

BCOM Program Specializations- Program Outlines

Program Overviews

Bachelor of Commerce (Honours) in International Management and Technology

Our unique Bachelor of Commerce (Honours) in International Management and Technology program is comprised this degree program comprises 18 core business courses, 13 specialized information management courses, and 7 non-core courses for a total of 120 credit hours. The 13 specialized business management courses include 10 highlighted courses— Information Technology Applications, Emerging Technologies, Entrepreneurship and Innovation, Introduction to Programming, Business Process Design, Systems Analysis and Design, Information Technology Management, Special Topics in IT, Technology Trends and Implications, and User Experience Design—as well as Technology Literacy and Applications and the specialized versions of the Project Course and the Capstone Course.

Bachelor of Commerce (Honours) in Business Management

This degree program comprises 19 core business courses, 12 specialized business management courses, and 7 non-core courses. In course credit terms, this works out to 57, 42 and 21 credit hours, for a total of 120 hours, as shown in the subtotals at the bottom of the table. The 12 specialized business management courses include 10 highlighted courses—Strategic Management, Management Accounting, Entrepreneurship and Innovation, Human Resources Management, Organizational Design, Leadership Skills, Research for Business, Special Topics in CR, Business Trends, and Corporate Strategy—as well as the specialized versions of the Project Course and Capstone Course.

Bachelor of Commerce (Honours) in Digital Sales and Marketing

This degree program comprises 18 core business courses, 13 specialized digital sales and marketing courses, and 7 non-core courses. In course credit terms, this is 54, 45 and 21 credit hours. The 13 specialized digital sales and marketing courses include 10 highlighted courses—Digital Marketing 1, Marketing Strategy, Sales Techniques, Social Media Metrics, Branding and Design, Digital Marketing 2, Digital Marketing Trends, Marketing Analytics, Special Topics in Digital Marketing, and Planning a Digital Marketing Campaign—as well as Marketing and Sales and the specialized versions of the Project Course and the Capstone Course.

Program Learning Outcomes

Degree Level Standard	Program Learning Outcomes* □
Depth and breadth of knowledge	<p><i>Learning Outcome 1: Global Management</i> – Students will develop an appreciation of core functions of businesses operating in different geopolitical and cultural contexts and the importance of diversity and inclusion.</p> <p><i>Learning Outcome 2: Environment of Business</i> – Students will develop an understanding of the complex environment of global business, including economic trends, social trends, political systems and their impacts.</p> <p><i>Learning Outcome 3: Enabling power of technology</i> All students will demonstrate their understanding of the enabling power of technology and digital skills.</p> <p><i>Learning Outcome 4: Demonstrate depth in the area of specialization</i></p> <p>4ABusiness Management Students will demonstrate an understanding of how to conceptualize and solve management problems</p> <p>4BInformation Technology Management – Students will demonstrate an understanding of technology trends, technology tools and their application in a business context.</p> <p>4CDigital Marketing and Sales - Student will demonstrate their understanding of Marketing and Sales concepts and technique applied in a digital environment and using digital tools</p>

Curriculum

Bachelor of Commerce (Honours) in International Management and Technology

			Core Business	General Business	International Business	Technology & Innovation	Noncore Courses
Level 1	Semester 1	Introduction to Business	3				
		Introduction to International Business	3				
		Introduction to Accounting	3				
		Business Research & Communicatio		3			
		Contemporary World History					3
	Semester 2	Introduction to Financial Analysis	3				
		Applied Economics	3				
		Organizational Behaviour	3				
		Technology Literacy and Applications				3	
		Critical Thinking: A Philosophi Perspective					3
Level 2	Semester 3	Marketing and Sales	3				
		International Management			3		

