

# HONOURS BACHELOR OF COMMERCE (OPTION IN BUSINESS ANALYTICS)

The Business Analytics program is designed to help students develop the skills they need to become experts in transforming data into evidence-based action and be a valuable asset in the job market. This option exposes students to the basis of coding and programming in a management environment. Students will learn how to generate interactive visualizations, understand how data can inform policy and discover advanced predictive analytics methods, while gaining hands-on experience with simulations, decision modelling and formulation, software and results interpretation.

The option is recommended for students seeking a career as business/systems analyst, data analyst, project manager, operations manager, information systems manager, marketing analyst or data architect.

This program is offered in English and in French.

## Program Requirements

Co-operative education is available with this program.

The French immersion stream is available with this program.

## Compulsory Core Courses

|               |                                                     |                 |
|---------------|-----------------------------------------------------|-----------------|
| ADM 1300      | Introduction to Business                            | 3 Units         |
| ADM 1301      | Business and Society                                | 3 Units         |
| ADM 1305      | Mathematics for Business                            | 3 Units         |
| ADM 1340      | Financial Accounting                                | 3 Units         |
| ADM 1370      | Applications of Information Technology for Business | 3 Units         |
| ECO 1102      | Introduction to Macroeconomics                      | 3 Units         |
| ECO 1104      | Introduction to Microeconomics                      | 3 Units         |
| ENG 1131      | Effective Business English                          | 3 Units         |
| ADM 2302      | Business Analytics                                  | 3 Units         |
| ADM 2303      | Statistics for Management                           | 3 Units         |
| ADM 2304      | Applications of Statistical Methods in Business     | 3 Units         |
| ADM 2320      | Marketing                                           | 3 Units         |
| ADM 2336      | Organizational Behaviour                            | 3 Units         |
| ADM 2337      | Human Resource Management                           | 3 Units         |
| ADM 2341      | Managerial Accounting                               | 3 Units         |
| ADM 2350      | Financial Management                                | 3 Units         |
| ADM 2372      | Management Information Systems                      | 3 Units         |
| ADM 2381      | Business Communication Skills                       | 3 Units         |
| ADM 3301      | Operations Management                               | 3 Units         |
| ADM 3318      | International Business                              | 3 Units         |
| ADM 4311      | Strategic Management                                | 3 Units         |
| <b>Total:</b> |                                                     | <b>63 Units</b> |

## Business Analytics Option

|          |                               |         |
|----------|-------------------------------|---------|
| ADM 3303 | Hands-On Coding for Business  | 3 Units |
| ADM 3305 | Business Simulation Analytics | 3 Units |

|                      |                                   |                 |
|----------------------|-----------------------------------|-----------------|
| ADM 4307             | Business Forecasting Analytics    | 3 Units         |
| ADM 4363             | Business Optimization Analytics   | 3 Units         |
| ADM 4964             | Application of Business Analytics | 3 Units         |
| 3 course units from: |                                   | 3 Units         |
| ADM 3308             | Business Data Mining              |                 |
| ADM 3316             | Competitive Intelligence          |                 |
| ADM 3323             | Market Research                   |                 |
| <b>Total:</b>        |                                   | <b>18 Units</b> |

## Elective Courses Options

|                                                                                   |                 |
|-----------------------------------------------------------------------------------|-----------------|
| 9 optional course units in administration (ADM) <sup>1</sup>                      | 9 Units         |
| 15 elective course units from another faculty <sup>2</sup>                        | 15 Units        |
| 15 elective course units                                                          | 15 Units        |
| <b>or</b>                                                                         |                 |
| one additional option (18 course units) from the list of additional options below | 18 Units        |
| 15 elective course units from another faculty <sup>2</sup>                        | 15 Units        |
| 6 elective course units                                                           | 6 Units         |
| <b>or</b>                                                                         |                 |
| 9 optional course units in administration (ADM)                                   | 9 Units         |
| one additional minor (30 course units)                                            | 30 Units        |
| <b>Total:</b>                                                                     | <b>39 Units</b> |

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A maximum of 6 course units at the 1000 level can count towards this requirement.

