

# **HONOURS BACHELOR OF BUSINESS ADMINISTRATION (MANAGEMENT AND LEADERSHIP)**

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## **Program Outline**

<b>Major:</b>	BBML
<b>Length:</b>	4 Years
<b>Delivery:</b>	8 Semesters, plus 2 work terms
<b>Credential:</b>	Honours Bachelor Degree
<b>Effective:</b>	2017-2018
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie)

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### **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:

- 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;
- 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;
- apply current theory and practice about leadership in a variety of settings;
- assess organizational management and leadership strategy for the use of the internet to provide value both internally and externally to clients and other users;
- acquire, analyze, evaluate and use data to improve organizational performance and management decision-making;
- communicate ideas in effective and appropriate ways, appropriate to the audience and message;
- employ effective and professional communication skills and techniques to interact, negotiate, collaborate, lead and manage people;
- 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;
- interpret and use financial reports to assess the overall financial performance of an organization;
- evaluate marketing strategies and assess their impact on achievement of organizational goals;
- assess the effectiveness of management information systems in managing an organization's activities and achieving organization goals;
- judge and adjust human resources strategies to respond to current and future labour market conditions;
- differentiate and practice appropriate professional behaviour related to ethical and legal codes of conduct;
- apply self-awareness, self-management and self-direction in the use of leadership theory to achieve personal and organization-related goals;
- 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/)

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 Training, Colleges and Universities.

**The Program Progression:**

Fall Intake - Barrie

Sem 1	Sem 2	Sem 3	Work Term 1	Sem 4	Sem 5	Sem 6
Fall 2017	Winter 2018	Fall 2018	Winter 2019	Summer 2019	Winter 2020	Summer 2020
Work Term 2	Sem 7	Sem 8				
Fall 2020	Winter 2021	Summer 2021				

**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 enrolment 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 (PSYC1000 or 1001), social science (SOCI1000), humanities (HUMA1000), or science (SCEN1000); 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 Mandatory Core Courses

2 Mandatory 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.

**Mandatory Core Courses**

ACTG1000 Introduction to Accounting  
ACTG2002 Management Accounting  
BSNS1001 Business Law  
BSNS1002 The Internet Economy  
BSNS2001 Ethics for Business  
BSNS2004 Organizational Behaviour  
BSNS2005 International Business  
BSNS3000 Entrepreneurship and the Business Plan  
BSNS4006 Dispute Resolution for Leaders  
BSNS4007 Change Leadership  
ECNM1000 Microeconomics  
ECNM1001 Macroeconomics  
FINC3003 Corporate Finance  
HRMG4000 Human Resource Management  
MATS2000 Business Mathematics  
MNGM1000 Leadership  
MNGM1001 Management Principles  
MNGM2001 Project Management  
MNGM4000 Strategic Management  
MNGM4001 Inspiring People for / to Exceptional Performance  
MNGM4002 Operations Management  
MNGM4004 Governance and Leadership  
MNGM4005 Management and Leadership Project  
MNGM4006 Management Information Systems  
MNGM4007 Topics in Leadership  
MRKT1000 Introduction to Marketing  
STAS3000 Introduction to Statistical Analysis

**Mandatory Non-Core Course**

INTS1002 Introduction to Multidisciplinary Research  
INTS1007 Interdisciplinary Modes of Communication

### Elective Core Courses

To be selected from College list

### Elective Non-Core Courses

To be selected from College list

### Co-op Work Terms

COOP1038 Bachelor of Business Administration (Management and Leadership) Work Term 1

COOP2032 Bachelor of Business Administration (Management and Leadership) Work Term 2

### Course Descriptions:

ACTG1000 Introduction to Accounting 42.0 Hours

This course introduces students to Generally Accepted Accounting Principles as well as the ethical considerations in recording financial information. The process of recording, summarizing and reporting financial information is covered in detail. As well, emphasis will be placed on interpreting and using financial information for decision making.

ACTG2002 Management Accounting 42.0 Hours

This course introduces students to management accounting concepts and practices. There is a focus on the internal needs of the organization and how managers use this information for decision making, control, planning, and performance measurement. Topics include accounting for costs, budgets, inventory management, pricing, analysis tools, and an in-depth look at responsibility accounting.

P- ACTG1000 Introduction to Accounting

BSNS1001 Business Law 42.0 Hours

Students are introduced to the legal system and the statutory and common law affecting business with an emphasis on the legal issues concerning managers. Major topics include the laws of contracts and torts, sale of goods and consumer protection legislation, employment and labour law, partnership and agency law, incorporation and franchising, intellectual property, regulation affecting competition, and workplace health and safety.

BSNS1002 The Internet Economy 42.0 Hours

This course introduces students to trends in the Internet economy, both domestically and internationally. Topics include approaches to establishing and maintaining an e-commerce presence, the roles of social media and mobile applications, and how a

company's participation in the Internet economy is integrated with traditional marketing, production and distribution functions.

