2.00 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 Management, College of Business 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 Leadership and Organizational Management Student Association (LOMSA) 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).

Degree Requirements (20.00 Total Credits)

14.50 - Required Core Courses

1.50 - Liberal Education Electives

4.00 - Free Electives

The recommended program sequence is outlined below.

Major

Semester 1

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

Semester 2

ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2090	[0.50]	Individuals and Groups in Organizations
MATH*1030	[0.50]	Business Mathematics

1.00 electives

Semester 3

ACCT*1220	[0.50]	Introductory Financial Accounting
ECON*2200	[0.50]	Industrial Relations
HROB*2010	[0.50]	Foundations of Leadership

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
HROB*3000	[0.50]	Human Resources Management
MCS*2020	[0.50]	Information Management

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
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MGMT*4000 [0.50] Strategic Management
1.00 electives

Semester 8

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

Management Economics and Finance (MEF)**Department of Economics and Finance, College of Business and 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, Finance, 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.

Degree Requirements (20.00 Total Credits)

11.00 - Required Core Courses
5.50 - Restricted Electives (from lists)
1.50 - Liberal Education Electives
2.00 - Free Electives

Major**Semester 1**

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

One of:

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

0.50 electives

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

Semester 2

ACCT*1220 [0.50] Introductory Financial Accounting
ECON*1100 [0.50] Introductory Macroeconomics
HROB*2090 [0.50] Individuals and Groups in Organizations
MCS*1000 [0.50] Introductory Marketing

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
MCS*2020 [0.50] 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
MGMT*3020 [0.50] Corporate Social Responsibility

1.50 electives or restricted electives

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

Semester 6

FARE*3310 [0.50] Operations Management

2.00 electives or restricted electives

Note: One of ECON*3100 or ECON*3810 is required for the Finance Area of Emphasis

Semester 7

2.50 electives or restricted electives

Semester 8

MGMT*4000 [0.50] Strategic Management

One of:

ECON*4400 [0.50] Economics of Organizations and Corporate Governance
ECON*4780 [0.50] Topics in Industrial Organization
ECON*4800 [0.50] Competitiveness and Strategic Advantage

1.50 electives or restricted electives

Areas of Emphasis

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

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 Chartered Financial Analyst (CFA)

ACCT*3330 [0.50] Intermediate Financial Accounting I
ACCT*3340 [0.50] Intermediate Financial Accounting II
ECON*3660 [0.50] Economics of Equity Markets
ECON*3760 [0.50] Fundamentals of Derivatives
ECON*4660 [0.50] Financial Markets Risk Management
ECON*4760 [0.50] Topics in Monetary 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*1160 [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 Chartered Professional Accountants (CPA)

See <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*4050	[0.50]	Business Consulting
MGMT*4060	[0.50]	Business Consulting

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

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

Department of Economics and Finance, College of Business and 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 and Career Services website: <https://www.recrutguelp.ca/cccs/>. 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 and Career Services web site.

Degree Requirements (20.00 Total Credits)

11.00 - Required Core Courses

5.50 - Restricted Electives (from lists)

1.50 - Liberal Education Electives

2.00 - Free Electives

Major

Semester 1 - Fall

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

One of:

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

0.50 electives

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

Semester 2 - Winter

ACCT*1220	[0.50]	Introductory Financial Accounting
ECON*1100	[0.50]	Introductory Macroeconomics
HROB*2090	[0.50]	Individuals and Groups in Organizations
MCS*1000	[0.50]	Introductory Marketing

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
MCS*2020	[0.50]	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
FARE*3310	[0.50]	Operations Management

1.50 electives or restricted electives

Note: One of ECON*3100 or ECON*3810 is required for the Finance Area of Emphasis

Summer Semester

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

MGMT*3020	[0.50]	Corporate Social Responsibility
2.00 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)		

Summer Semester

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

Semester 7 - Fall

2.50 electives or restricted electives

Semester 8 - Winter

MGMT*4000 [0.50] Strategic Management

One of:

- ECON*4400 [0.50] Economics of Organizations and Corporate Governance
- ECON*4780 [0.50] Topics in Industrial Organization
- ECON*4800 [0.50] Competitiveness and Strategic Advantage

1.50 electives or restricted electives

Areas of Emphasis

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

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 1.50 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 Chartered Financial Analyst (CFA):

- ACCT*3330 [0.50] Intermediate Financial Accounting I
- ACCT*3340 [0.50] Intermediate Financial Accounting II
- ECON*3660 [0.50] Economics of Equity Markets
- ECON*3760 [0.50] Fundamentals of Derivatives
- ECON*4660 [0.50] Financial Markets Risk Management
- ECON*4760 [0.50] Topics in Monetary 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*1160 [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 Chartered Professional Accountants (CPA)

See <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*4050 [0.50] Business Consulting
- MGMT*4060 [0.50] Business Consulting

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 Business and Economics

The Marketing Management major is interdisciplinary, follows a liberal education philosophy, and is built on the Department's expertise in the field of marketing and consumer research.

