

# HONOURS BACHELOR OF BUSINESS ADMINISTRATION (MANAGEMENT AND LEADERSHIP)

**Program:** BBML

**Credential:** Honours Bachelor Degree

**Delivery:** Full-time + Part-time

**Work Integrated Learning:** 2 Co-op Work Terms

**Length:** 8 Semesters, plus 2 work terms

**Duration:** 4 Years

**Effective:** Fall 2018

**Location:** Barrie

## Description

Students are provided a degree-level education in business with a special focus on management and leadership. Students explore current issues, trends and technologies preparing them to adopt innovative approaches to evolving management and leadership issues. Entrepreneurship is a Georgian College signature learning experience, and a number of core and optional courses focused on entrepreneurship and intrapreneurship are offered. Interactive curriculum delivery in this program promotes critical thinking and problem solving. A strategically sequential co-op structure serves to maximize the link between theory and practice.

## Career Opportunities

Graduates are expected to accept leadership responsibility at a high level, think critically and innovatively, synthesize their learning to solve complex management problems, and apply these attributes to their professional development as dynamic managers and leaders who excel in a wide range of business settings. Graduates will emerge with competency in generating and interpreting numerical or statistical information; skills in analyzing, synthesizing and evaluating complex material; problem solving and critical thinking processes; and negotiation, leadership, and management skills.

## Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. analyze, evaluate and solve organizational problems by applying appropriate business and economic models, integrating knowledge about marketing, law, accounting and finance, operations and human resources management functions, in both domestic and international contexts;
2. design, implement and monitor initiatives aimed at improving the quality, effectiveness and efficiency of employees, processes, and functions of an organization, recognizing that uncertainty, ambiguity and the limits of knowledge will affect the success of these initiatives, and require their continuous monitoring and adjustment;
3. apply current theory and practice about leadership in a variety of settings;
4. assess organizational management and leadership strategy for the use of the internet to provide value both internally and externally to clients and other users;

5. acquire, analyze, evaluate and use data to improve organizational performance and management decision-making;
6. communicate ideas in effective and appropriate ways, appropriate to the audience and message;
7. employ effective and professional communication skills and techniques to interact, negotiate, collaborate, lead and manage people;
8. formulate appropriate management and leadership strategies and develop plans to achieve organizational goals, based on assessment of costs, benefits, risks and opportunities in both domestic and international settings;
9. interpret and use financial reports to assess the overall financial performance of an organization;
10. evaluate marketing strategies and assess their impact on achievement of organizational goals;
11. assess the effectiveness of management information systems in managing an organization's activities and achieving organization goals;
12. judge and adjust human resources strategies to respond to current and future labour market conditions;
13. differentiate and practice appropriate professional behaviour related to ethical and legal codes of conduct;
14. apply self-awareness, self-management and self-direction in the use of leadership theory to achieve personal and organization-related goals;
15. exhibit an appreciation of the need for managers and leaders to engage in life-long learning and the usefulness of developing a broad range of interests.

## Practical Experience

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with work experience related to their programs of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills, and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order for students to proceed successfully to their first co-op work experiences. To ensure students are eligible to proceed onto any co-op work experience, students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website: [www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/](http://www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/) (<http://www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/>)

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Advanced Education and Skills Development.

## The Program Progression

### Fall Intake

- **Sem 1:** Fall 2018
- **Sem 2:** Winter 2019
- **Sem 3:** Fall 2019
- **Sem 4:** Winter 2020
- **Work Term 1:** Summer 2020
- **Sem 5:** Fall 2020
- **Sem 6:** Winter 2021
- **Work Term 2:** Summer 2021
- **Sem 7:** Fall 2021
- **Sem 8:** Winter 2022

## Admission Requirements

OSSD or equivalent with

- minimum overall average of 65 per cent
- six Grade 12 U or M level courses
- Grade 12 English U
- Grade 12 U level Mathematics.

Mature applicants may also be considered for admission to this program providing their previous school performance and/or recent work record suggests a strong possibility of academic success. In order to qualify, applicants must be 19 years of age by December 31 of the year of admission and must have been away from formal education for at least one year immediately prior to beginning studies. Mature applicants must meet subject prerequisites prior to registration.

Applicants should be aware that first-year enrollment is limited; satisfying minimum entrance requirements does not guarantee admission.

## Selection Process

Selection is based on academic grades and subject prerequisites; applicants must meet minimum averages to receive final acceptance.

## Additional Information

This college has been granted consent by the Minister of Training, Colleges and Universities to offer this applied degree for a seven-year term starting January 21, 2015. The college shall ensure that all students admitted to the program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

Non-core courses are required in all degree programs to meet the Ministry of Training, Colleges and Universities benchmark for depth and breadth in degree-level learning. These courses are designed to give students the tools to develop interdisciplinary perspectives that inform their approach to their own discipline, their continued education and their life outside work.