## List of Additional Options Accounting Option

|                      |                                        |                 |
|----------------------|----------------------------------------|-----------------|
| ADM 2342             | Intermediate Accounting I              | 3 Units         |
| ADM 3340             | Intermediate Accounting II             | 3 Units         |
| ADM 3345             | Taxation I                             | 3 Units         |
| ADM 3346             | Cost Accounting                        | 3 Units         |
| 6 course units from: |                                        | 6 Units         |
| ADM 3349             | Auditing Theory                        |                 |
| ADM 3350             | Corporate Finance                      |                 |
| ADM 3360             | Business Law                           |                 |
| ADM 4340             | Cases Studies in Accounting            |                 |
| ADM 4341             | Advanced Auditing                      |                 |
| ADM 4343             | Data Analytics in Accounting           |                 |
| ADM 4344             | Taxation II                            |                 |
| ADM 4345             | Management Control Systems             |                 |
| ADM 4346             | Auditing in a digital environment      |                 |
| ADM 4348             | Special Topics in Financial Accounting |                 |
| ADM 4349             | Advanced Accounting                    |                 |
| <b>Total:</b>        |                                        | <b>18 Units</b> |

## Business Technology Management Option

|          |                                                   |         |
|----------|---------------------------------------------------|---------|
| ADM 3308 | Business Data Mining                              | 3 Units |
| ADM 3378 | Emerging Topics in Management Information Systems | 3 Units |

|                                                                             |                                                |                 |
|-----------------------------------------------------------------------------|------------------------------------------------|-----------------|
| ADM 3379                                                                    | Systems Analysis, Development, and Performance | 3 Units         |
| ADM 4377                                                                    | Digital Enterprise Systems and Strategies      | 3 Units         |
| 6 optional course units from:                                               |                                                | 6 Units         |
| ADM 3303 Hands-On Coding for Business                                       |                                                |                 |
| ADM 3305 Business Simulation Analytics                                      |                                                |                 |
| ADM 4103 Project Management                                                 |                                                |                 |
| ADM 4307 Business Forecasting Analytics                                     |                                                |                 |
| ADM 4376 Cybersecurity Management                                           |                                                |                 |
| ADM 4378 Business Communications Networks                                   |                                                |                 |
| ADM 4379 Management and Implementation of Web Technologies in Organizations |                                                |                 |
| <b>Total:</b>                                                               |                                                | <b>18 Units</b> |

## Entrepreneurship Option

|                                                      |                             |                 |
|------------------------------------------------------|-----------------------------|-----------------|
| ADM 2313                                             | The Entrepreneurial Society | 3 Units         |
| ADM 4315                                             | Strategic Entrepreneurship  | 3 Units         |
| ADM 4316                                             | Management of Innovation    | 3 Units         |
| 3 course units from:                                 |                             | 3 Units         |
| ADM 3313 New Venture Creation                        |                             |                 |
| ADM 3315 Social Entrepreneurship                     |                             |                 |
| 6 course units from:                                 |                             | 6 Units         |
| ADM 4113 Advising Family Business                    |                             |                 |
| ADM 4310 Managing Science and Technology Enterprises |                             |                 |
| ADM 4329 Personal Selling                            |                             |                 |
| AHL 3300 Creativity and Innovation                   |                             |                 |
| <b>Total:</b>                                        |                             | <b>18 Units</b> |

## Finance Option

|                                                      |                                           |                 |
|------------------------------------------------------|-------------------------------------------|-----------------|
| ADM 2352                                             | Finance Theory                            | 3 Units         |
| ADM 3350                                             | Corporate Finance                         | 3 Units         |
| ADM 4350                                             | Equity Valuation                          | 3 Units         |
| ADM 4355                                             | Finance, Ethics and Social Responsibility | 3 Units         |
| 6 course units from:                                 |                                           | 6 Units         |
| ADM 3351 Fixed Income Investments                    |                                           |                 |
| ADM 3352 Portfolio Management                        |                                           |                 |
| ADM 3354 Financial Modeling                          |                                           |                 |
| ADM 3355 Fintech                                     |                                           |                 |
| ADM 4351 Options and Futures                         |                                           |                 |
| ADM 4352 Advanced Corporate Finance                  |                                           |                 |
| ADM 4354 International Financial Management          |                                           |                 |
| ADM 4356 Alternative Investments and Risk Management |                                           |                 |
| ADM 4358 Mergers and Acquisitions                    |                                           |                 |
| <b>Total:</b>                                        |                                           | <b>18 Units</b> |