The Department of Marketing and Consumer Studies prepares students for a career in marketing but also for educating them so that they can be active and engaged citizens. This is achieved from a balanced curriculum of marketing and liberal education courses that provide students with an understanding of the world they will work and live in. Students will gain knowledge in creating, communicating, and delivering product offerings to create value to stakeholders in a global and connected economy. Students completing this major will be prepared to pursue a variety of marketing career paths and diverse leadership roles.

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 categories.

Degree Requirements (20.00 Total Credits)

13.00 - Required Core Courses

2.50 - Restricted Electives (from lists)

1.50 - Liberal Education Electives

3.00 - Free Electives

Major

Semester 1 - Fall

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

Semester 2 - Winter

ACCT*1220	[0.50]	Introductory 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*2090	[0.50]	Individuals and Groups in Organizations
MCS*2000	[0.50]	Business Communication in a Changing World

Semester 4 - Winter

One of:

ECON*2740	[0.50]	Economic Statistics
PSYC*1010	[0.50]	Quantification in Psychology
STAT*2060	[0.50]	Statistics for Business Decisions

Semesters 3 or 4 - Fall or Winter

MCS*2020	[0.50]	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)

1.00 electives

Semesters 5 or 6 - Fall or Winter

ECON*2560	[0.50]	Theory of Finance
FARE*3310	[0.50]	Operations Management
MCS*3030	[0.50]	Research Methods
MCS*3500	[0.50]	Marketing Analytics
MCS*3620	[0.50]	Marketing Communications
MGMT*3320	[0.50]	Financial Management

0.50 Leadership/Professionalism electives (see List E3)

1.50 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*3020	[0.50]	Corporate Social Responsibility

MGMT*4000	[0.50]	Strategic Management
0.50 Advanced Marketing electives (see List E4)		
0.50 Experiential Learning Capstone electives (see List E5)		
1.50 electives		

Restricted Electives for the Marketing Management Major

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
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
NUTR*1010	[0.50]	Introduction to Nutrition
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
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
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
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 Elective - List E4

To address the University Learning Objective of "Depth and Breadth of Learning" and to enhance the knowledge of product development, placement strategies, and the integration of societal influences on thinking, senior marketing management majors must take one [0.5 credits] of:

MCS*3010	[0.50]	Quality Management
MCS*4020	[0.50]	Research in Consumer Studies
MCS*4040	[0.50]	Management in Product Development
MCS*4300	[0.50]	Marketing and Society
MCS*4400	[0.50]	Pricing Management
MCS*4910	[0.50]	Topics in Consumer Studies
MGMT*4350	[0.50]	Business Case Competition Preparation

Experiential Learning Capstone Electives - List E5

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

HROB*4010	[0.50]	Leadership Certificate Capstone
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MCS*4100	[0.50]	Entrepreneurship
MCS*4920	[0.50]	Topics in Consumer Studies
MCS*4950	[0.50]	Consumer Studies Practicum
MGMT*4020	[0.50]	Interdisciplinary Food Product Development I
MGMT*4030	[0.50]	Interdisciplinary Food Product Development II
MGMT*4050	[0.50]	Business Consulting
MGMT*4060	[0.50]	Business Consulting

Marketing Management (Co-op) (MKMN:C)

Department of Marketing and Consumer Studies, College of Business 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 program 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 and Career Services website: <https://www.recrutguelp.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 the B.Comm. Program Counsellors or the MKMN Co-op Faculty Advisor.

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 categories.

Degree Requirements (20.00 Total Credits)

13.00 - Required Core Courses

2.50 - Restricted Electives (from lists)

1.50 - Liberal Education Electives

3.00 - Free Electives

Major

Semester 1- Fall

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

Semester 2 - Winter

ACCT*1220	[0.50]	Introductory 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*2090	[0.50]	Individuals and Groups in Organizations
MCS*2000	[0.50]	Business Communication in a Changing World

One of:

ECON*2740	[0.50]	Economic Statistics
PSYC*1010	[0.50]	Quantification in Psychology
STAT*2060	[0.50]	Statistics for Business Decisions

