

# Faculty of Business

## 60 Members of the Faculty

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### 60.1 Officers of the Faculty

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**Dean**

RE Schneck, PhD (Stanley A Milner Professor)

**Director of PhD Program**

CR Hinings, BA

**Associate Dean (Planning and Administration)**

TBA

**Associate Dean (MBA)**

D Jobson, PhD

**Assistant Dean (BCom)**

EF Geddes, LLM

**Director of Placement Services and Business Cooperative Education**

C de Bruijn, MBA

**Adjunct Professor**

JR McDougall, BSc

**Administrative Officers**

F Alexander, BA (Manager General Office)

J Brown, (Associate Director, Graduate Programs)

J Gilsdorf, PhD (Assistant to the Dean)

**Faculty Service Officer**

T Johnson, PhD

### 60.2 Accounting and Management Information Systems

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**Professor and Chair**

J Gaa, PhD

**Professors**

\*D Cooper, PhD (Certified General Accountants of Alberta, Professor of Accountancy)

\*L Daley, PhD (Chartered Accountants Professor of Accounting)

M Gibbins, PhD, FCA (Winspear Distinguished Professor of Professional Accounting)

JD Jobson, PhD (Associate Dean MBA)

JD Newton, PhD (Dean Student Services)

P Tiessen, PhD

**Associate Professors**

K Jamal, PhD

T Scott, PhD

J Xie, PhD

**Assistant Professors**

M Barrett, PhD

F Lau, PhD

S Sahay, PhD

S Salterio, PhD

H Wier, PhD

**Visiting Assistant Professor**

L Amerongen, PhD

### 60.3 Finance and Management Science

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**Professor and Chair**

GA Mumey, PhD (Director, Institute for Financial Research)

**Professors**

G Barone-Adesi, PhD (PH Pocklington Professor of Free Enterprise)

S Beveridge, PhD

TE Daniel, PhD

E Erkut, PhD

JD Jobson, PhD (Associate Dean MBA)

RM Korkie, PhD

R Morck, PhD (Stephen A Jarislowsky Distinguished Professor of Finance)

AO Nakamura, PhD

PP Talwar, PhD

**Assistant Professors**

M Huson, PhD

A Ingolfsson, PhD

A Kaul, PhD

Y Kim, PhD

V Mehrotra, PhD

C Zhang, PhD

**Adjunct Professors**

R Elliott

G Laporte

## 60.4 Marketing, Business Economics and Law

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**Professor and Chair**

P Raworth, LLM

**Professors**

A Finn, PhD (RK Banister Professor of Business and Associate Director, Canadian Institute of Retailing and Service Studies)

CG Hoskins, PhD

IF Ivankovich, MBA, LLB

SM McFadyen, PhD, CA (Director, Cultural Industries Research Centre)

KR Mirus, PhD

GB Reschenthaler, PhD

RS Smith, PhD

AA Warrack, PhD

**Associate Professors**

D Beason, PhD

T Elrod, PhD

R Johnson, PhD

**Assistant Professors**

G Häubl, PhD

P Messinger, PhD

P Popkowski Leszczyc, PhD

B Scholnick, PhD

**Visiting Assistant Professors**

EF Geddes, LLM

CRW Vaughan, PhD

## 60.5 Organizational Analysis

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**Professor and Chair**

RV Rasmussen, PhD

**Professors**

R Field, PhD

RP Gephart Jr, PhD

R Greenwood, PhD (Telus Professor of Business)

CR Hinings, BA (Thorton A Graham Professor of Business and Director, Centre for Professional Services Firms, Director of PhD Program)

Y Reschef, PhD

RE Schneck, PhD (Dean and Stanley A Milner Professor)

**Associate Professors**

DM Cullen, PhD

K Devine, PhD

EG Fisher, PhD

B Townley, PhD

**Assistant Professors**

M Kizilos, PhD

D Parkinson, MA

A Ryan, PhD

L Steier, PhD

## 60.6 Professors Emeriti

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RL Beck PhD, CPA

JL Brown, PhD

EJ Chambers, PhD (Director, Western Centre for Economic Research, Director, Centre for International Business Studies)

RA Denham, PhD

D Goodale, PhD, CA, FCMA

B Harnden, PhD

CTL Janssen, PhD

CA Lee, PhD

LC Leitch, LLB, MBA

KW Lemke, MComm, FASA, CPA, AAUQ

WA Preshing, PhD

ES Shihadeh, PhD

DG Tyndall, MA PhD

CB Williams, PhD

P Winters, PhD

## 60.7 Additional Members of Faculty Council

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**President and Vice-Chancellor**

R Fraser, PhD

**Registrar of the University**

BJ Silzer, MEd

**Professors**

A Deane (Faculty of Education)

T Marsland (Faculty of Science)

S O'Byrne, LLM (Faculty of Law)

D Weideman (Faculty of Extension)

B Wilkinson (Faculty of Arts)

**Winspear Library**  
K West

**Representative of the Institute of Chartered Accountants of Alberta**  
D Easton

**Student Representatives**  
2 MBA Students  
5 Undergraduate Students  
1 PhD Student

**Business Alumni Association**  
1 Representative

## 61 General Information

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The Faculty of Business offers the degrees of Bachelor of Commerce, Master of Business Administration, and Doctor of Philosophy in Business Management. The combined MBA-LLB program is also offered in conjunction with the Faculty of Law. Information on these graduate programs can be found in §184.

### 61.1 BCom Program

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The Bachelor of Commerce program seeks to provide the student with a broad background in the different areas of business as well as in related fields in the humanities and social sciences. The business world and its environment have changed enormously in the last twenty years and will change at an even faster pace in the next twenty. In this trend, questions about the environment will become increasingly important. No school of business can possibly teach the solution to problems which will arise several years from now. A school should, therefore, seek to provide a basis for effective self-learning through actual experience by teaching the broad underlying fields of knowledge which are basic to business. The emphasis is upon the development of a comprehensive analytical framework within which various organizational problems can be analyzed. Students will also be given the opportunity to study an area of interest in some depth.

### 61.2 BCom Program after Approved Degree

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Requirements for a BCom degree after another approved degree will depend, in part, on the previous degree held.

Individuals who have been admitted to the Faculty and have an approved degree conferred in the last eight years shall be required to satisfy the requirements of the Business Core plus five senior business electives. This is subject to completing a minimum of ★45 in coursework and not more than ★69 in the Faculty of Business.

For further information, contact the Undergraduate Student Records Office of the Faculty of Business.

### 61.3 The Degrees of BSc in Forest Business Management and BSc in Agricultural/Food Business Management

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These programs are offered jointly by the Faculty of Agriculture, Forestry and Home Economics, and the Faculty of Business. While they are administered in the Faculty of Agriculture, Forestry and Home Economics, the programs are managed by an interdisciplinary committee with representation from both faculties. (See §§43.4 and 43.8 for details.)

### 61.4 Transition Year Program

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This admission category is reserved for aboriginal applicants who have successfully completed the Transition Year Program administrated by Native Student Services (Student Services Office) at this University. Such applicants will be considered for admission to the Faculty of Business provided they have obtained a GPA of 5.5 or better. For further details see §14.1.3.

### 61.5 Special Students Studying to Satisfy Requirements of Professional Accounting Organizations

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The policy of the Faculty of Business with respect to special students taking courses to satisfy the requirements of professional accounting

organizations such as the Institute of Chartered Accountants, the Society of Management Accountants, and the Certified General Accountants, is as follows:

- (1) Special accounting students must meet the same deadlines for application as any other student. Admission to the first and second terms are made during the first term only. Students who wish to be admitted to Intersession must meet the same academic criteria as outlined in item numbers 2 and 3 below.
- (2) Students who hold a Bachelor of Commerce Degree, awarded after 1979, from the University of Alberta, will be admitted to take the courses required to meet professional accounting requirements. Students who received the Bachelor of Commerce Degree from the University of Alberta before 1979 must have graduated with a grade point average of at least 6.6 during their final year of study to qualify as special accounting students.
- (3) All other applicants who hold an approved degree must have obtained a grade point average of at least 6.6 during their final year of study to be admitted. Students who fall into this category will be allowed to take a maximum of ★24 to satisfy professional accounting requirements. In all cases, course prerequisites must be satisfied. If the total number of courses required exceeds ★24, including prerequisites, then the applicant will be considered for the BCom program for applicants holding an approved degree.
- (4) Further information about professional accounting organizations is available from

Institute of Chartered Accountants of Alberta (CA)  
580 Manulife Place  
10180 - 101 St,  
Edmonton, Alberta, T5J 4R2  
Telephone: 424-7391

The Society of Management Accountants of Alberta (CMA)  
1800, One Palliser Square  
125 - 9 Avenue SE,  
Calgary, Alberta, T2G 0P6  
Telephone: 1-800-332-1106

The Certified General Accountants of Alberta (CGA)  
1410, 555 - 4 Avenue SW,  
Calgary, Alberta, T2P 3E7  
Telephone: 1-800-661-1078

## 61.6 Career Opportunities

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The opportunities for Bachelor of Commerce graduates are many. They range from positions in government (federal, provincial and municipal) and large enterprises, to partner or owner of small firms. The types of positions graduates hold in these organizations range from systems analysts to financial analysts, from sales managers to accountants.

Opportunities in any year fluctuate with the general level of economic activity in the country. Although it is generally difficult to forecast the job market several years ahead, the demand for graduates is expected to grow or at least remain constant in the next few years; the job market outlook is therefore very favorable.

Additional information about employment opportunities can be obtained from the Faculty of Business, Office of Placement Services, 2-21 Business Building.

Information regarding the various areas of specialization within the field of business administration is found in §63.2.

## 61.7 Student Organizations Within the Faculty

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### Undergraduate Associations

#### BSA (Business Students' Association)

Office: BUS 2-10

The BSA is the largest undergraduate student organization within the Faculty. Undergraduates registered in the Faculty are automatically members of the Association and are entitled to run in BSA elections for both executive and class representative positions. These representatives sit on BSA Council which manages the affairs of BSA. Student representatives are also elected to serve on Faculty Committees and the Edmonton Chamber of Commerce. This provides a liaison between students, the Faculty, and the business community.

The Association publishes a handbook, called *Porthole* and a monthly newsletter, the *BSA Flasher*. The BSA organizes annual functions such as the Bavarianfest, Commerce Week, and the graduation banquet and dance.

**AIESEC (International Association of Students of Economics and Commerce)**

Office: BUS 2-12

A French acronym for "International Association of Students of Economics and Commerce," AIESEC offers an international job-exchange program in which students from foreign AIESEC locals have found jobs here in Canada, and Canadian AIESEC members have found jobs in foreign countries. The jobs last from six weeks to 18 months, and are memorable experiences. AIESEC activities also include Career Day, Contact Talks with local business people, and numerous other events.

**Accounting Club**

Office: BUS 2-08

The Accounting Club provides the opportunity for students to find out more about the world of accounting and what it has to offer through such activities as Hospitality Night, CA Student Rap Session, CMA Rap Session, CGA Day, and speakers and guest lectures.