## Human Resources Management Option

|          |                                |         |
|----------|--------------------------------|---------|
| ADM 3333 | Staffing Organizations         | 3 Units |
| ADM 3334 | Industrial Relations           | 3 Units |
| ADM 3337 | Compensation Administration    | 3 Units |
| ADM 4336 | Occupational Health and Safety | 3 Units |

|               |                                                           |                 |
|---------------|-----------------------------------------------------------|-----------------|
| ADM 4338      | International Training and Development for Sustainability | 3 Units         |
| ADM 4339      | Strategic Human Resources Planning                        | 3 Units         |
| <b>Total:</b> |                                                           | <b>18 Units</b> |

Note(s)

Please note that all of the HR option courses have been accredited by the HRPAA as contributing academic credits toward the CHRP designation.

## International Management Option

|                                                                                    |                               |                 |
|------------------------------------------------------------------------------------|-------------------------------|-----------------|
| ADM 3319                                                                           | Cross-Cultural Management     | 3 Units         |
| ADM 4318                                                                           | Multinational Business Policy | 3 Units         |
| 12 course units from:                                                              |                               | 12 Units        |
| ADM 3317 Varieties of Capitalism: from Medieval Merchants to Modern Multinationals |                               |                 |
| ADM 3358 Multinational Business Finance                                            |                               |                 |
| ADM 4319 Strategic Management in Developing and Emerging Economies                 |                               |                 |
| ADM 4328 International Marketing                                                   |                               |                 |
| ADM 4338 International Training and Development for Sustainability                 |                               |                 |
| Third language course (other than English or French) *                             |                               |                 |
| Mandatory International Exchange                                                   |                               | 15 Units        |
| <b>Total:</b>                                                                      |                               | <b>33 Units</b> |

Note(s)

\*

No culture courses are allowed for this requirement.

### Mandatory Requirement: International Exchange

Students in the International Management option must complete at least 12 of the 120-unit program requirements abroad as part of an international exchange with one of the international partner institutions of the Telfer School of Management. At least one and at most two full-time semester(s) of study abroad (minimum 12 units per semester abroad) must be completed. During the exchange, students must take business courses or third language courses. The normal load of an international exchange study session is 15 units.

Units completed as part of the international exchange session(s) may count towards partial or complete fulfillment of:

- any of the 12 elective units listed under the International Management option requirements, provided the courses offered at the international partner institution are considered equivalent to the corresponding Telfer School of Management courses;
- the 15 course units in administration (ADM);
- the 15 course units from another faculty.

## Management Option

|                                   |                                         |          |
|-----------------------------------|-----------------------------------------|----------|
| ADM 4317                          | Leadership, Strategy and Sustainability | 3 Units  |
| 15 course units from:             |                                         | 15 Units |
| ADM 3302 Supply Chain Management  |                                         |          |
| ADM 3316 Competitive Intelligence |                                         |          |

ADM 3317 Varieties of Capitalism: from Medieval  
Merchants to Modern Multinationals

ADM 3338 Principles of Negotiation

ADM 4103 Project Management

ADM 4312 Management in the New Economy

ADM 4316 Management of Innovation

ADM 4319 Strategic Management in Developing and  
Emerging Economies

ADM 4358 Mergers and Acquisitions

**Total: 18 Units**

Note(s)

The Management option will be organized in terms of three themes. It is strongly recommended that students choose at least one course (3 units) from each theme:

1. Managing for continuous performance improvement: ADM 3316, ADM 4103, ADM 4316;
2. Managing outwards: the firm in its environment: ADM 3302, ADM 4103, ADM 4316;
3. Management past and future: ADM 3317, ADM 4312.

## Marketing Option

ADM 3321 Consumer Behaviour 3 Units

ADM 3322 Services Marketing 3 Units

ADM 3323 Market Research 3 Units

ADM 3326 Advertising and Sales Promotion  
Management 3 Units

ADM 4322 Marketing Strategy 3 Units

ADM 4325 Promotional Planning Practicum 3 Units

**Total: 18 Units**