0.50 electives

Semesters 3 or 4 - Fall or Winter

MCS*2020	[0.50]	Information Management
MCS*2600	[0.50]	Fundamentals of Consumer Behaviour
MCS*3030	[0.50]	Research Methods
MCS*3040	[0.50]	Business and Consumer Law

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
MCS*3500	[0.50]	Marketing Analytics
MCS*3620	[0.50]	Marketing Communications
MGMT*3320	[0.50]	Financial Management

0.50 Leadership/Professionalism electives (see List E3)

2.00 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
MCS*3500	[0.50]	Marketing Analytics
MCS*3620	[0.50]	Marketing Communications
MGMT*3320	[0.50]	Financial Management

0.50 Leadership/Professionalism electives (see List E3)

2.00 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*3020	[0.50]	Corporate Social Responsibility
MGMT*4000	[0.50]	Strategic Management

0.50 Advanced Marketing electives (see List E4)

0.50 Experiential Learning Capstone electives (see List E5)

1.50 electives

Restricted Electives for the Marketing Management Major

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
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
NUTR*1010	[0.50]	Introduction to Nutrition
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
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
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
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 Elective - List E4

To address the University Learning Objective of “Depth and Breadth of Learning” and to enhance the knowledge of product development, placement strategies, and the integration of societal influences on thinking, senior marketing management majors must take one [0.5 credits] of:

MCS*3010	[0.50]	Quality Management
MCS*4020	[0.50]	Research in Consumer Studies
MCS*4040	[0.50]	Management in Product Development
MCS*4300	[0.50]	Marketing and Society
MCS*4400	[0.50]	Pricing Management
MCS*4910	[0.50]	Topics in Consumer Studies
MGMT*4350	[0.50]	Business Case Competition Preparation

Experiential Learning Capstone Electives - List E5

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

HROB*4010	[0.50]	Leadership Certificate Capstone
MCS*4100	[0.50]	Entrepreneurship
MCS*4920	[0.50]	Topics in Consumer Studies
MCS*4950	[0.50]	Consumer Studies Practicum
MGMT*4020	[0.50]	Interdisciplinary Food Product Development I
MGMT*4030	[0.50]	Interdisciplinary Food Product Development II
MGMT*4050	[0.50]	Business Consulting
MGMT*4060	[0.50]	Business Consulting

Public Management (PMGT)**Department of Economics and Finance, College of Business 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.

Degree Requirements (20.00 Total Credits)

- 12.00 - Required Core Courses
- 5.00 - Restricted Electives (from lists)
- 1.50 - Liberal Education Electives
- 1.50 - Free Electives

Major**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*2090	[0.50]	Individuals and Groups in Organizations
MATH*1030	[0.50]	Business Mathematics
POLS*2300	[0.50]	Canadian Government and Politics

0.50 electives

Semester 3

ACCT*1220	[0.50]	Introductory Financial Accounting
ECON*2310	[0.50]	Intermediate Microeconomics
ECON*2740	[0.50]	Economic Statistics
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

Semester 4

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

One of:

PHIL*2120	[0.50]	Ethics
PHIL*2600	[0.50]	Business and Professional Ethics
PHIL*3040	[0.50]	Philosophy of Law *

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
REAL*4840	[0.50]	Housing and Real Estate Law

0.50 electives

Semester 6

MCS*2020	[0.50]	Information Management
MGMT*3020	[0.50]	Corporate Social Responsibility

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*3210	[0.50]	The Constitution and Canadian Federalism
POLS*3130	[0.50]	Law, Politics and Judicial Process
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:

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*4160	[1.00]	Multi-Level Governance in Canada
POLS*4250	[1.00]	Topics in Public Management
POLS*4270	[0.50]	Advanced Lecture 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

0.50 electives***

Semester 8

MGMT*4000	[0.50]	Strategic Management
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One of:

ECON*4400	[0.50]	Economics of Organizations and Corporate Governance
ECON*4800	[0.50]	Competitiveness and Strategic Advantage

One of**:

POLS*4160	[1.00]	Multi-Level Governance in Canada
POLS*4250	[1.00]	Topics in Public Management
POLS*4980	[0.50]	Honours Political Science Research II

0.50 credits at the 4000 level in Economics

One of:

POLS*3130	[0.50]	Law, Politics and Judicial Process
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***

** If a 1.00 credit POLS is taken in either semester 7 or 8 this will meet the restricted elective requirement for both semesters.

*** The number of electives will change if a 1.00 credit POLS course is taken in semester 7 or 8

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

Department of Economics and Finance, College of Business 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 and Career Services website: <https://www.recrutguelpg.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 and 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.