**Commerce Internship Association**

Office: BUS B-04

The Commerce Internship Association (CIA) is organized to supplement academic life with practical experience and valuable business contacts. CIA endeavors to give Bachelor of Commerce students the opportunity to work with a firm's management on a part-time voluntary basis. Such internships allow students a chance to meet and impress important business leaders, and to see the realities of a job so that students can make better career choices.

**Marketing Club**

Office: BUS 2-02

For students interested in marketing, this club offers a wonderful opportunity to find out more about marketing. The club offers information on jobs currently available in the field, and aids students in gaining useful marketing experience.

**MISSS (Management Information Systems Student Society)**

Office: BUS 3-02

The MISSS is for all students with an interest in information technology. We offer excellent opportunities to learn more about the Information Technology Industry by organizing site visits and speaker forums during the school year. We also provide internet workshops teaching electronic communication and information-handling techniques applicable in all industries. We are affiliated with the Canadian Information Processing Society as a special interest group. This gives the MISSS a close tie to key leaders in the IT industry; a benefit we encourage our members to take advantage of. Feel free to drop by our office for more information.

**RMBS (Rocky Mountain Business Seminar)**

Office: BUS 2-06

RMBS is a three-day seminar that occurs every February during the first half of Reading Week. Approximately 100 commerce students arrive at a hotel in the Rockies to attend seminars given by prominent Canadian business people during the day. Social activities are planned for the evenings. Organized by a group of Commerce students, RMBS is another memorable experience that should not be missed.

**Investors' Club**

Office: BUS 2-08

If you have always wanted to invest in the stock market but never had the funds, this is the club for you. The Investors' Club is designed to familiarize members with the importance of financial planning and to allow them to gain an understanding of the operation of investment markets. This is accomplished through interactive seminars, guest speakers, and a computerized mock market simulation.

**Entrepreneurs Club**

Office: BUS 3-02

This is a club for students, regardless of the faculty in which they are registered, who are interested in entrepreneurial pursuits. The Club acts as an organization and network through which its members can meet to exchange ideas, share experiences, and learn new skills that will help them succeed in their goals. Numerous guest speakers and social events are featured throughout the year.

**The MBA Association**

The MBA Association is the official body representing the masters' degree students in the Faculty of Business. It is a nonprofit service organization solely administered by the students of the MBA program. The purposes of this organization are to promote fellowship between students through their activities; to promote cooperation and rapport between the students and the academic and administrative staff; to represent the students on all organizations and bodies on which the Association has representation; to promote contact between graduate students and members of the business community; and to extend the academic and non-academic interests of the members through forums, special lectures, and discussion groups; and to advise, counsel, and act on student problems which cannot be handled effectively through Faculty channels.

**61.8 The Banff School of Advanced Management**

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The Faculty of Business and the University of Alberta proudly continue sponsorship of the Executive Development Program at the Banff School of Advanced Management (BSAM). Established in 1952 by the Universities of Alberta, British Columbia, Manitoba, and Saskatchewan, BSAM has gained for itself an enviable reputation in the Canadian private and public sectors. More than 3800 executives from some 800 organizations have participated in the program. The splendid residence and conference facilities of the Banff Centre, plus an outstanding teaching staff, have combined to make BSAM one of the leading executive development institutions on the continent.

For further information concerning the BSAM program please contact the School directly:

President  
The Banff School of Advanced Management  
PO Box 1020, Banff, Alberta T0L 0C0  
Telephone: (403) 762-6126/7

**62 Faculty Regulations**

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**62.1 Admission**

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**62.1.1 Graduate Study**

For information regarding Graduate Study please consult §184.9 of the Graduate Program section of the Calendar.

**62.1.2 Undergraduate Study**

General university admission requirements are set out in §§13 and 14. Detailed admission requirements for the Faculty of Business are set out in §15.3.

**62.1.3 Continuing Students**

Students in good standing who are continuing their program without interruption are not required to reapply for admission; they need only obtain their registration material and register by using the telephone registration system.

**62.2 Changes in Registration**

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The Faculty makes every effort to assure that program requirements are being met by the courses in which a student is registered. However, the responsibility for the completeness and accuracy of registration rests with the student, and he/she should be satisfied that the program is in accordance with degree specifications.

**Adding or Dropping Courses**

The deadlines for adding first-term, full-session, and second-term courses can be found in §11. Courses dropped before the deadline will not be part of the student's record.

**Withdrawing from Courses**

The deadlines for withdrawing from courses is as noted in §11.

A grade of W (withdrawal) will be recorded on a student's record if he/she withdraws from a course after the add/drop deadline but before the withdrawal deadline. No withdrawal after the deadline for withdrawing from courses will be permitted except for major causes beyond a student's control, such as extended illness.

**62.3 Withdrawal from the University**

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Subject to the provisions specified in §62.2, a student is free to withdraw from the University at any time but is encouraged to seek advice from Faculty advisors or Student Counselling Services prior to taking action to do so. Further information regarding fee refunds or exemption from fees may be found in §22.2.7.

**62.3.1 Discontinuance of Attendance**

The following policies regarding discontinuing registration relate to the status of students registered in the Faculty of Business. Students must apply for permission before discontinuing their registration. The consequence of unapproved discontinuances is the loss of registration privileges in the

Faculty except by reapplication and consideration with all other applicants under the quota provisions in force at the time of reapplication.

- (1) Individuals registered as students in the Faculty of Business must have the permission of the Assistant Dean, Undergraduate Program, if they wish to discontinue their attendance and retain their status in good standing in the Faculty of Business.
- (2) Discontinuance is defined to be no course completions for a full Winter Session (September-April).
- (3) Normally, discontinuance will be allowed for many reasons related to an individual's well-being. These may include health reasons, the necessity for personal reflection or other similar reasons, and they may or may not relate to circumstances related to employment. It is expected that a date of recommencement and expression of commitment to degree completion will be established at the time discontinuance is allowed.
- (4) Normally, discontinuance will not be allowed for the purpose of pursuing other normal academic programs or degrees. It would be deemed unusual to provide a commitment for a place in the BCom Quota Program when discontinuance is directed to pursuing other academic studies.

## 62.4 Academic Standing and Graduation

- (1) Records of academic performance for individual students are maintained in the Student Records Office. Students are encouraged to consult their records from time to time to attest to their accuracy.

Academic performance is normally measured by grade point average attained during the academic year.

Determination of each student's academic performance will normally occur after the end of the regular academic year, on the basis of the work attempted during that year. However, no student will be classified as marginal or unsatisfactory on the basis of fewer than ★15 attempted since initial enrolment in the Faculty or since the last year-end evaluation of performance. A student whose academic performance evaluation is deferred under the terms of this provision may be evaluated at either or both of the following mid-year and year-end times, with appropriate classification and possible action as described below.

- (2) **Promotion** of the student from year to year is contingent upon satisfactory academic performance.

**Satisfactory standing** is defined as that which yields a grade point average of 5.0 or more.

**Marginal standing** is that which yields a grade point average of less than 5.0 but not less than 4.5. The student is on academic warning.

**Unsatisfactory standing** is that which yields a grade point average of less than 4.5. In such cases, the student is required to withdraw from the Faculty.

Students whose performance has once been classified as either marginal or unsatisfactory must in all subsequent years in the degree program demonstrate satisfactory performance.

- (3) **First Class Standing** is awarded to each student who achieves a grade point average of at least 7.5 on ★27 or more of academic study during a Winter Session.
- (4) The notation "With Distinction" is inscribed on the permanent record and graduate parchment if the candidate has obtained a grade point average of 7.5 or higher, averaged over the last two years of the program.
- (5) The **Dean's List** commends the superior academic performance of each student who has completed ★30 during the Winter Session with a grade point average of 8.0 or more.
- (6) **Graduation:** In order to qualify for graduation, the student must satisfy all degree requirements as specified in §63.1 below and demonstrate satisfactory academic performance (as defined in (2) above) during the last academic year of the program. If such final year involved less than ★15, a sufficient number of immediately preceding full terms of study shall be added to the basis of evaluation to provide a minimum of ★15.

The student's attention is directed to the deadlines in the Academic Schedule (§12) regarding application for Bachelor of Commerce degrees to be awarded at Spring and Fall Convocations.

- (7) **Reexaminations:** See §23.5.5

## 62.5 Transfer of Credit

BCom students who do not hold a prior university degree must normally

- (a) successfully complete at least ★60 in University of Alberta courses

during the latter half of the program, and (b) be registered as a student in the Faculty of Business while taking these courses. The above minimum of ★60 could be reduced to ★45 for students who do hold a prior university degree.

## 62.6 Course Load Requirements

Each BCom student normally must, at some time during the program, be registered as a full-time student during at least two terms (not necessarily consecutive) of the regular academic year.

★30 is the normal course load for undergraduate students during the Winter Session. Students considering a heavier load are encouraged to consult with the Undergraduate Student Records Office before making a final decision.

Students who plan to do a significant portion of the degree on a part-time basis are advised to consult with the Undergraduate Student Records Office concerning the difficulties they may encounter. The University and the Faculty are unable to assure that courses will be available during terms and at times that are convenient for students with full-time employment. In particular, resource constraints prevent the University from offering large numbers of evening classes.

## 62.7 Time Limit on Completion of Program

Each BCom student normally must complete all degree requirements within eight years, beginning with the year original admission to the program was granted.

## 62.8 Appeals and Grievances

There are two major areas in which appeals may be made in the Faculty of Business. They are appeals concerning academic matters (e.g. promotion, requirements to withdraw, graduation); and course grades.

Policies and procedures may differ according to the reason for appeal. The formal policies of the Faculty in these areas are available from the Undergraduate Office, 2-20 Business Building. Students should consult these policies and procedures.

## 62.9 Student Advising

The administrative details associated with students' programs are handled by (a) the Undergraduate Student Records Office for undergraduates; (b) the MBA Office for masters students; and (c) the PhD Office for doctoral students. These offices maintain records of their students' course registrations, course marks, and status within the program. Students should consult the appropriate office about program regulations and administration, e.g. admissions, course enrolment, and degree requirements.

All academic members of the Faculty are available to students in all programs for consultation relating to areas of study and career planning.

## 62.10 Credit by Special Assessment

The Credit by Special Assessment procedure is available for a limited number of courses taught by the Faculty. In all cases the assessment will be by written examination. Further details may be obtained from the Undergraduate Student Records Office. See also §14.2.6.

## 63 Programs of Study

### 63.1 Degree of Bachelor of Commerce (General)

#### 63.1.1 General Information

The Faculty of Business seeks to be a centre of excellence in Canadian business education and to deliver programs to students from Alberta, Canada and other nations that will assist them to compete successfully in a global economy. The Faculty is committed to creating and maintaining a vital and relevant program of studies to achieve this end. Teaching and curriculum are subject to ongoing evaluation and evolution to prepare students for the many opportunities they will encounter after graduation. The formal education

provided by the Faculty of Business will be the beginning of a lifelong commitment to learning and personal and professional growth. The program is designed to provide a general diversified education in functional areas of business with opportunities to specialize in various areas of concentration. All students in the Faculty of Business will select major areas of concentration to develop specific skills and theoretical knowledge.