Students are required to take: at least one first year interdisciplinary course (INTS1xxx); two introductory courses in their choice of disciplines outside their main field of study, which may include psychology (PSYC 1000 or PSYC 1001), social science (SOCI 1000), humanities (HUMA 1012), or science (SCEN 1000); one advanced course in a discipline (ex. PSYC3xxx, SOSC3xxx, HUMA3xxx), and; one upper level

interdisciplinary course (INTS4xxx). These courses and any remaining non-core course requirements to be selected from the program list.

## Graduation Requirements

- 27 Core Courses
- 2 Non-Core Course
- 5 Elective Core Courses
- 6 Elective Non-Core Courses
- 2 Co-op Work Terms

### Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60 percent or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester, and have an overall average of 65 percent in core courses and 60% in non-core courses.

### Program Tracking

Semester 1		Hours
Core Courses		
ACTG 1000	Introduction to Accounting	42
MNGM 1000	Leadership	42
MNGM 1001	Management Principles	42
MRKT 1000	Introduction to Marketing	42
Non-Core Course		
INTS 1002	Introduction to Multidisciplinary Research	42
Hours		210
Semester 2		
Core Courses		
BSNS 1001	Business Law	42
BSNS 1002	The Internet Economy	42
ECNM 1000	Microeconomics	42
MNGM 2001	Project Management	42
Non-Core Course		
INTS 1007	Interdisciplinary Modes of Communication	42
Hours		210
Semester 3		
Core Courses		
BSNS 2004	Organizational Behaviour	42
BSNS 2005	International Business	42
ECNM 1001	Macroeconomics	42
Elective Core Courses		
Select 1 course from the elective core courses list available during registration.		42
Elective Non-Core Courses		
Select 1 course from the non-core elective list available during registration.		42
Hours		210
Semester 4		
Core Courses		
ACTG 2002	Management Accounting	42
BSNS 2001	Ethics for Business	42
MATS 2000	Business Mathematics	42
Elective Core Courses		
Select 1 course from the elective core courses list available during registration.		42
Elective Non-Core Courses		
Select 1 course from the non-core elective list available during registration.		42
Hours		210
Semester 5		
Core Courses		
FINC 3003	Corporate Finance	42
MNGM 4001	Inspiring People for / to Exceptional Performance	42

STAS 3000	Introduction to Statistical Analysis	42
Elective Core Courses		
Select 1 course from the elective core courses list available during registration.		42
Elective Non-Core Courses		
Select 1 course from the non-core elective list available during registration.		42
Hours		210
<b>Semester 6</b>		
Core Courses		
BSNS 3000	Entrepreneurship and the Business Plan	42
HRMG 4000	Human Resource Management	42
MNGM 4002	Operations Management	42
Elective Core Courses		
Select 1 course from the elective core courses list available during registration.		42
Elective Non-Core Courses		
Select 1 course from the non-core elective list available during registration.		42
Hours		210
<b>Semester 7</b>		
Core Courses		
MNGM 4000	Strategic Management	42
MNGM 4004	Governance and Leadership	42
MNGM 4006	Management Information Systems	42
MNGM 4007	Topics in Leadership	42
Elective Non-Core Courses		
Select 1 course from the non-core elective list available during registration		42
Hours		210
<b>Semester 8</b>		
Core Courses		
BSNS 4006	Dispute Resolution for Leaders	42
BSNS 4007	Change Leadership	42
MNGM 4005	Management and Leadership Project	42
Elective Non-Core Courses		
Select 1 course from the non-core elective list available during registration.		42
Elective Core Courses		
Select 1 course from the elective core courses list available during registration.		42
Hours		210
Total Hours		1680
<b>Co-op Work Terms</b>		<b>Hours</b>
COOP 1038	Bachelor of Business Administration (Management and Leadership) Work Term 1 (occurs after Semester 3)	420
COOP 2032	Bachelor of Business Administration (Management and Leadership) Work Term 2 (occurs after Semester 4)	420
Hours		840
Total Hours		840

## Code Title

### Elective Core Courses may include:

ACTG 2000	Accounting Applications
AUTM 1002	Concepts of the Automotive Industry
AUTM 1003	Introduction to Aftermarket
AUTM 1007	Automotive Technology
AUTM 1011	Dealership Management Systems
BSNS 3002	Services and Product Innovation
BSNS 4003	Risk Management
ECNM 4000	International Economics
ENTP 4000	Topics in Entrepreneurship
ENTP 4001	Intrapreneurship
ENTP 4002	Social Entrepreneurship

MNGM 2000	Managing E-Business
MNGM 4008	Management of Service-Based Organizations
MRKT 1001	Consumer Behaviour
MRKT 1002	Marketing
MRKT 4000	International Marketing
SCEN 3005	Environmental Science
STAS 3001	Statistical Analysis

*Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*