

ADDENDUM 2004-2005
School of Management

*List of new programs and programs for which the requirements were modified this year.
For details please see below.*

Commerce

Honours Baccalaureate in Commerce (option in Marketing)

Certificate Programs

Certificate in Human Resources Management

Commerce

Honours Baccalaureate in Commerce (option in Marketing)

121 cr.

Our marketing program is designed to teach how and why people and organizations purchase and consume goods and services. Marketing is a system of interacting business and organizational activities designed to plan, develop, price, promote and distribute products and services. The study of marketing concepts has expanded to include an understanding of the environment in which buyers and sellers operate. Recent applications of marketing to formerly unrelated activities, such as political elections and promoting government programs and agencies, are introduced in more advanced courses for analysis and discussion. As a result of the increased breadth of marketing and the complexity and size of the decisions to be made, marketing requires a good knowledge of both the quantitative and the qualitative concepts, models, theories and techniques of the other areas taught within the School of Management.

Common Core **91**

1000-level courses:

ADM1300	Introduction to Business Management	3
ADM1301	Social Context of Business	3
CSI1301	Computing Concepts for Business	4
ECO1102	Introduction to Macroeconomics	3
ECO1104	Introduction to Microeconomics	3
ENG1131	Effective Business English	3
MAT1300	Mathematical Methods I	3
MAT1302	Mathematical Methods II	3
PHI1101	Reasoning and Critical Thinking	3

Three credits from another faculty * 3

2000-, 3000- and 4000-level courses

ADM2302	Business Decision Models	3
ADM2303	Statistics for Management	3
ADM2304	Applications of Statistical Methods in Business	3
ADM2320	Marketing	3
ADM2336	Organizational Behaviour	3
ADM2337	Human Resource Management	3
ADM2340	Financial Accounting	3
ADM2341	Managerial Accounting	3
ADM2350	Financial Management	3
ADM2372	The Management of Information Systems and Technology	3
ADM2381	Business Communication Skills	3
ADM3301	Operations Management	3
ADM3318	International Business	3
ADM4311	Strategic Management	3
PHI2397	Business Ethics	3
SOC3116	Technologies, World and Societies	3

Twelve credits from another faculty * 12

Specific program requirements

Compulsory courses (Fifteen credits): **15**

ADM3321	Consumer Behaviour	3
ADM3326	Advertising and Sales Promotion Management	3
ADM4322	Marketing Strategy	3
ADM4323	Market Research	3
ADM4325	Promotional Planning Practicum	3

At least six credits from:

ADM3322 Services Marketing

ADM4326 Digital Marketing Technologies

ADM4328 International Marketing

6

3

3

3

Nine credits ADM electives

9

* The complete program includes 15 credits of electives from another Faculty; at least six of those credits should be at the 2000- or 3000-level and a minimum of three credits should come from at least three of the following four fields: physical/scientific world, social sciences, arts and culture, legal environment.

Certificate Programs

Certificate in Human Resources Management

30 cr.

Compulsory Courses:	21
ADM1100 Introduction to Business Management	3
ECO1102 Introduction to Macroeconomics	3
ADM2336 Organizational Behaviour	3
ADM2337 Human Resource Management	3
ADM3334 Industrial Relations	3
ADM3336 Organization Design	3
ADM3337 Compensation Administration	3
At least nine credits from:	9
ADM1101 Social Context of Business	3
ECO1104 Introduction to Microeconomics	3
ECO2114 Introduction to Labour and Population Economics	3
DCC2504 Droit du travail	3
ADM3108 E-Governance	3
ADM4332 Collective Bargaining	3

