

HONOURS BACHELOR OF COMMERCE (OPTION IN ENTREPRENEURSHIP)

The option in entrepreneurship is designed to provide students with essential skills to create and manage new ventures, contribute to high-growth enterprises, or innovate within established organizations. Learn about the innovation process, intellectual property, innovation financing, risk and barrier assessment, business planning, and product and service development. Whether a student's ambition is to launch their first business, grown their family business or lead expansion in a thriving company, this program is designed to inspire, challenge and prepare them to succeed in the dynamic world of entrepreneurship.

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 |
| Total: | | 63 Units |

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 | |
| Total: | | 18 Units |

Elective Courses Options

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

¹

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

List of Additional Options 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 | |
| Total: | | 18 Units |

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

Total: 18 Units

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

Total: 18 Units

Healthcare Analytics Option

ADM 3363 Healthcare Informatics for Managers 3 Units

ADM 4307 Business Forecasting Analytics 3 Units

ADM 4363 Business Optimization Analytics 3 Units

ADM 4964 Application of Business Analytics 3 Units

6 optional course units from: 6 Units

ADM 3305 Business Simulation Analytics

ADM 3308 Business Data Mining

BIO 4158 Applied Biostatistics

ECO 3125 Introduction to Health Economics

HSS 3101 Health Research: Quantitative and Qualitative Approaches

HSS 4303 Epidemiology

Total: 18 Units

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

Total: 18 Units

Note(s)

Please note that all of the HR option courses have been accredited by the HRPAO 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

Total: 33 Units

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:

a) 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;

b) the 15 course units in administration (ADM);

c) 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 |