Year Two is an important year for Business students. In this year, students take the six primary core courses, two electives outside the Faculty and two additional electives. The primary core courses are designed to develop a foundation in business knowledge and to develop personal abilities with respect to communication, interpersonal skills and computer skills. Learning is enhanced through interaction with peers. To facilitate student involvement in these courses, the majority of students will take each course with a common cohort of peers. The primary core also provides a basis for the selection of a major.

The Faculty allows students many free electives during the three years of the program. The Faculty believes that students are responsible and intelligent and will plan programs of study that are both beneficial and interesting. During Year Two, students are required to take two external electives. Students should consider this choice carefully. A University education is more than technical training; it should provide new insights, alternative perspectives, and preparation for a lifetime of learning. Employers value students who have put together thoughtful programs that provide them with unique skills or perspectives that can be applied to understanding and solving problems. Therefore, in choosing electives, students should consider exploring disciplines that are of interest and are offered outside the Faculty of Business. Basic course work in Year Two may be built upon in Years Three and Four to deepen understanding of chosen elective areas. Students are encouraged to design informal minors in disciplines outside Business, or to sample a variety of perspectives by taking courses from different disciplines.

The choice of a major area of concentration must be made by the commencement of Year Three, but, students may in practice make the choice as soon as the second term of Year Two. Students should carefully examine the course requirements in §63.2. Several majors rely on introductory courses that are not part of the primary core. (See for example, the majors in Management Information Systems, Business Economics and Law, or Management Science.) Students considering one of these majors may facilitate their progress by taking the required introductory prerequisite courses during term two of the second year. This will give the student an understanding of the proposed field and permit better sequencing of the other required courses in Years Three and Four. A major area of concentration gives a student a degree of expertise within a particular field and is, in particular, an excellent preparation for various professional designations. Students seeking broader knowledge of all basic functional areas can select a Business Studies major to obtain exposure to senior courses in all areas.

### 63.1.2 Program Information

The Degree of Bachelor of Commerce (General) is a three-year degree program following one year of preprofessional studies at an approved postsecondary institution. To obtain the degree, students must receive credit in ★120 including a minimum of ★24 (taken in the preprofessional year) and a maximum of ★60 in transfer credit. Students entering with less than ★30 in transfer credit must complete the missing credits in courses outside the Faculty of Business. At least ★60 in University of Alberta courses must be successfully completed while the student is registered in the Faculty of Business.

The BCom (General) contains a second year core of requirements that are normally taken in a cohort structure. Transfer students with credit in all of the second year core may elect a major area of specialization upon admission. Transfer students with credit in some but not all of the second year core should consult the Undergraduate Office for information concerning the completion of second year requirements.

The BCom (After Degree) allows students with a degree from an approved postsecondary institution to obtain a Bachelor of Commerce Degree upon the completion of between ★45 to ★60 depending on the amount of transfer credit received.

The BCom (Cooperative Education) follows the same course of studies as the BCom (General) with the additional requirement of three work terms of four months each which are taken at any time in Year Three or Year Four.

The BCom Language Studies Programs (Chinese Studies, Japan Studies, German Studies, Spanish-American Studies) combine the BCom (General) program with intensive training in language which is ideally begun in the Preprofessional Year. The programs also require extensive course work outside the Faculty of Business.

Students should be aware that the BCom programs requirements are designed to most easily be fulfilled by students entering Year Two with ★30 in transfer credit, and taking standard full course loads in each

subsequent year. Students granted provisional admission, and parttime students should consult with the Undergraduate Office to ensure that they complete required course work in Year Two.

### 63.1.3 Courses in the Faculty of Business

Courses in the Faculty of Business fall into one of six categories:

- (1) **Preprofessional Requirements:** ECON 101, ECON 102, MATH 113, STAT 151, ENGL 101. Completion of these course or their equivalents is normally a prerequisite to admission to any of the BCom programs. Where a student is deficient in one or more of these requirements, conditional admission may be granted provided the deficient course(s) is/are made up in the first year the student is registered in the Faculty of Business.
- (2) **Primary Core:** BUS 201, ACCTG 311, ORG A 201, MARK 301, FIN 301, MGTSC 312. These courses or their equivalents are required for all BCom students and are normally taken as a cohort in Year Two.
- (3) **Secondary Core:** ACCTG 322, MIS 311, B LAW 301, MGTSC 352, BUEC 311, BUEC 379, ORG A 441. These courses are required by most but not all of the major areas of specialization in the BCom (General) and in the other BCom programs. Students should consult the detailed course requirements under each program and each major.
- (4) **Senior Business Electives:** All courses at the 400-level offered by the Faculty of Business, and courses at the 300-level where these are not part of the Primary core. Secondary core courses not required to fulfil major or program requirements are also acceptable as Senior Business electives. Individual Departments may deem other courses acceptable as substitutes for Senior Business courses. ECON 281 is permitted as a substitute for BUEC 311 in many majors. See §63.1.4.(4) below.
- (5) **Electives Outside Business:** Any course offered by the University of Alberta in any Faculty except Business.
- (6) **Free Electives:** Any course offered by the University of Alberta in any Faculty including Business.

### 63.1.4 Policy on Elective Courses

- (1) Students may receive credit in no more than ★21 of junior level electives whether taken at the University of Alberta or presented for transfer credit. This total does not include the preprofessional courses or junior courses taken to fulfil specific program or major requirements.
- (2) All students in the BCom programs are required to take ★6 in electives outside Business in Year Two. Some programs and majors have specific requirements for electives outside Business including requirements for the preprofessional year. Students should consult the detailed course requirements under each program and each major.
- (3) The Faculty of Business strongly urges students in the BCom programs to choose electives outside Business to complement their major areas of specialization. Courses in the Faculty of Arts, Science and Engineering are particularly recommended to add depth and breadth to any course of studies. Suggested elective courses and course sequences are available from Department Offices, the Undergraduate Office, and this Calendar.
- (4) Students in many majors are permitted a choice between BUEC 311 and ECON 281 to satisfy major requirements. Students intending to proceed to senior level work in Economics are advised to take ECON 281, as BUEC 311 is not accepted as a prerequisite for ECON 384, 385, 386, 399 or for any 400-level work by the Department of Economics. Students may elect to take both BUEC 311 and ECON 281 and will receive credit for both.

### 63.1.5 Minors for Business Students

All students are required to select a major area of concentration at the beginning of Year Three. Most students are not required to, but may select a minor area of concentration at any time thereafter. Minors are available for most students in most major areas. Minors may be noted on the transcript, but will not appear on the degree parchment. Students in Management Information Systems must choose a minor. A minor area of concentration in the Faculty of Business is created in the following way:

- (1) Any area of Business may be chosen provided that it meets the other conditions below.
- (2) A minimum of ★12 credits in one area is required.
- (3) An area is defined as any group of courses with the same course prefix, i.e., ACCTG, FIN, MARK, ORG A, etc.

- (4) Individual study courses (in the Faculty of Business) numbered 494, 495; and special topics courses (in the Faculty of Business) numbered 488 are acceptable as coursework toward a minor.

In addition, students may construct informal minors consisting of coursework outside the Faculty of Business. Minors outside the Faculty of Business will not appear on the transcript. Students should be aware that many majors require coursework outside the Faculty of Business and all programs strongly recommend students investigate courses available in other faculties for complementary courses.

## 63.2 Majors in Business

### 63.2.1 Major in Accounting

#### I. Description of Field

Accounting is the language of business. It both provides and efficiently communicates relevant financial, economic, and other information to users both inside and outside organizations. Some form of accounting is necessary for all organizations, whether they are for profit or not-for-profit, or whether they are found in the public or private sectors. Although there is significant overlap, accounting is generally divided into financial and managerial perspectives, with auditing and taxation as related areas of expertise. Financial accounting responds to the need for organizations to be accountable to society and to provide external parties with relevant information for making economic decisions. Financial statements are used by investors, creditors, government agencies, taxation authorities, employees, consumers, and other groups. Managerial accounting emphasizes the use of information within organizations to effectively plan and control operations, and to make a wide variety of business decisions. Auditing plays an integral role in providing accounting information. Auditors are independent accountants who assess accounting information and systems to ensure that the information produced is sufficiently objective and reliable that users can confidently use the information to make decisions and enter into contracts.

Accounting is of interest to all those who expect to be involved in managing and decision making within organizations, since it provides a significant part of the information available. Conversely, accountants must extend their knowledge to include knowledge of other business disciplines, as well as knowledge about the economy and society at large, if they are to provide consistently useful information in a changing, competitive world.

Accountants must respond to the increasingly rapid changes arising from new ways to organize, new economic transactions, and global markets. Accordingly, the accounting major leaves students considerable room to select electives to round out their personal program. Students are encouraged to seek advice and consider their interests and career aspirations carefully in planning the best mix of accounting and other business and nonbusiness courses.

#### II. Career Opportunities

Graduates with an accounting major may wish to continue their studies by pursuing a professional designation in accounting. In Alberta, there are three professional accounting groups, the Chartered Accountants (CA), Certified General Accountants (CGA), and Certified Management Accountants (CMA). Courses required by these designations are listed in section IV below. Graduates holding these designations work both in public practice and in industry. Those in public practice engage in a wide variety of tasks including accounting and financial advisory services, auditing, taxation and business consulting. In industry, the roles of controller, chief financial officer, and other management positions are often filled by professional accountants. An accounting background is also useful to other professional designations such as Chartered Financial Analyst (CFA), Chartered Financial Planner (CFP), Chartered Business Valuator (CBV), and Certified Investment Manager (CIM). Students considering any of these designations should consult the appropriate professional publications for more information.

Accounting backgrounds are also very useful for students who prefer to move directly into managerial or entrepreneurial positions, since accounting information forms the basis for many business decisions.

#### III. Sequence of Courses

##### Year Two—Fall

BUS 201  
ACCTG 311  
MGTSC 312  
MARK 301  
★3 in electives outside Business  
(See Note 1)

##### Year Two—Winter

ORG A 201  
FIN 301  
ACCTG 322  
★3 in electives outside Business  
(See Note 1)  
★3 in free electives (See Note 1)

##### Year Three

B LAW 301 (See Note 2)  
BUEC 311 or ECON 281 (See  
Notes 3 and 6)  
MIS 311 (See Note 3)  
MGTSC 352 (See Note 3)  
ACCTG 414  
ACCTG 415  
ACCTG 424  
★9 in free electives (See Note 1)

##### Year Four

★12 Accounting electives (See  
Note 4)  
★18 in free electives (See Note 1)  
See also Note 5.