Degree Requirements (20.00 Total Credits)

12.00 - Required Core Courses

5.00 - Restricted Electives (from lists)

1.50 - Liberal Education Electives

1.50 - Free Electives

Major

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*2090	[0.50]	Individuals and Groups in Organizations
MATH*1030	[0.50]	Business Mathematics
POLS*2300	[0.50]	Canadian Government and Politics

0.50 elective

Semester 3

ACCT*1220	[0.50]	Introductory Financial Accounting
COOP*1100	[0.00]	Introduction to Co-operative Education
ECON*2310	[0.50]	Intermediate Microeconomics
ECON*2740	[0.50]	Economic Statistics
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

Semester 4 - Winter

ACCT*2230	[0.50]	Management Accounting
ECON*2410	[0.50]	Intermediate Macroeconomics
ECON*2560	[0.50]	Theory of Finance
POLS*2250	[0.50]	Public Administration and Governance

0.50 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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Semester 5 - Winter

FARE*3310	[0.50]	Operations Management
MCS*2020	[0.50]	Information Management
MGMT*3020	[0.50]	Corporate Social Responsibility
MGMT*3320	[0.50]	Financial Management

One of:

PHIL*2120	[0.50]	Ethics
PHIL*2600	[0.50]	Business and Professional Ethics
PHIL*3040	[0.50]	Philosophy of Law

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

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
REAL*4840	[0.50]	Housing and Real Estate 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	[0.50]	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*4160	[1.00]	Multi-Level Governance in Canada
POLS*4250	[1.00]	Topics in Public Management
POLS*4270	[0.50]	Advanced Lecture 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

1.00 electives***

Semester 8 - Winter

Two of:

POLS*3130	[0.50]	Law, Politics and Judicial Process
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*4160	[1.00]	Multi-Level Governance in Canada
POLS*4250	[1.00]	Topics in Public Management
POLS*4980	[0.50]	Honours Political Science Research II

0.50 credits at the 4000 level in Economics

One of:

ECON*4400	[0.50]	Economics of Organizations and Corporate Governance
ECON*4800	[0.50]	Competitiveness and Strategic Advantage

0.50 electives***

** If a 1.00 credit POLS is taken in either semester 7 or 8 this will meet the restricted elective requirement for both semesters.

*** The number of electives will change if a 1.00 credit POLS course is taken in semester 7 or 8

Real Estate and Housing (REH)

Department of Marketing and Consumer Studies, College of Business and Economics

The Real Estate and Housing major in the B.Comm. program is one of only a few 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.

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 some of 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.

Students may consult the REH Faculty Advisor or B.Comm. Program Counsellor for additional information.

Degree Requirements (20.00 Total Credits)

16.00 - Required Core Courses

1.50 - Liberal Education Electives

2.50 - Free Electives

Major

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*1220	[0.50]	Introductory 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
STAT*2060	[0.50]	Statistics for Business Decisions

0.50 electives

Semester 4

ECON*2560	[0.50]	Theory of Finance
HROB*2090	[0.50]	Individuals and Groups in Organizations
MCS*2020	[0.50]	Information Management
REAL*2820	[0.50]	Real Estate Finance

0.50 electives

Semester 5

ECON*2410	[0.50]	Intermediate Macroeconomics
FARE*3310	[0.50]	Operations Management
REAL*4820	[0.50]	Real Estate Appraisal
REAL*4840	[0.50]	Housing and Real Estate Law

0.50 electives

Semester 6

ECON*3960	[0.50]	Money, Credit and the Financial System
LARC*2820	[0.50]	Urban and Regional Planning
MGMT*3020	[0.50]	Corporate Social Responsibility
MGMT*3320	[0.50]	Financial Management
REAL*3890	[0.50]	Property Management

Semester 7

ECON*3500	[0.50]	Urban Economics
MGMT*4000	[0.50]	Strategic Management
REAL*3810	[0.50]	Real Estate Market Analysis
REAL*4870	[0.50]	Sustainable Real Estate

0.50 electives

Semester 8

POLS*3270	[0.50]	Local Government in Ontario
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REAL*4830	[1.00]	Real Estate Development Project
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1.00 electives

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

Department of Marketing and Consumer Studies, College of Business and Economics

The Real Estate and Housing major in the B.Comm. program is one of only a few 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 and Career Services website: <https://www.recrutguelp.ca/cccs/>. 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.

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 some of 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.

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 and Career Services web site.