**BSNS2001 Ethics for Business 42.0 Hours**

In this course, students further develop their critical thinking skills through the study of various moral, philosophical, and psychological theories related to the students' industry of choice. Emphasis is placed upon identifying, analyzing, and applying ethical principles to customer-corporation, and employer-employee relationships evident in a service oriented business.

**BSNS2004 Organizational Behaviour 42.0 Hours**

This course examines the strategies and techniques used by effective managers and leaders in industry so that students will develop the interpersonal skills and traits leading to successful workplace relationships. Students discuss workplace trends, managing change, personal management techniques, effective communication, conflict resolution, and team building.

**BSNS2005 International Business 42.0 Hours**

This course provides broad coverage of the essential elements of international business. Students are exposed to international trade agreements, the global monetary system, and alternative market entry strategies. Students examine the different political, economic, legal, and cultural systems of countries and global regions and are introduced to global marketing, global supply chain management, and global human resource management.

**BSNS3000 Entrepreneurship and the Business Plan 42.0 Hours**

Building on previous courses offered in marketing, finance and law, students will learn how to establish and operate a small business. This course will combine a theoretical analysis of the small business market and the business idea, with the practical exercise of creating a professional business plan. Included will be self-assessment exercises to determine the student's entrepreneurial profile.

P- ACTG1000 Introduction to Accounting and P- MRKT1000 Introduction to Marketing

**BSNS4006 Dispute Resolution for Leaders 42.0 Hours**

Leaders must demonstrate skills and abilities to recognize and respond to organizational conflict. The course focuses on the prevention of the escalation of disputes that cause organizational distress and create toxic outcomes and unhealthy work environments. This course explores the complexity of conflict development, escalation and resolution by using alternative dispute resolution methodologies.

P- BSNS2004 Organizational Behaviour and P- HRMG4000 Human Resource Management and P- MNGM1000 Leadership

**BSNS4007 Change Leadership 42.0 Hours**

Organizational leaders face a range of challenges as they lead change, encourage innovation, and manage crises. This course explores theories, models, strategies, and processes to help leaders provide individuals and organizations with the awareness, motivation, knowledge, and ability to change. This course utilizes systems theory to analyze organizational culture. The role of evaluation as a leadership function in change projects and the concepts of developmental evaluation will be discussed. The importance of evidence and data in supporting a change initiative is emphasized.

P- BSNS2004 Organizational Behaviour and P- MNGM1000 Leadership

**COOP1038 Bachelor of Business Administration (Management and Leadership) Work Term 1 420.0 Hours**

Co-operative Education provides students with the skills to conduct a college supported self-directed job search in their chosen field of study. Students obtain a co-op work experience with an employer for a period of 14 weeks. All students are responsible to submit a work term record for approval prior to starting work, and a work term report and employer evaluation indicating achievement of specific learning outcomes during their first co-op work term. 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 each program.

**COOP2032 Bachelor of Business Administration (Management and Leadership) Work Term 2 420.0 Hours**

Building on previous co-op experience, students continue to gain valuable experience and develop knowledge and skills related to their program. Students gain experience with a variety of management and leadership functions in the workplace. Students returning to their previous employer are asked to seek new/more in depth responsibilities so that enhancement of program specific learning outcomes be achieved.

**ECNM1000 Microeconomics 42.0 Hours**

This course examines the theory, principles and methods of economic analysis and its application to economic decision-making in the firm. Topics include market structure and efficiency, the firm behaviour and the organization of industry.

**ECNM1001 Macroeconomics 42.0 Hours**

Successful completion of Microeconomics, or equivalent, is recommended prior to taking this course. While microeconomics concentrated on economic principles applied to the market structure, this course continues with a critical examination of economic principles applied to the overall economy. Understanding economic indicators, the impact of legislation and government policy, and international trade on the economy will be the focus of this course.

**FINC3003 Corporate Finance 42.0 Hours**



This course is for the financial manager, designed to develop a student's ability to apply a variety of financial calculations to a range of business problems, including capital budgeting decisions, management of funds, security analysis and the financial implications of various kinds of investment, financing and dividend decisions.

P- MATS2000 Business Mathematics

HRMG4000 Human Resource Management 42.0 Hours

This course provides an introduction to the various functions of human resource management, including compensation and benefits, staffing, recruitment and selection, research, labour relations, training and development, health and safety, planning, mediation and arbitration, the influence of government legislation on industry, and human rights legislation and employment equity.

INTS1002 Introduction to Multidisciplinary Research 42.0 Hours

This course prepares students to conduct research appropriate to the degree level across disciplines. Students are taught how to access primary, secondary and tertiary sources and to evaluate the same, incorporating them into various communications for different audiences and varied purposes.