#### Notes:

- (1) See §63.1.4
- (2) May be taken in either of Year Three or Year Four.
- (3) May be taken in any year except Year Two, fall term.
- (4) Accounting Options may be chosen from the following: Any 400-level ACCTG or MIS. Not to exceed ★6 in MIS
- (5) Students planning to work toward professional Accounting designations should, in addition to the requirements of the major, consider taking courses from the professional requirements listed below.
- (6) Students planning to take advanced course work in Economics may wish to substitute ECON 281, which is accepted as a substitute for BUEC 311 in the Accounting major.

#### IV. Professional Requirements

CA	CMA	CGA
ACCTG 311	ACCTG 311	ACCTG 311
ACCTG 322	ACCTG 322	ACCTG 322
ACCTG 414	ACCTG 414	ACCTG 414
ACCTG 415	ACCTG 415	ACCTG 415
ACCTG 416	ACCTG 416	ACCTG 416
ACCTG 418	ACCTG 418	ACCTG 418
ACCTG 424	ACCTG 424	ACCTG 424
ACCTG 426	ACCTG 426	ACCTG 426
ACCTG 456	ACCTG 456	ACCTG 456
BUEC 466 or ECON 353 or ACCTG 488 (Tax)	BUEC 466 or ECON 353 or ACCTG 488 (Tax)	BUEC 466 or ECON 353
FIN 301	FIN 301	FIN 301
B LAW 301	B LAW 301	B LAW 301
MIS 311	MIS 311	MIS 311
	ECON 101/102	ECON 101/102
	MGTSC 312	MGTSC 312
	MGTSC 352	MGTSC 312
	ORG A 201	STAT 151 or MGTSC 301
	ORG A 441	
	STAT 151 or MGTSC 301	

### 63.2.2 Major in Business Economics and Law

#### I. Description of Field

Commerce does not take place within a void, rather it occurs within a national and international economic and legal framework. The successful conduct of business requires a knowledge of this framework and an understanding of how it impacts on business decisions. The economy comprises many stakeholders besides business, such as government, consumers, pressure groups, unions; the legal framework pervades all aspects of human activity.

The Major in Business Economics and Law looks at the application of managerial economic and legal concepts and at the way in which both combine and interact to affect the conduct of business. It studies how business economics and law impact on the firm and its operation and how both create the environment in which the firm operates. Many courses within the two areas relate predominantly to one orientation although some courses have extensive elements of both. It is thus possible within the major to take a broad approach or to concentrate on the firm or on the environment of the firm. The major requirements ensure, however, that students are exposed to the basic managerial economic issues that affect the conduct of business and to several functional areas of business law.

#### II. Career Opportunities

Employers frequently prefer students with broad based educations and a good grasp of the "real world" environment. Students in this major benefit from the breadth of a more generalist degree, while also acquiring specialist knowledge. The major is ideally suited to students interested in working in smaller companies where a broad perspective of the operations of the firm and its environment is essential. The major may also be of interest to students who intend further advanced study in the areas of either economics or law.

#### III. Sequence of Courses

##### Year Two—Fall

BUS 201  
ACCTG 311  
MGTSC 312  
MARK 301  
★3 in electives outside Business  
(See Note 1)

##### Year Two—Winter

ORG A 201  
FIN 301  
ACCTG 322  
★3 in electives outside Business  
(See Note 1)  
★3 in free electives (See Note 1)

<b>Year Three</b> B LAW 301 (See Note 2) BUEC 311 (See Note 3) ★6 Business Economics and Law electives (See Note 4) ★18 in free electives (See Note 1)	<b>Year Four</b> BUEC 379 B LAW 402 or 403 ★6 Business Economics and Law electives (See Note 4) ★18 in free electives (See Note 1)
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**Notes:**

- (1) See §63.1.4
- (2) May be taken in either of Year Three or Year Four.
- (3) May be taken in any year except Year Two, fall term.
- (4) Students must take at least ★12 in Business Economics and Law courses at the 400 level. Of these, at least ★3 must be in BUEC and ★3 must be in B LAW. Economics and Law courses may be chosen from the following depending upon the minor selected:  
Firm: BUEC 311 or ECON 281; BUEC 454, 471; B LAW 402; ECON 373, 378, 471, 472. Environment: BUEC 444, 445, 484, 488; B LAW 442, 488  
Firm and Environment: BUEC 414, 466, 470; B LAW 403, 422; ECON 373, 471, 472. (BUEC 311 and ECON 281, 373, 378 are considered 400-level courses for the purpose of satisfying this major.)

**IV. Minors**

Within the context of a major in Business Economics and Law, students may elect to do a minor in any subject area of Business. A minor is constituted by ★12 in any subject area at the 300- or 400-level beyond the primary core.

**63.2.3 Major in Business Studies****I. Description of Field**

Students who wish to keep their options open and explore the many different facets of a Business education should choose a major in Business Studies. This major allows a student to choose coursework from all functional areas to obtain a broad, generalist degree. Students are required to do coursework outside the Faculty of Business to support the intent of the major to produce well-rounded graduates with diverse talents. Courses in languages, science and technology, humanities and social sciences are particularly recommended with an ideal balance being selections from each of these major areas.

**II. Career Opportunities**

Many employers prefer the broad based generalist graduate with a versatile educational background. Such a graduate has exposure to many different functional areas and is thus flexible enough to move into many different roles and positions in institutions, whether large or small, public or private. A graduate will be well-positioned for entrepreneurial ventures and for further educational and professional training.

**III. Sequence of Courses**

<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTC 312 MARK 301 ★3 in electives outside Business (See Note 1)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 (See Note 3) ★3 in electives outside Business (See Note 1) ★3 in free electives (See Note 1)
<b>Year Three</b> B LAW 301 (See Note 2) BUEC 311 (See Note 3) MIS 311 (See Note 3) MGTC 352 (See Note 3) ★9 Senior Business electives (See Note 4) ★6 in electives outside Business (See Note 1)	<b>Year Four</b> ORG A 441 BUEC 379 ★15 Senior Business electives (See Note 4) ★6 in electives outside Business (See Note 1) ★3 in free electives (See Note 1)

**Notes:**

- (1) See §63.1.4.
- (2) May be taken in either of Year Three or Year Four.
- (3) May be taken in any year except Year Two, fall term.
- (4) See §63.1.3. All Business Studies majors must take Senior Business electives from at least four of the subject areas of Business, one of which may be expanded into a minor area of specialization. Students may elect to do a minor in any subject area of Business. Areas available for minors are Accounting, Management Information Systems, Finance, Management Science, Marketing, Business Economics, Business Law, and Organizational Analysis. A minor is constituted by ★12 in any subject area at the 300- or 400-level beyond the primary core.

**63.2.4 Major in Chinese Studies****I. Description of Field**

The Faculty of Business, through its Centre for International Business Studies (CIBS), and in cooperation with the Faculty of Arts, Department of East Asian Studies, offers this innovative and unique program to produce business graduates with an expertise in the language, culture, history and economics of China.

**II. Career Opportunities**

Upon graduation, students would have the functional business skills required of today's managers, as well as the language capability and cultural

sensitivity that would enable them to interact comfortably with Alberta and Canada's trading partners. A graduate would also qualify to assume an overseas posting or to pursue further studies in China. Opportunities in all areas of business would exist both in the government and the private sector, wherever specialized expertise in China and the Far East is called for.

**III. Sequence of Courses**

**Note:** Students in Chinese Studies will be divided into groups based on language competency based upon an interview with a representative of the Department of East Asian Studies.

**Group 1:** Those with no background in Mandarin or other Chinese language.

**Group 2:** Those with some prior knowledge of spoken Mandarin, but needing training in reading and writing.

**Group 3:** Those with knowledge of a dialect such as Cantonese.

<b>Preprofessional Year</b> MATH 113 STAT 151 ECON 101 ECON 102 ENGL 101 CHINA 101 (Group 1)	CHINA 102 (Group 1) CHINA 180 (Group 2) ★6 in electives outside Business (Group 1) ★9 in electives outside Business (Group 2 and 3) (See Note 1)
<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTC 312 MARK 301 CHINA 201 (Group 1) CHINA 280 (Group 2) CHINA 211 (Group 3)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 (See Notes 3 and 6) CHINA 202 (Group 1) ECON 211
<b>Year Three</b> B LAW 301 (See Notes 2 and 6) BUEC 311 or ECON 281 (See Notes 3, 6 and 7) MIS 311 (See Notes 3 and 6) MGTC 352 (See Notes 3 and 6) CHINA 301 or 318 (Group 1 and 2) CHINA 211 (Group 3) HIST 383 HIST 385 or 390 ★3 Asian electives (See Note 4) ★6 in free electives	<b>Year Four</b> ORG A 441 or BUEC 379 (See Note 6) CHINA 302 or 318 (Group 1 and 2) CHINA 212 (Group 3) ★6 Asian electives (See Note 4) ★6 Senior Business electives ★9 International Business electives (See Note 5) ★3 in free electives

**Notes:**

- (1) See §63.1.4
- (2) May be taken in either of Year Three or Year Four.
- (3) May be taken in any year except Year Two, fall term.
- (4) Asian electives may be chosen from the following: 200- or 300-level Chinese Literature; Korean language courses; Anthropology, Comparative Studies or Philosophy courses on East Asia.
- (5) International Business Electives may be chosen from the following: ACCTG 442; FIN 442; ORG A 417; B LAW 442; BUEC 444, 445; MARK 442; MGTC 442.
- (6) All these courses, which form the secondary core, are recommended for language studies majors. Students may, in appropriate cases, be permitted to substitute other suitable courses.
- (7) Students planning to take advanced course work in Economics may wish to substitute ECON 281. See §63.1.4(4).

**63.2.5 Major in Decision and Information Systems****I. Description of Field**

Decision and Information Systems merges topics in operations management and in management information systems. It is offered to students who want to combine skills in the two fields. Many business operations require intensive knowledge of computing and information systems. Similarly, management of computing and information facilities often requires deep understanding of such issues as scheduling, replacement strategy, and policies on the development and adoption of new technology.

**II. Career Opportunities**

This program trains students for managerial positions and entrepreneurial opportunities in an economy that is becoming ever more computer and information intensive. Specialists in Decision and Information Systems combine a background in Operations Management with a knowledge of current computing technologies. They design and manage computerized systems that control the production and distribution of a firm's goods and services. Career opportunities exist in most industries and government organizations.

**III. Sequence of Courses**

<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTC 312 MARK 301 ★3 in electives outside Business (See Note 1)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 MGTC 352 ★3 in electives outside Business (See Note 1)
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Year Three	Year Four
B LAW 301 (See Note 2)	MGTC 463 (See Note 3)
BUEC 311 or ECON 281 (See Notes 2 and 5)	MIS 414 (See Note 3)
MIS 311 (See Note 3)	MIS 415 (See Note 3)
MIS 413 (See Note 3)	★9 in Decision and Information Systems electives (See Note 4)
MGTC 404 (See Note 3)	★12 in free electives (See Note 1)
MGTC 422 (See Note 3)	
★12 in free electives (See Note 1)	

**Notes:**

- See §63.1.4
- May be taken in any year except Year Two, fall term.
- May be taken in either of Year Three or Year Four.
- Decision and Information Systems Electives may be chosen from the following: MGTC 405, 426, 461, 465, 488 (by special arrangement), 495; MIS 412, 488, 494, 495; CMPUT 114, 115, 172, 201, 204, 280.
- Students planning to take advanced course work in Economics may wish to substitute ECON 281. See §63.1.4(4).

