

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 2023

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

All co-operative education programs at Georgian contain mandatory work term experiences aligned with program learning outcomes. Co-op work terms are designed to integrate academic learning with work experience, supporting the development of industry specific competencies and employability skills.

Georgian College holds membership with, and endeavours to follow, the co-operative education guidelines set out by the Co-operative Education and Work Integrated Learning Canada (CEWIL) and Experiential and Work-Integrated Ontario (EWO) as supported by the Ministry of Colleges and Universities.

Co-op is facilitated as a supported, competitive job search process. Students are required to complete a Co-op and Career Preparation course scheduled prior to their first co-op work term. Students engage in an active co-op job search that includes applying to positions posted by Co-op Consultants, and personal networking. Co-op work terms are scheduled according to a formal sequence that alternates academic and co-op semesters as shown in the program progression below.

Programs may have additional requirements such as a valid driver's license, strong communication skills, industry specific certifications, and ability to travel. Under exceptional circumstances, a student may be unable to complete the program progression as shown below. Please refer to Georgian College Academic Regulations for details.

International co-op work terms are supported and encouraged, when aligned with program requirements.

Further information on co-op services can be found at [www.GeorgianCollege.ca/co-op](https://www.georgiancollege.ca/co-op/) (<https://www.georgiancollege.ca/co-op/>)

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2023
- **Sem 2:** Winter 2024
- **Sem 3:** Fall 2024
- **Sem 4:** Winter 2025
- **Work Term 1:** Summer 2025
- **Sem 5:** Fall 2025
- **Sem 6:** Winter 2026
- **Work Term 2:** Summer 2026
- **Sem 7:** Fall 2026
- **Sem 8:** Winter 2027

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.

Degree Completion For Graduates Of 2-Year Business-General College Diploma Program from any recognized public Ontario College with a GPA of 70 Per Cent (B-) Or Higher do not require the 12U English and Mathematics admissions criteria.

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 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, SOSOC3xxx, 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

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Core Courses		
ACTG 1000	Introduction to Accounting	42
MNGM 1000	Leadership Models and Theories	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 of the following courses: SOCI 1000, HUMA 1012, SCEN 1000 or PSYC 1000.		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 of the following courses: SOCI 1000, HUMA 1012, SCEN 1000 or PSYC 1000.		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 non-core elective course (any level) from the list available during registration..		42
Hours		210

Semester 6		
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 at the 3000-level from the available list during registration.		42
Hours		210

Semester 7		
Core Courses		
MNGM 4000	Strategic Management	42
MNGM 4006	Management Information Systems	42
MNGM 4007	Current Topics in Leadership	42
Elective Core Courses		
Select 1 course from the elective core course list available during registration		42
Elective Non-Core Courses		
Select 1 non-core course (any level) from the list available at registration.		42
Hours		210

Semester 8		
Core Courses		
BSNS 4006	Dispute Resolution for Leaders	42
BSNS 4007	Change Leadership	42
MNGM 4005	Management and Leadership Project	42
MNGM 4004	Governance and Leadership	42
Elective Non-Core Courses		
Select 1 non-core INTS 4000-level elective from the list available at registration		42
Hours		210
Total Hours		1680

Co-op Work Terms		Hours
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	Innovation Leadership
BSNS 4001	Service Excellence
BSNS 4003	Risk Management
ECNM 4000	International Economics
ENTP 4000	Topics in Entrepreneurship
ENTP 4001	Intrapreneurship
ENTP 4002	Social Entrepreneurship
HSPM 3001	Event Management
MNGM 1004	The Holistic Leadership of Indigenous People (Miziweshinoowin-Niigaanziwin)
MNGM 2000	Managing E-Business
MNGM 4008	Management of Service-Based Organizations
MRKT 1001	Consumer Behaviour
MRKT 1002	Marketing
MRKT 2000	Automotive Sales Concepts and Applications
MRKT 3000	Automotive Marketing Management
MRKT 3001	Marketing Analysis
MRKT 3002	Marketing Communications Planning
MRKT 4000	International Marketing
SCEN 3005	Environmental Science
STAS 2000	Quantitative Methods and Statistics
STAS 3001	Statistical Analysis

Graduation Window

Students unable to adhere to the program duration of four years (as stated above) may take a maximum of eight years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer: *The information in this document 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.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.