

HONOURS BACHELOR OF COMMERCE (OPTION IN BUSINESS ANALYTICS)

The Business Analytics program is designed to help students develop the skills they need to become experts in transforming data into evidence-based action and be a valuable asset in the job market. This option exposes students to the basis of coding and programming in a management environment. Students will learn how to generate interactive visualizations, understand how data can inform policy and discover advanced predictive analytics methods, while gaining hands-on experience with simulations, decision modelling and formulation, software and results interpretation.

The option is recommended for students seeking a career as business/systems analyst, data analyst, project manager, operations manager, information systems manager, marketing analyst or data architect.

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 Management	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 for Decision Making	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

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

Elective Courses Options

9 optional course units in administration (ADM)	9 Units
15 elective course units from another faculty ¹	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 ¹	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 Accounting Option

ADM 2342	Intermediate Accounting I	3 Units
ADM 3340	Intermediate Accounting II	3 Units
ADM 3345	Taxation I	3 Units
ADM 3346	Cost Accounting	3 Units
6 course units from:		6 Units
ADM 3349	Auditing Theory	
ADM 3350	Corporate Finance	
ADM 3360	Business Law	
ADM 4340	Cases Studies in Accounting	
ADM 4341	Advanced Auditing	
ADM 4343	Data Analytics in Accounting	
ADM 4344	Taxation II	
ADM 4345	Management Control Systems	
ADM 4346	Auditing in a digital environment	
ADM 4348	Special Topics in Financial Accounting	
ADM 4349	Advanced Accounting	
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

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

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 3356	Real Estate Finance	
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

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 HRP AO 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:

- 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;
- the 15 course units in administration (ADM);
- 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 3366 Healthcare Management

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