**IV. Minor areas of concentration**

In general, Decision and Information Systems students may construct any minor area of study subject to the restrictions in §63.1. Students are urged to select areas that are complementary to the major. Students may also wish to consider the Cooperative Education program (see §64.3). Some suggestions for minors are as follows:

- Economics: Any senior ECON course, with Departmental approval.
- Language Studies: See §§63.2.4, 63.2.10, 63.2.13 and 63.2.19.
- Statistics/Mathematics: Additional work is recommended for students who are interested in research and/or graduate work.

**63.2.6 Major in Distribution Management****I. Description of Field**

This field is concerned with the systems and facilities which physically deliver products to consumers. It includes such topics as optimal plant and warehouse location, management of complex inventories, and the relationship of the storage and movement of goods to the marketing and purchasing strategy of a business. The success of many businesses and government organizations depends on how quickly and efficiently they can bridge the gaps between location of sources of products and the locational requirements of the consumers who use these products.

**II. Career Opportunities**

Opportunities for employment are found in large and small organizations with complex distribution systems. Examples include organizations with a large number of products and outlets, as well as organizations where products or services must be delivered in a timely manner. Specialists in Distribution Management design and locate production facilities, warehouses, and product networks. Employment opportunities exist in many, diverse industries.

**III. Sequence of Courses**

Year Two—Fall	Year Two—Winter
BUS 201	ORG A 201
ACCTG 311	FIN 301
MGTC 312	ACCTG 322
MARK 301	MGTC 352
★3 in electives outside Business (See Note 1)	★3 in electives outside Business (See Note 1)
<b>Year Three</b>	<b>Year Four</b>
B LAW 301 (See Note 2)	MGTC 461 (See Note 3)
BUEC 311 or ECON 281 (See Notes 2 and 5)	MARK 468 (See Note 3)
MIS 311 (See Note 3)	MARK 474 (See Note 3)
MGTC 405 (See Note 3)	★9 in Distribution Management electives (See Note 4)
MGTC 426 (See Note 3)	★12 in free electives (See Note 1)
MARK 462 (See Note 3)	
★12 in free electives (See Note 1)	

**Notes:**

- See §63.1.4
- May be taken in any year except Year Two, fall term.
- May be taken in either of Year Three or Year Four.
- Distribution Management Electives may be chosen from the following: MGTC 422, 454, 455, 463, 465, 488 (by special arrangement), 495; MARK 412, 422, 432, 466; BUEC 471; or other courses with the consent of the Department.
- Students planning to take advanced course work in Economics may wish to substitute ECON 281. See §63.1.4(4).

**IV. Minor areas of concentration**

In general, operations management students may construct any minor area of study subject to the restrictions in §63.1. Students are urged to select areas that are complementary to the major. Students may also wish to consider the Cooperative Education program (see §64.3). Some suggestions for minors are as follows:

- Economics: Any senior ECON course, with Departmental approval.

- Language Studies: See §§63.2.4, 63.2.10, 63.2.13 and 63.2.19.

- Statistics/Mathematics: Additional work is recommended for students who are interested in research and/or graduate work.

**63.2.7 Major in Entrepreneurship and Small Business****I. Description of Field**

Small and medium sized business enterprises are vitally important to the economies of industrialized countries. They create many new jobs and play an important role in the diversification and growth of economies. This program aims to do three things. The first is to encourage a student's entrepreneurial spirit. The second is to develop in the student entrepreneurial knowledge and skills. These skills include identifying and evaluating business opportunities, mobilizing necessary resources, and organization creation. The third aim is to help the student to integrate material learned in other functional areas of business.

**II. Career Opportunities**

There are a number of rewarding careers available to the graduate of the Entrepreneurship and Small Business major. One of the most important is that of owning and/or managing a small business enterprise. Entrepreneurs may also be professionals such as accountants, lawyers or bankers. There are also entrepreneurship opportunities within existing large organizations. Examples are intrapreneur developing of a business unit proposal, bank branch manager, business consultant, venture capitalist, and representative of a government economic development agency. A career in entrepreneurship can be a first and primary career, an adjunct career to a position of employee of an organization, or a second career on retirement.

**III. Sequence of Courses**

Year Two—Fall	Year Two—Winter
BUS 201	ORG A 201
ACCTG 311	FIN 301
MGTC 312	ACCTG 322
MARK 301	★3 in electives outside Business (See Note 1)
★3 in electives outside Business (See Note 1)	★3 in free electives (See Note 1)
<b>Year Three</b>	<b>Year Four</b>
B LAW 301 (See Note 2)	ORG A 431
MIS 311 (See Note 3)	ORG A 441
ORG A 301	★9 Senior Business (See Note 4)
ORG A 321	★9 Entrepreneurship Electives (See Note 5)
ORG A 419	★6 in free electives (See Note 1)
★15 in free electives (See Note 1)	

**Notes:**

- See §63.1.4
- May be taken in either of Year Three or Year Four.
- May be taken in any year except Year Two, fall term.
- See §63.1.3(5)
- Entrepreneurship electives are any Senior Business Electives approved by the Department, including ORG A 488 and ORG A 495.

**63.2.8 Reserved****63.2.9 Major in Finance****I. Description of Field**

The Finance program studies two sides of the money and capital markets:

- Business finance studies firms' demands for and the procurement of money and capital. Topics include capital budgeting and the cost of capital, mergers and acquisitions, capital structure and dividend decisions, agency problems, and corporate risk exposure and management.
- Investments and portfolio management studies investors' demand for the securities offered by business firms and governments. Topics include financial institutions and the securities, derivative assets including options and futures, portfolio construction and monitoring, international financial markets, and hedging.

**II. Career Opportunities**

Corporations and government enterprises employ many finance specialists in finance, controlship, investment analysis, and general management positions. Banks, insurance companies, government financial regulatory agencies, and other organizations specializing in financial affairs hire finance specialists both in specialized staff positions and as part of their regular management. Instruction in finance provides valuable insights and information for students who plan to enter business for themselves. The problems of obtaining financing and evaluating investment opportunities are frequently critical to the survival and success of the entrepreneurial venture. This major provides a basis for a number of professional designations (listed in section VI).

### III. Sequence of Courses

<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTS 312 MARK 301 ★3 in electives outside Business (See Note 1) <b>Year Three</b> B LAW 422 or 301 BUEC 311 or ECON 281 MIS 311 ★12 chosen from Finance Major designated electives, which are all 400-level FIN classes, MGTS 404 and MGTS 405 ★9 in free electives	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 (See Note 2) MGTS 352 (See Note 2) ★3 in electives outside Business (See Note 1) <b>Year Four</b> ★9 chosen from Finance Major designated electives, which are all 400-level FIN classes, MGTS 404, MGTS 405 ★21 in free electives
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#### Notes

- (1) See §63.1.4
- (2) May be taken in either of Year Two (winter term) or Year Three.
- (3) May be taken in any year except Year Two, fall term.
- (4) May be taken in either of Year Three or Year Four.
- (5) Students planning to take advanced course work in Economics may wish to substitute ECON 281. See §63.1.4(4).

### IV. Finance Concentrations

There is sufficient flexibility within the finance major to emphasize specific streams within finance, if desired. These streams are listed together with some recommended electives. It is recommended that students take FIN 412 before FIN 416 or 442. Each of these streams may be combined with minor areas (listed in section V).

- (1) Corporate Finance/Financial Management: FIN 422, 442, 412; ECON 353; BUEC 466; courses in accounting and economics.
- (2) Derivatives/Risk Management: FIN 416; ACCTG 414; BUEC 466 or ECON 353; other courses in accounting, economics, mathematics and statistics.
- (3) International Finance: FIN 414; BUEC 414 or 445, BUEC 444; MGTS 442, courses in international economics and trade, history and political science.
- (4) Investments/Portfolio Management: FIN 414, 416, 442; ACCTG 413, 414; BUEC 466 or ECON 353; MGTS 404, 405; other courses in accounting, economics, mathematics and statistics.

### V. Electives and Complementary Minor Areas

In general, finance students may construct any minor area of study subject to the restrictions in sections §§63.1.1 and 63.1.4. Students are urged to select areas that are complementary to the Finance major. Some suggestions and details follow. Students may also wish to consider the Cooperative Education program (see §64.3).

- (1) Accounting: A recommended minor area particularly for students who wish to acquire a professional designation in accounting and/or finance. See §63.2.1 and below.
- (2) Economics: Selections from ECON 281, 282, 323, 341, 373, 384, 385, 421, 422, 441, 442, 453.
- (3) Language Studies: See §§63.2.4, 63.2.10, 63.2.13 and 63.2.19 for descriptions of Chinese, German, Japan and Spanish-American Studies.
- (4) Management Science: Recommended for students interested in modelling. See §§63.2.5, 63.2.6, and 63.2.14.
- (5) Marketing: Recommended for students interested in marketing financial products. See §§63.2.15 and 63.2.18.
- (6) MIS/Computing: See the MIS major in §63.2.14.
- (7) International Business: Recommended for students emphasizing international finance. See §63.2.12.
- (8) Statistics/Mathematics: Recommended for students who are interested in research and/or graduate study in finance. Interested students should consult with the Chair of the Department of Finance and Management Science.

### VI. Professional Designations

Many finance positions require a professional designation. Part of the requirement for a professional designation may be satisfied by elective courses. Please consult the appropriate governing body.

- (1) **CGA** (Certified General Accountant): ACCTG 414, 415, 416, 418, 424, 426, 456, BUEC 466 (or ECON 353).
- (2) **CMA** (Certified Management Accountant): ACCTG 414, 415, 416, 418, 424, 426, 456, BUEC 466 (or ECON 353).
- (3) **CFA** (Chartered Financial Analyst): Offered by the Institute of Chartered Financial Analysts.

- (4) **CFP** (Chartered Financial Planner): Offered by the Canadian Institute of Financial Planning. Partial credit may be possible for taxation, law and economics courses.
- (5) **CBV** (Chartered Business Valuator): Offered by the Canadian Institute of Chartered Business Valuators.
- (6) **Canadian Securities Course**: Offered by the Canadian Securities Institute and required in order to sell securities in Canada.
- (7) **CIM** (Certified Investment Manager): Offered by the Canadian Securities Institute following the Canadian Securities Course.

## 63.2.10 Major in German Studies

### I. Description of Field

The Faculty of Business, through its Centre for International Business Studies (CIBS), and in cooperation with the Faculty of Arts, Department of Modern Languages, has developed this innovative and unique program. It is designed to produce business graduates with an expertise in the language, culture, history, and economics of German speaking nations. The dominance of Germany as the economic power in the European Economic Community has created a demand for education that combines management and international business with specialized study of Germany. Formal international study exchanges in Germany and Austria are available, and would enhance the experience in the program.