		Information Technology Applications				3	
		Entrepreneurship and Innovation				3	
		Arts and Contemporary Studies					3
	Semester 4	Interpersonal Skills and Assessments		3			
		Project Management					3
		Entrepreneurship and Innovation Business Planning	3				
		Project Course	6				
Level 3	Semester 5	Law and Ethics in a Business Context	3				
		Negotiation Skills		3			
		Global Business Issues			3		
		Data Analytics for Business				3	
		Breadth Elective					3
	Semester 6	Advanced International Finance			3		
		Market Research	3				
		Information Technology Management				3	
		Advanced Data Analysis				3	
		Breadth Elective					3
Level 4	Semester 7	Global Strategy			3		
		Technology Trends and Implications				3	
		Applied Research Skills		3			
		Leading in a Diverse Context			3		
		Breadth Elective					3
	Semester 8	Culture and Design Thinking				3	
		User Experience Design				3	
		Breadth Elective					3
		Capstone Course	6				
Total number of credits			42	12	15	27	24

Bachelor of Commerce (Honours) in Business Management

			Core Business	Business Management	NoneCore Courses
Level 1	Semester 1	Introduction to Business	3		
		Intro to the International Business	3		
		Introduction to Accounting	3		
		Business Research & Communications	3		
		Technology Literacy and Applications			3
	Semester 2	Introduction to Financial Analysis	3		
		Applied Economics	3		
		Organizational Behaviour	3		
		Contemporary World History	3		
		Critical Thinking: A Philosophical Perspective			3
Level 2	Semester 3	Marketing and Sales	3		
		1. Strategic Management		3	
		2. Management Accounting		3	
		3. Entrepreneurship and Innovation Business Planning		3	
		Arts and Contemporary Studies			3
	Semester 4	Interpersonal Skills and Assessments	3		
		Project Management	3		3
		4. Human Resources Management		3	
		5. Special Management Project Course		6	
Level 3	Semester 5	Law and Ethics in a Business Context	3		
		Negotiation Skills	3		
		6. Organizational Design		3	
		Data Analytics for Business	3		
		Breadth Elective			3
	Semester 6	7. Leadership Skills		3	
		8. Research for Business 2		3	
		9. Special Topics in CSR		3	
Advanced Data Analysis		3			

		Breadth Elective			3
Level 4	Semester 7	Global Strategy	3		
		10. Business Trends		3	
		Applied Research Skills	3		
		Leading in a Diverse Context	3		
		Breadth Elective			3
	Semester 8	Culture and Design Thinking			3
		11. Corporate Strategy		3	
		Breadth Elective			3
		12. Special Mgt Capstone		6	
	Total number of credits			54	42

Bachelor of Commerce (Honours) in Digital Sales and Marketing

			Core Business	Digital Marketing	NoneCore Courses	
Level 1	Semester 1	Introduction to Business	3			
		Intro to the International Business	3			
		Introduction to Accounting	3			
		Business Research & Communications	3			
		Contemporary World History			3	
			Introduction to Financial Analysis	3		
			Applied Economics	3		
			Organizational Behaviour	3		
			Technology Literacy and Applications	3		
			Critical Thinking: A Philosophical Perspective			3
	Level 2	Semester 3	Marketing and Sales	3		
1. Digital Marketing 1				3		
2. Marketing Strategy				3		
3. Sales Techniques				3		
Arts and Contemporary Studies					3	
Semester 4		Interpersonal Skills and Assessments	3			
		Project Management	3			
		4. Social Media Metrics		3	3	
		5. Special Digital Marketing Project Course		6	6	
Level 3	Semester 5	Law and Ethics in a Business Context	3			
		Negotiation Skills	3			
		6. Branding and Design		3		

	Semester 6	Data Analytics for Business	3		
		Breadth Elective			3
		7.. Digital Marketing 2		3	
		8 Digital Marketing Trends		3	
		9 Marketing Analytics		3	
		Advanced Data Analysis	3		
		Breadth Elective			3
Level 4	Semester 7	Global Strategy	3		
		10 Special Topics in Digital Marketing		3	
		Applied Research Skills	3		
		Leading in a Diverse Context	3		
		Breadth Elective			3
	Semester 8	Culture and Design Thinking			3
		11. Planning a Digital Marketing Campaign		3	
		Breadth Elective			3
		12.Special Digital Marketing Capstone	6		
Total number of credits			54	42	24