INTS1007 Interdisciplinary Modes of Communication 42.0 Hours

Written, spoken and visual communication are essential in the academic realm and workplace. Individuals must be able to communicate effectively for a variety of audiences and purposes. Students create written assignments and presentations using approaches from a variety of disciplines.

MATS2000 Business Mathematics 42.0 Hours

This course is designed for Business students in order to develop their ability to understand linear functions, non-linear functions, and models (including cost, revenue, and profit). Methods to solve linear systems and the basics of linear programming are also introduced.

MNGM1000 Leadership 42.0 Hours

This course examines the various perspectives on leadership, including a study of different leadership styles, the distinction between leadership and management, decision-making and ethical professional behaviour in a leadership role as applied to a variety of situations. This course includes leadership self-assessment and leadership strategies to fit different temperaments, cultures, learning styles, preferences and values.

MNGM1001 Management Principles 42.0 Hours

This course provides students with a basic understanding of the role and functions of a manager and an introduction to the various philosophies, theories and techniques they use to carry out their work. In addition, ongoing changes in current business issues that have a direct influence on management will be discussed.

#### MNGM2001 Project Management 42.0 Hours

This course provides students with an overview of project management and the essential tools needed to deliver successful projects on time and on budget. Students will examine recurring processes within a project life cycle, then develop and present a project implementation plan.

#### MNGM4000 Strategic Management 42.0 Hours

This course provides the student with a general overview of the planning process of business strategies. Topics include concepts of corporate strategy, the decision-making process, formulation of strategy, strategic thinking, and the formation, implementation and evaluation of strategy. Research areas in business strategies are analyzed.

P- MNGM1001 Management Principles

#### MNGM4001 Inspiring People for / to Exceptional Performance 42.0 Hours

In today's dynamic work environment exceptional performance exists at the intersection of a convergence of a number of factors. There is not a linear relationship between "doing something" and getting exceptional performance results. This capstone course addresses key elements that support this premise by exploring: organizational culture, motivation, human potential, performance management systems, coaching, systems thinking and emotional intelligence. This course will also include a module on how to create a culture of leadership and performance by inculcating the tactical elements of coaching.

#### MNGM4002 Operations Management 42.0 Hours

This course introduces students to the concepts underlying effective operation and control of manufacturing and service businesses. Approaches to production control, inventory policy, facilities planning, methods improvement and technological assessment are studied.

P- MATS2000 Business Mathematics

#### MNGM4004 Governance and Leadership 42.0 Hours

Successful leaders must be able to balance the needs of highly politicized stakeholders. These stakeholders provide organizational governance in both private and public sectors through various systems of company direction and control. This course provides a theoretical and practical exploration of how organizational governance works in multiple environments. Students explore the current and effective methodologies for leading stakeholder relationships and will understand how these relationships impact everything in the organization from the boardroom to the bottom line.

P- BSNS2004 Organizational Behaviour and P- MNGM1000 Leadership

#### MNGM4005 Management and Leadership Project 42.0 Hours

Students gather information, analyze the situation, and prepare and present a plan to solve a problem or achieve a goal of an actual organization (business, not-for-profit, or

public sector). Students integrate their knowledge of business functions and specialized sector knowledge to solve problems and set strategies. Specific recommendations are presented accompanied by a formal written report. Alternate student projects may be considered.

P- INTS1002 Introduction to Multidisciplinary Research and P- MNGM1000 Leadership and P- MNGM1001 Management Principles and P- MNGM2001 Project Management

#### MNGM4006 Management Information Systems 42.0 Hours

Knowledge about information systems is essential for creating successful, competitive firms, managing global corporations, adding business value, and providing useful products and services to customers. Leaders must know how information systems support decision making, problem solving, operations, and process improvement, and how they enhance collaboration, team process, and communication. Students gain an understanding of how organizations use information technology to manage their activities and achieve their goals, and how they manage operational and strategic roles and trade-offs of information systems and technologies.

#### MNGM4007 Topics in Leadership 42.0 Hours

This course presents students with the opportunity to research and engage with the current literature around leadership. Topics may include, for example, leading in complex environments, leading innovation, virtual leadership, the role of leaders in collaborative projects, and authenticity and leadership.

P- INTS1002 Introduction to Multidisciplinary Research and P- MNGM1000 Leadership

#### MRKT1000 Introduction to Marketing 42.0 Hours

This course is an introduction to the basic principles of marketing, including the four components of product/service, price, distribution and promotion. Students develop an understanding of the role of marketing in modern organizations.

#### STAS3000 Introduction to Statistical Analysis 42.0 Hours

This course introduces students to elementary probability, the description and presentation of data, discrete and continuous random variables and correlation as well as some discussion of hypothesis testing. On the basis of simple data, students will learn to draw conclusions and learn how to apply these conclusions to research.

### **Course Description Legend**

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

*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.*