### II. Career Opportunities

Upon graduation, students would have the functional business skills required of today's managers as well as the language capability and cultural sensitivity that would enable them to interact comfortably with Alberta and Canada's trading partners. A graduate would also qualify to assume an overseas posting or to pursue further studies in Germany or Austria. Opportunities in all areas of business would exist both in the government and the private sector.

### III. Sequence of Courses

<b>Preprofessional Year</b> MATH 113 STAT 151 ECON 101 ECON 102	ENGL 101 GERM 150 ★6 in electives outside Business (See Note 1)
<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTS 312 MARK 301 GERM 301	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 (See Notes 3 and 6) GERM 301 ★3 in free electives (See Note 1)
<b>Year Three</b> B LAW 301 (See Notes 2 and 6) BUEC 311 or ECON 281 (See Notes 3, 6 and 7) MIS 311 (See Notes 3 and 6) MGTS 352 (See Notes 3 and 6) GERM 331 GERM 332 ★6 German electives (See Note 4) ★3 Senior Business electives ★3 in free electives (See Note 1)	<b>Year Four</b> ORG A 441 or BUEC 379 GERM 311 GERM 312 GERM 342 ★9 International Business electives (See Note 5) ★3 Senior Business electives ★3 in free electives (See Note 1)

#### Notes:

- (1) See §63.1.4
- (2) May be taken in either of Year Three or Year Four.
- (3) May be taken in any year except Year Two, fall term.
- (4) German options may be chosen from the following: GERM 351, 352, 441, 442, 453, 470, 475, 476, 480, 481, 485, 486, 498; HIST 217, 300, 308, 406, 414, 425; INT D 350; POL S 461, 470, 485.
- (5) International Business Electives may be chosen from the following: ACCTG 442; FIN 442; ORG A 417; B LAW 442; BUEC 444, 445; MARK 442; MGTS 442.
- (6) All these courses, which form the secondary core, are recommended for Language studies majors. Students may, in appropriate cases, be permitted to substitute other suitable courses.
- (7) Students planning to take advanced course work in Economics may wish to substitute ECON 281. See §63.1.4(4).

## 63.2.11 Major in Human Resource Management

### I. Description of Field

The effective management of an organization's human resources is important for success in today's competitive climate. Increasingly, managers are realizing that it is the calibre of its personnel which determines the success of organizational initiatives. The HRM major gives students an insight into what is involved in 'managing through people'. This program is designed to produce graduates who are knowledgeable about a range of strategic issues which reflect the complex, changing environment in which the management of human resources operates.

## II. Career Opportunities

Employment opportunities in the human resources management field exist in private business enterprises, public institutions, labor unions, and not-for-profit organizations. Graduates may start in a number of areas such as staffing, compensation, training, or labor relations. The HRM major has been designed so that it is applicable to either a generalist or specialist position.

## III. Sequence of Courses

<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTSC 312 MARK 301 ★3 in electives outside Business (See Note 1) <b>Year Three</b> B LAW 301 (See Note 2) ORG A 301 ORG A 311 ORG A 321 ★9 ORG A electives (See Note 4) ★9 in free electives (See Note 1)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 (See Note 3) ★3 in electives outside Business (See Note 1) ★3 in free electives (See Note 1) <b>Year Four</b> ORG A 441 ★9 ORG A electives (See Note 4) ★9 Senior Business electives ★9 in free electives (See Note 1)
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### Notes:

- (1) See §63.1.4
- (2) May be taken in either of Year Three or Year Four.
- (3) May be taken in any year except Year Two, fall term.
- (4) a. ORG A electives may be chosen from the following: ORG A 412, 413, 414, 415, 416, 417, 418, 495.  
b. One of the following may be substituted for the above ORG A courses: SOC 363, 464; ECON 331; 332; ENGG 404, 406.

## 63.2.12 Major in International Business

### I. Description of Field

The Faculty of Business recognizes the importance of providing an international perspective to the BCom program and is committed to designing courses, programs, seminars and conferences through our Centre of International Business Studies to meet the goal. This major allows students to customize their program by choosing a particular country and language and then adding International Business courses, as well as courses in culture, history, economics, and other areas.

### II. Career Opportunities

A graduate of this program will present a unique degree that enables career development in all areas of international business in Canada and abroad. The combination of business, language and cultural courses creates a graduate with a flexible, and broad view of the international trading community. Students in this major are encouraged to consider a student exchange as part of their experience.

### III. Sequence of Courses

<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTSC 312 MARK 301 ★3 in electives outside Business (See Note 1) <b>Year Three</b> B LAW 301 (See Note 2) BUEC 311 or ECON 281 (See Notes 3 and 6) MIS 311 (See Note 3) MGTSC 352 (See Note 3) ★6 International Business electives (See Note 4) ★3 Senior Business electives (See Note 5) ★9 in free electives (See Note 1)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 (See Note 3) ★3 in electives outside Business (See Note 1) ★3 in free electives (See Note 1) <b>Year Four</b> BUEC 379 ★3 International Business electives (See Note 4) ★12 Senior Business electives (See Note 5) ★12 in free electives (See Note 1)
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### Notes:

- (1) See §63.1.4. Students majoring in International Business are required to have a minimum of ★12 in a second language and it is recommended this be commenced by Year Two. It is strongly recommended that students take their optional courses in culture, history, political science, economics and geography in their area of interest.
- (2) May be taken in either of Year Three or Year Four.
- (3) May be taken in any year except Year Two, fall term.
- (4) International Business electives may be taken in either of Year Three or Year Four and must include a minimum of ★9 chosen from the following: ACCTG 442; FIN 442; ORG A 413, 435; B LAW 442; BUEC 444, 445; MARK 442; MGTSC 442.
- (5) International Business majors must select a minor from one of the subject areas of Business. Students may elect to do a minor in any subject area of Business. Areas available for minors are Accounting, Management Information Systems, Finance, Management Science, Marketing, Business Economics, Business Law, and Organizational Analysis. A minor is constituted by ★12 in any subject area at the 300- or 400-level beyond the primary core.
- (6) Students planning to take advanced course work in Economics may wish to substitute ECON 281. See §63.1.4(4).

## 63.2.13 Major in Japan Studies

### I. Description of Field

The Faculty of Business, through its Centre for International Business Studies (CIBS), and in cooperation with the Faculty of Arts, Department of East Asian Studies, has developed this innovative and unique program. It has been designed to produce business graduates with an expertise in the language, culture, history, and economics of Japan. Formal international study exchanges in Japan are available, and would enhance the experience in the program. Support has been received from the Asian Pacific Foundation and the Eldon Foote Endowment Fund.

### II. Career Opportunities

Upon graduation, students would have the functional business skills required of today's managers as well as the language capability and cultural sensitivity that would enable them to interact comfortably with Alberta and Canada's trading partners. A graduate would also qualify to assume an overseas posting or to pursue further studies in Japan. Opportunities in all areas of business would exist both in the government and the private sector.

### III. Sequence of Courses

<b>Preprofessional Year</b> MATH 113 STAT 151 ECON 101 ECON 102 ENGL 101	JAPAN 101 JAPAN 102 ★6 in electives outside Business (See Note 1)
<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTSC 312 MARK 301 JAPAN 201	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 (See Notes 3 and 6) JAPAN 202 ★3 in free electives (See Note 1)
<b>Year Three</b> B LAW 301 (See Notes 2 and 6) BUEC 311 or ECON 281 (See Notes 3, 6 and 7) MIS 311 (See Notes 3 and 6) MGTSC 352 (See Notes 3 and 6) JAPAN 301 JAPAN 302 ECON 210 HIST 381 or 382 ★6 in free electives (See Note 1)	<b>Year Four</b> ORG A 441 or BUEC 379 ★6 Asian electives (See Note 4) ★9 International Business electives (See Note 5) ★6 Senior Business electives ★6 in free electives (See Note 1)

### Notes:

- (1) See §63.1.4
- (2) May be taken in either of Year Three or Year Four.
- (3) May be taken in any year except Year Two, fall term.
- (4) Asian Electives may be chosen from the following: JAPAN 321, 322, 401, 402; ANTHR 280; HIST 387; POL S 361, 371.
- (5) International Business electives may be chosen from the following: ACCTG 442; FIN 442; ORG A 417; B LAW 442; BUEC 444, 445; MARK 442; MGTSC 442.
- (6) All these courses, which form the secondary core, are recommended for Language studies majors. Students may, in appropriate cases be permitted to substitute other suitable courses.
- (7) Students planning to take advanced course work in Economics may wish to substitute ECON 281. See §63.1.4(4).

## 63.2.14 Major in Management Information Systems

### I. Description of Field

This program combines essential technical skills from computing science with in-depth training in the effective use of information technology in business. The inclusion of a business minor allows the student to apply their MIS knowledge within a specific functional business domain. This approach has been recommended by the Canadian Information Processing Society (CIPS), which is the largest MIS professional association in Canada.

### II. Career Opportunities

Computerized information technology is being used increasingly to carry out all types of business transactions and organizational information processing. This suggests that future managers in industrial and commercial enterprises, financial and auditing institutions, and government will require significant technology management skills to accomplish their jobs. An MIS concentration is recommended for those who aspire to become Certified Information Systems Professionals and seek careers, such as business analysts, strategic technology planners, database administrators, systems engineers, and others, that generally lead up to the position of the Chief Information Officer (CIO).

### III. Sequence of Courses

<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTC 312 MARK 301 ★3 in electives outside Business (See Note 1)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 or MGTC 352 (See Note 2) MIS 311 ★3 in electives outside Business (See Note 1)
<b>Year Three</b> BUEC 311 (See Note 3) MGTC 352 or ACCTG 322 (See Note 2) MIS 412 MIS 413 MIS 415 CMPUT 114 CMPUT 115 ★9 in free electives (See Note 1)	<b>Year Four</b> MIS 414 CMPUT 172 CMPUT 201 ★6 Management Information Systems electives (See Note 4) ★9 Senior Business electives ★6 in free electives (See Note 1)

#### Notes:

- See §63.1.4. Some MIS students will find it useful to develop a strong background in computing science. Such students should consult the Computing Science section of this calendar or seek Faculty advice for appropriate course offerings and sequencing. Students contemplating the pursuit of upper level computing science courses should consider taking CMPUT 114 and 115 in Year One (Preprofessional Year) or Year Two, so that they can obtain the necessary prerequisites for higher level computing courses. These courses satisfy the requirements in Year Two for electives outside business.
- Either ACCTG 322 or MGTC 352 may be taken in Year Two with the other taken in Year Three.
- May be taken in any year except Year Two, fall term.
- Management Information Systems electives may be chosen from the following: any 400-level MIS course; CIV E 303; any 400-level MGTC course.

### IV. Additional Information

Students wishing to declare MIS as their major must also choose a minor in another functional area of business. ★12 in one functional area are required with at least ★9 at the 400-level.