Degree Requirements (20.00 Total Credits)

16.00 - Required Core Courses

1.50 - Liberal Education Electives

2.50 - Free Electives

Major

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*1220	[0.50]	Introductory 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*2090	[0.50]	Individuals and Groups in Organizations
REAL*2820	[0.50]	Real Estate Finance

0.50 electives

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*3960 [0.50] Money, Credit and the Financial System
 FARE*3310 [0.50] Operations Management
 REAL*3890 [0.50] Property Management
 MCS*2020 [0.50] Information Management

0.50 electives

Summer Semester

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

Semester 6 - Fall

MGMT*3020 [0.50] Corporate Social Responsibility
 MGMT*3320 [0.50] Financial Management
 REAL*4820 [0.50] Real Estate Appraisal
 REAL*4840 [0.50] Housing and Real Estate Law

0.50 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 [0.50] Strategic Management
 REAL*3810 [0.50] Real Estate Market Analysis
 REAL*4870 [0.50] Sustainable Real Estate

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, Food and Tourism Management, College of Business 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 focuses on tourism marketing, tourism planning and development, sustainability and international tourism. This major includes a solid foundation of business skills: (human resources management, accounting and finance). The focus on experiential learning means that theory is balanced with practice. Students are encouraged to participate in guided learning opportunities outside the conventional classroom, such as independent study courses, participating in a semester exchange and engaging in networking events. Students may consult the Faculty Advisor or the B.Comm. Program Counsellor for additional information.

1200 hours of verified work experience in the hospitality and tourism industry is required for students to be eligible to graduate. 700 hours of hospitality and tourism work experience must be completed before a student enters Semester 7.

Group work is a significant part of core credit work.

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. <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 a combination of their restricted, Liberal Education or free electives to study one or more of the various languages taught at the University or to take courses while on exchange.

Degree Requirements (20.00 Total Credits)

16.00 - Required Core Courses

1.50 - Restricted Electives (from list A)

1.50 - Liberal Education Electives

1.00 - Free Electives

Major**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*1220 [0.50] Introductory Financial Accounting
 HROB*2090 [0.50] Individuals and Groups in Organizations
 HTM*2170 [0.50] Responsible Tourism Policy and Planning

One of:

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

0.50 from List A or electives

Semester 4

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

1.00 from List A or electives

Semester 5

HROB*3000 [0.50] Human Resources Management
 HTM*3080 [0.50] Marketing Strategy for Hospitality Managers
 HTM*3160 [0.50] Destination Management and Marketing
 MGMT*3020 [0.50] Corporate Social Responsibility
 MGMT*3320 [0.50] Financial Management

Semester 6

FARE*4360 [0.50] Marketing Research
 HTM*2070 [0.50] Event 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*3150 [0.50] Experiential Learning in the Hospitality and Tourism Industry
 HTM*4190 [0.50] Hospitality and Tourism Industry Consultation
 MGMT*4000 [0.50] 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
 HTM*4250 [0.50] Hospitality Revenue Management

1.00 from List A or electives

List A - Restricted Electives

Students must also take a minimum of 1.50 restricted elective credits from the following list, throughout the program. Students may choose to explore a variety of categories or they may choose to study one 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.

Eco-tourism related courses:

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
 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

International tourism related courses:

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

Tourism real estate related courses:

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	Students must complete 1.50 credits towards the Liberal Education Requirement and they have 1.00 credits in free electives.
REAL*4840	[0.50]	Housing and Real Estate Law	
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	
Human behaviour related to work and work groups:			
ANTH*1150	[0.50]	Introduction to Anthropology	
ANTH*2160	[0.50]	Social Anthropology	
EDRD*3140	[0.50]	Organizational Communication	
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	
Marketing and consumer behaviour related courses:			
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	
Specialized courses related to Hospitality and Tourism Management:			
HTM*2700	[0.50]	Understanding 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]	Managing Food in Canada	
HTM*4050	[0.50]	Wine and Oenology	
HTM*4090	[0.50]	Hospitality Development, Design and Sustainability	
HTM*4110	[0.50]	Advanced Restaurant Operations	
HTM*4130	[0.50]	Current Management Topics	
HTM*4140	[0.50]	Current Management Topics	
HTM*4150	[0.50]	Current Management Topics	
HTM*4500	[0.50]	Special Study in Hospitality and Tourism	
Accounting and administration related courses:			
ACCT*1240	[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	
Preparation 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	
ENGL*1200	[0.50]	Reading the Contemporary World	
ENGL*1410	[0.50]	Major Writers	
MGMT*4050	[0.50]	Business Consulting	
MGMT*4060	[0.50]	Business Consulting	
MGMT*4350	[0.50]	Business Case Competition Preparation	
PHIL*2100	[0.50]	Critical Thinking	
and Liberal Education Requirement and Free Electives			