

# HONOURS BACHELOR OF COMMERCE (OPTION IN ENTREPRENEURSHIP)

The option in entrepreneurship is designed to provide students with essential skills to create and manage new ventures, contribute to high-growth enterprises, or innovate within established organizations. Learn about the innovation process, intellectual property, innovation financing, risk and barrier assessment, business planning, and product and service development. Whether a student's ambition is to launch their first business, grown their family business or lead expansion in a thriving company, this program is designed to inspire, challenge and prepare them to succeed in the dynamic world of entrepreneurship.

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
<b>Total:</b>		<b>63 Units</b>

## 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	
<b>Total:</b>		<b>18 Units</b>

## Elective Courses Options

9 optional course units in administration (ADM)		9 Units
15 elective course units from another faculty <sup>1</sup>		15 Units
15 elective course units		15 Units
<b>or</b>		
one additional option (18 course units) from the list of additional options below		18 Units
15 elective course units from another faculty <sup>1</sup>		15 Units
6 elective course units		6 Units
<b>or</b>		
9 optional course units in administration (ADM)		9 Units
one additional minor (30 course units)		30 Units
<b>Total:</b>		<b>39 Units</b>

<sup>1</sup> A maximum of 6 course units at the 1000 level can count towards this requirement.

## List of Additional Options 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	
<b>Total:</b>		<b>18 Units</b>

## 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**

## 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**

## Healthcare Analytics Option

ADM 3363 Healthcare Informatics for Managers	3 Units
ADM 4307 Business Forecasting Analytics	3 Units
ADM 4363 Business Optimization Analytics	3 Units
ADM 4964 Application of Business Analytics	3 Units

6 optional course units from: 6 Units

ADM 3305 Business Simulation Analytics

ADM 3308 Business Data Mining

ADM 3366 Healthcare Management

BIO 4158 Applied Biostatistics in R

ECO 3125 Introduction to Health Economics

HSS 3101 Health Research: Quantitative and Qualitative Approaches

HSS 4303 Epidemiology

**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 HRPPO 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**