### 63.2.15 Major in Marketing

#### I. Description of Field

Marketing is critical to the success of all organizations engaged in the market exchange of products or services with customers. Fundamental to success in Marketing is (a) a sound understanding of consumer behavior and customer decision making; (b) an understanding of how to collect and use information about the marketplace; and (c) an ability to integrate the components of a marketing mix to solve marketing problems.

These are provided through required courses for the major. Optional courses enable students to obtain greater depth in functional areas of marketing such as promotion, selling, and channel management, or exposure to such exchange environments as retailing, services, and international.

#### II. Career Opportunities

As the economy becomes more competitive through privatization and deregulation, more organizations are recognizing they need professional marketing expertise. Former monopoly, public sector, and professional organizations which once spurned marketing, now find it is critical to their business success. Marketing also provides an opportunity to apply creative flair in such areas as advertising and promotions, interpersonal and communications skills in such areas as sales, public and customer relations, and analytical skills in marketing research and database marketing.

Marketing majors are well trained for careers in all sectors of the economy. Entry level positions for majors occur in Sales, Customer Service, Public Relations, Promotions, Distribution, Direct Marketing, Advertising, and Marketing Research. Majors are also well placed to identify opportunities and develop marketing plans for their own entrepreneurial manufacturing, service or retailing ventures.

### III. Sequence of Courses

<b>Year Two—Fall</b> BUS 201 ACCTG 311 MARK 301 MGTC 312 ★3 in electives outside Business (See Note 1)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 (See Note 3) ★3 in electives outside Business (See Note 1)
<b>Year Three</b> B LAW 301 (See Note 2) BUEC 311 (See Note 3) MIS 311 (See Note 3) MGTC 352 (See Note 3) MARK 412 MARK 422 ★3 Marketing electives (See Note 4) ★9 in free electives (See Note 1)	<b>Year Four</b> MARK 432 MARK 464 MARK 462 or 468 ★9 Senior Business electives (See Note 5) ★12 in free electives (See Note 1)

#### Notes:

- See §63.1.4
- May be taken in either of Year Three or Year Four.

- May be taken in any year except Year Two, fall term.
- Marketing electives may be chosen from any 400-level MARK course.
- See §63.1.3

### 63.2.16 Major in Operations Management

#### I. Description of Field

Operations Management is concerned with management of the production and distribution of the goods and services of a firm or government organization. Issues in the management of operations include (i) forecasting the demand for the organization's products and/or services; (ii) development of efficient manufacturing processes; (iii) inventory planning and control; (iv) workforce scheduling; and (v) design and management of distribution and transportation networks. The study of Operations Management embraces the disciplines of Operations Research, Statistics, and Computing and Information Systems. The program is a blend of field studies and the use of computerized models to analyze and simulate the operation of real systems.

#### II. Career Opportunities

Operations are at the heart of most organizations. Opportunities are found in the area of forecasting, inventory management, production design facilities, workforce scheduling, and the location and layout of distribution networks. Specialization in Operations Management is particularly useful when combined with the study of another functional area of business such as marketing, finance, or management information systems.

### III. Sequence of Courses

<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTC 312 MARK 301 ★3 in electives outside Business (See Note 1)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 MGTC 352 ★3 in electives outside Business (See Note 1)
<b>Year Three</b> B LAW 301 (See Note 2) BUEC 311 or ECON 281 (See Notes 3 and 5) MIS 311 (See Note 3) MGTC 405 (See Note 3) MGTC 422 (See Note 3) MGTC 426 (See Note 3) ★12 in free electives See Note 1)	<b>Year Four</b> MGTC 461 (See Note 3) MGTC 465 (See Note 3) ★12 in Operations Management electives (See Note 4) ★12 in free electives (See Note 1)

#### Notes:

- See §63.1.4
- May be taken in any year except Year Two, fall term.
- May be taken in either of Year Three or Year Four.
- Operations Management electives may be chosen from the following: MGTC 404, 428, 455, 463, 488 (by special arrangement), 495; FIN 413, 422; CIV E 403; ENGG 402, 404, 406.
- Students planning to take advanced course work in Economics may wish to substitute ECON 281. See §63.1.4(4).

#### IV. Minor areas of concentration

In general, Operations Management students may construct any minor area of study subject to the restrictions in §63.1. Students are urged to select areas that are complementary to the major. Students may also wish to consider the Cooperative Education program (see §64.3). Some suggestions for minors are as follows:

- Economics: Any senior ECON course, with Departmental approval.
- Language Studies: See §§63.2.4, 63.2.10, 63.2.13 and 63.2.19.
- Statistics/Mathematics: Additional work is recommended for students who are interested in research and/or graduate work.

### 63.2.17 Major in Organizational Studies

#### I. Description of Field

Managers are first level supervisors, the managers of other managers, and executives who run whole organizations. Management is required in free enterprise organizations, not-for-profit service organizations, and in government. Management is essential to the effective functioning of all the organizations of society as a whole.

The Major in Organizational Studies allows the business student to concentrate his or her studies on the analysis of organizations. The student's first year is spent acquiring the courses necessary for admission to the Faculty of Business. Then in the student's second year, the six core courses in the Business Faculty are taken along with two electives outside Business and two free electives. In a student's third year, three functional areas of organizational analysis—Organizational Behaviour, Organizational Theory, and Human Resource Management—are examined in some depth. The Critical Review of Management Thought course is also recommended for the third year student. In Year Four the student is required to take a course in Business strategy and four Organizational Analysis electives, along with other requirements.

The Organizational Studies major offers the student a good deal of flexibility in planning the degree. The student may choose to take a less quantitative track or to focus on an area of study outside the Faculty of Business.

## II. Career Opportunities

There have always been and will always be jobs available as the manager of others. Managers are in demand in all industries at all levels in the organization's hierarchy, and in all sizes of organizations. A major in Organizational Studies is a good general background to being an employee in an organization and eventually managing others in organizations.

## III. Sequence of Courses

<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTSC 312 MARK 301 ★3 in electives outside Business (See Note 1) <b>Year Three</b> ORG A 301 ORG A 311 ORG A 321 ORG A 422 (See Note 2) ★9 Senior Business electives (See Note 3) ★3 in electives outside Business (See Note 1) ★6 in free electives (See Note 1)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ★3 in electives outside Business (See Note 1) ★6 in free electives (See Note 1) <b>Year Four</b> ORG A 441 B LAW 301 (See Note 4) ★12 ORG A electives (See Note 5) ★3 Senior Business electives (See Note 3) ★3 in electives outside Business (See Note 1) ★6 in free electives (See Note 1)
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### Notes:

- (1) See §63.1.4
- (2) Recommended to be taken in Year Three.
- (3) See §63.1.3.
- (4) May be taken in any year except Year Two, fall term.
- (5) Any ORG A course aside from the required courses may be chosen.

## IV. Minors

It is recommended (but not required) that the student majoring in Organizational Studies select a complementary minor area of study. One suggested minor within the Faculty of Business is Critical Management Thinking. It is also possible for the student majoring in Organizational Studies to select a complementary area of study from another faculty. Students may choose to fulfil part or all of the requirements for a minor area of concentration but should be aware that partially completed minors or minors outside of the Faculty of Business will not appear on the transcript. See §63.1.5.

- (1) Critical Management Thinking:  
Year 3 choose ★6 from ORG A 431, 434, 435, 438  
Year 4 choose ★9 from ORG A 433, 405, 406, 421, 437
- (2) Sociology:  
Year 2, First Term—SOC 100 (if not already taken in Year 1).  
Year 2, Second Term—SOC 261  
Year 3—SOC 363  
Year 4—choose ★6 from SOC 447, 460, 463, 464, 465
- (3) Contemporary Business Philosophy:  
Year 2—PHIL 101, 102 (if not already taken in Year 1), 265  
Year 3—PHIL 355, 385  
Year 4—PHIL 465
- (4) Philosophy Ethics  
Year 2—PHIL 101, 102 (if not already taken in Year 1), 250  
Year 3—PHIL 385, 387  
Year 4—PHIL 450
- (5) Critical Philosophy:  
Year 2—PHIL 101, 102 (if not already taken in Year 1), 316  
Year 3—PHIL 332, 392  
Year 4—PHIL 426

## 63.2.18 Major in Retailing and Services

### I. Description of Field

Retailing and consumer services is concerned with the operation and management of those organizations directly engaged in the exchange of products and services with consumers. The following are fundamental to the successful operation and management of retailing and consumer services organizations:

- (1) a sound understanding of consumer behavior and decision making;
- (2) a knowledge of the institutional characteristics and merchandising processes that differentiate managing retailing and consumer service organizations from managing other organizations;
- (3) management of the front-line selling process; and
- (4) an understanding of the process of delivering service quality

Of course, students must complete the common core for the BCom program. Optional courses include a summer internship, a placement in a sponsoring organization providing work experience, while also conducting a project under academic supervision.

## II. Career Opportunities

Over seventy percent of all employment in modern western economies is now in the broadly defined service sector. As a result, retailing and consumer services provide some of the best opportunities to apply business concepts and skills to a variety of merchandising and managerial problems in large, and in smaller entrepreneurial organizations. Graduates are well positioned for successful careers in retail sales and service positions. Entry, managerial-level positions for graduates of the program are expected to include assistant buyers and store managers for larger store operations, and in the operations, public relations, and promotions areas. Graduates are also well placed to initiate franchise or entrepreneurial ventures in the retailing and services sector.

## III. Sequence of Courses

<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTSC 312 MARK 301 ★3 in electives outside Business (See Note 1) <b>Year Three</b> B LAW 301 (See Note 2) BUEC 311 (See Note 3) MIS 311 (See Note 3) MGTSC 352 (See Note 3) MARK 422 MARK 468 ★3 Retailing and Services electives (See Note 4) ★9 in free electives electives (See Note 4)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 (See Note 3) ★3 in electives outside Business (See Note 1) ★3 in free electives (See Note 1) <b>Year Four</b> MARK 466 MARK 470 ★3 Retailing and Services electives (See Note 4) ★9 Senior Business electives (See Note 5) ★12 in free electives (See Note 1)
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### Notes:

- (1) See §63.1.4
- (2) May be taken in either of Year Three or Year Four.
- (3) May be taken in any year except Year Two, fall term.
- (4) Retailing and Services electives may be chosen from the following: MARK 412, 423, 432, 442, 462, 464, 465, 495; BUEC 454, 471; GEOG 484; ECON 462.
- (5) See §63.1.3

## 63.2.19 Major in Spanish-American Studies

### I. Description of Field

The Faculty of Business, through its Centre for International Business Studies (CIBS), and in cooperation with the Faculty of Arts, Department of Modern Languages, has developed this innovative and unique program. It has been designed to produce business graduates with an expertise in the language, culture, history, and economics of the Spanish-speaking nations of North, Central, and South America. Formal international study exchanges in Mexico are available, and would enhance the experience in the program.

## II. Career Opportunities

Upon graduation, students would have the functional business skills required of today's managers as well as the language capability and cultural sensitivity that would enable them to interact comfortably with Alberta and Canada's trading partners. A graduate would also qualify to assume an overseas posting or to pursue further studies in Mexico or other Central and South American countries. Opportunities in all areas of business would exist both in the government and the private sector, particularly in connection with the North American Free Trade Agreement.

## III. Sequence of Courses

<b>Preprofessional Year</b> MATH 113 STAT 151 ECON 101 ECON 102 ENGL 101 SPAN 100 ★6 in electives outside Business (See Note 1)	
<b>Year Two—Fall</b> BUS 201 ACCTG 311 MGTSC 312 MARK 301 SPAN 200	<b>Year Two—Winter</b> ORG A 201 FIN 301 ACCTG 322 (See Notes 3 and 6) SPAN 215 or 216 ★3 in free electives (See Note 1)
<b>Year Three</b> B LAW 301 (See Notes 2 and 6) BUEC 311 or ECON 281 (See Notes 3, 6 and 7) MIS 311 (See Notes 3 and 6) MGTSC 352 (See Notes 3 and 6) SPAN 215 or 216 SPAN 220 HIST 241 or 242 ★9 in free electives (See Note 1)	<b>Year Four</b> ORG A 441 BUEC 379 ★9 Spanish-American electives (See Note 4) ★9 International Business electives (See Note 5) ★3 Senior Business electives ★6 in free electives (See Note 1)

**Notes:**

- (1) See §63.1.4
- (2) May be taken in either of Year Three or Year Four.
- (3) May be taken in any year except Year Two, fall term.
- (4) Spanish American electives may be chosen from the following: SPAN 308, 310, 360, 405, 406, 407, 409, 412, 450, 499; ANTHR 261, 262; HIST 441, 442; LA ST 205, 210.
- (5) International Business electives may be chosen from the following: ACCTG 442; FIN 442; ORG A 417; B LAW 442; BUEC 444, 445; MARK 442; MGTSC 442.
- (6) All these courses, which form the secondary core, are recommended for Language studies majors. Students may, in appropriate cases, be permitted to substitute other suitable courses.
- (7) Students planning to take advanced course work in Economics may wish to substitute ECON 281. See §63.1.4(4).

### 63.3 Degree of Bachelor of Commerce (After Degree)

#### I. Program

The After-Degree program is designed to allow students who already possess a University degree to add to their qualifications by acquiring basic business skills. After-Degree students may choose to major in any available area. They should consider a major which provides a complement to their previous degree.

#### II. Sequence of Courses—For students possessing all prerequisites to the BCom program

<b>Year One—Fall</b> BUS 201 (See Notes 1 and 4) ACCTG 311 (See Note 1) MGTSC 312 (See Note 1) MARK 301 (See Note 1) ★3 Free electives (See Note 3)	<b>Year One—Winter</b> ORG A 201 (See Note 1) FIN 301 (See Note 1) ★9 Free electives (See Note 3)
<b>Year Two</b> ★15–★30 Senior Business electives (See Note 3)	

**Notes:**

- (1) Courses are to be taken in the term indicated as part of a cohort.
- (2) May be taken in either of Year One or Two, either term. This sequence is recommended.
- (3) The number of Senior Business courses allowed will depend in part on the amount of transfer credit an After-Degree student may be given. Students possessing transfer credit in any of the required Year One courses will have their Year One schedule adjusted to reflect this. Students should consult with the Undergraduate Office with respect to their program requirements prior to commencing Year One. After-Degree students are required to declare a major, and must follow the requirements for that major. This choice may be made as early as winter term in Year One. After-Degree students take a minimum of ★45 and a maximum of ★60 at the University of Alberta while registered as a student in the Faculty of Business. The number of free electives and Senior Business courses permitted to an After-Degree Student will depend on the requirements of the major selected.
- (4) Completion of BUS 201 or equivalent is normally a prerequisite to entrance to the Cooperative Education program. Students may apply to the program without completion of BUS 201, but, if accepted, must complete it prior to the first work term. See §63.4 generally, and Note 5.

#### III. Sequence of Courses—For students possessing none of the prerequisites to the BCom program

<b>Year One—Fall</b> BUS 201 (See Notes 1 and 4) ACCTG 311 (See Note 1) ECON 101 (See Note 5) MATH 113 (See Note 5) ENGL 101 (See Note 5)	<b>Year One—Winter</b> ORG A 201 (See Note 1) ECON 102 (See Note 5) STAT 151 (See Note 5) ENGL 101 (See Note 5) ★3 in free electives (See Note 2)
<b>Year Two</b> MGTSC 312 MARK 301 FIN 301 ★6 Senior Business electives (See Note 3)	<b>Year Two—Winter</b> ★15 Senior Business electives (See Note 3)
<b>Year Three</b> ★15 Senior Business electives (See Note 3) ★3 Free electives (See Note 3)	

**Notes:**

- (1) Courses are to be taken in the term indicated as part of a cohort.
- (2) See §63.1.4
- (3) The number of Senior Business courses allowed will depend in part on the amount of transfer credit an After Degree student may be given. Students possessing transfer credit in any of the required Year One courses will have their Year One schedule adjusted to reflect this. Students should consult with the Undergraduate Office with respect to their program requirements prior to commencing Year One. After-Degree Students are required to declare a major, and must follow the requirements for that major. This choice may be made as early as winter term in year one. After-Degree Students take a minimum of ★45 and a maximum of ★60 at the University of Alberta while registered as a student in the Faculty of Business. The number of free electives and Senior Business courses permitted to an After-Degree Student will depend on the requirements of the major selected.

- (4) Completion of BUS 201 or equivalent is normally a prerequisite to entrance to the Cooperative Education program. Students may apply to the program without completion of BUS 201, but, if accepted, must complete it prior to the first work term. See §63.4 generally, and Note 5.
- (5) Courses taken as part of the preprofessional requirements do not count toward the total of ★45–★60 required courses for After-Degree students

### 63.4 Degree of Bachelor of Commerce (Cooperative Education Program)

#### I. General

The Faculty of Business offers a cooperative education option for students in Business specializations. Cooperative Education is an experiential learning program in which students alternate periods of study with periods of paid, discipline-related work experience in cooperating employer organizations. All students who are Canadian citizens or landed immigrants are eligible to complete for places in the Cooperative Education option following the successful completion of the second year of studies in Business including BUS 201. Students will be admitted to the program based on a combination of grades, a letter of intent, letters of reference, and a personal interview. The application deadline is June 30.

In order to qualify to the Cooperative Education degree, students accepted into the option must successfully complete the following five courses in addition to the regular requirements for the Bachelor of Commerce degree within their major area of study.

- (1) Introduction to Cooperative Education (non-credit seminar)
- (2) WKEXP 911
- (3) WKEXP 912
- (4) WKEXP 913
- (5) ORG A 441

Students registered in the Cooperative Education option will complete 12 months of work experience. In order to accommodate the work experience portion of the program, students will normally require four and one-half years to complete the requirements of the Cooperative Education degree. The normal sequencing for Cooperative Education students is that they attend the Introduction to Cooperative Education seminar in the fall of the third year of studies. The first work term will commence the following January. School terms and work terms will continue to alternate, with the program concluding with a school term in the fall of the fifth year of study.

Students in the cooperative option are considered to be full-time students at the University of Alberta for the full 12 months of any academic year (July 1–June 30).

All work experience courses are graded on a pass/fail basis. Grades are determined by a student's job performance as evaluated by the employer, by the student's performance in the completion of a work term report, and by the student's ability to integrate the work experience and the classroom study. Students who fail a work term are normally required to withdraw from the Cooperative Education program.

Cooperative Education students are required to complete specially designed sections of ORG A 441. In this course, students are expected to draw on work experience for classroom activities.

Students registered in the cooperative option are provided with considerable assistance in the location of suitable work placements. The Business Cooperative Education coordinator is responsible for developing Cooperative Education students to conduct an active personal job search. However, the ultimate responsibility for obtaining suitable work term employment rests with the student.

#### II. Sequence of Courses

<b>Year Two—Fall</b> BUS 201 (See Note 5) ACCTG 311 MGTSC 312 MARK 301 ★3 in electives outside Business (See Note 1)	<b>Year Two—Winter</b> ORG A 201 FIN 301 ★3 in electives outside Business (See Note 1) ★6 in free electives (See Note 1)
<b>Year Three</b> Introduction to Cooperative Education (non-credit seminar) WKEXP 911 (See Note 3) (See Note 4 for academic requirements)	<b>Year Four/Five</b> ORG A 441 (See Note 2) WKEXP 912 (See Note 3) WKEXP 913 (See Note 3)

**Notes:**

- (1) See §63.1.3
- (2) Ideally, ORG A 441 should be taken in the last study term.
- (3) Work experience terms may be taken at any time in Year Three or Year Four. The final term in the Coop Education program must be a study term.
- (4) Cooperative Education Students must declare a major by the beginning of Year Three and fulfill all the requirements of that major in addition to the Cooperative Education requirements.
- (5) Completion of BUS 201 or equivalent is normally a prerequisite to entrance to the Cooperative Education program. Students may apply to the program without completion of BUS 201, but, if accepted, must complete it prior to the first work term.

## 63.5 Transitional

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### 63.5.1 Continuing Students

All students admitted to the Faculty of Business in September 1996 or earlier may continue in the program that was in effect at the time of their admission. Students may also opt into any of the new majors to take effect in September 1997; provided that there is room in their program to effect the change.

### 63.5.2 New Students

- (1) Students entering the Faculty of Business in September 1997, without the prerequisite of STAT 151 will be required to take a different program of studies in Year Two than the program outlined in the major descriptions. That program is reproduced below. Year Three and Year Four should not be affected. Any student who feels that he or she is adversely affected should contact the Undergraduate Office for counselling.

Year Two—Fall	Year Two—Winter
BUS 201	ORG A 201
ACCTG 311	FIN 301
MGTSC 301	MGTSC 312
MARK 301	★3 in free electives
★3 in electives outside Business	★3 in electives outside Business

- (2) Students entering the Faculty of Business in September 1997, will follow the programs of study as laid out in §§63.1 to 63.4.

## 64 Courses

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Faculty of Business courses are listed in §211, Course Listings, under the following subject headings:

Accounting (ACCTG)  
 Business (BUS)  
 Business Economics (BUEC)  
 Business Law (B LAW)  
 Finance (FIN)  
 Human Resources Management (HRM)  
 Industrial Relations (IND R)  
 Management Information Systems (MIS)  
 Management Science (MGTSC)  
 Managerial Economics (MANEC)  
 Marketing (MARK)  
 Organizational Analysis (ORG A)  
 Work Experience (WKEXP)

All Business courses required by the BCom program carry 300-level numbers; all Business electives carry 400-level numbers.

### 64.1 Restricted Enrolment in Business Courses

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Enrolment in all courses, except ACCTG 300 and B LAW 301, is restricted to students registered in the Faculty of Business, or to students registered in specified programs that require Business courses to meet degree requirements and who have obtained prior approval of their Faculty. Furthermore, a number of changes usually occur after the preparation of the Calendar. Information as to which courses will be offered, the names of the instructors, and all further details must be sought from the Undergraduate Student Records Office.