

2021-2022

## GERALD SCHWARTZ SCHOOL OF BUSINESS



### BACHELOR OF BUSINESS ADMINISTRATION DEGREE PROGRAM

*Some students are driven by an entrepreneurial spirit, a desire to help businesses connect with customers, or the call to help shape the economic future of our world. Whatever your passion, there's a pathway via the Gerald Schwartz School of Business, where students acquire skills essential for success in the knowledge economy.*

*Choose from a variety of hands-on learning internships, a strong co-op education option, and personalized research paths to build a program that matches your interests.*

*A degree in Business means you have the drive and commitment to be a success.*

3090 Martha Drive | Antigonish, NS | B2G 2W5  
P 902 867-4979 (Dean) | 867-2167 (Faculty) | F 867-5385  
[www.stfx.ca](http://www.stfx.ca)



# BACHELOR OF BUSINESS ADMINISTRATION

## PROGRAM OPTIONS

- Major** • *Accounting*
- Advanced Major** • *Enterprise Systems*
- Honours** • *Entrepreneurship*
- *Finance*
- *International Business*
- *Management and Leadership*
- *Marketing*
- Joint Honours** • *Business Administration and Economics*
- Minor** • *Arts / Science Subject*
- *Sport Management*
- Co-operative Education** • *An opportunity to gain 12 months of professional, paid-work experience.*
- \* NEW** • *Entrepreneurship in Food & Nutrition*  
BSc (Human Nutrition) and BBA (Entrepreneurship)  
5-YEAR 2ND-DEGREE PROGRAM



*It is your responsibility to make sure you complete all the necessary courses and fulfill the degree requirements to earn your BBA.*

**GERALD SCHWARTZ SCHOOL OF BUSINESS**

**MISSION STATEMENT**





*We empower people to design creative solutions for a complex world.*

We do this through our:

- Student-centered teaching and research culture
- Innovative and interactive learning
- Student-focused experiential and leadership opportunities
- Recognized teaching and scholarly leadership
- State-of-the-art facilities and technology
- Respect for the communities within which we live and work

**DEGREES OFFERED**

The following undergraduate degrees are offered in Business Administration:

-  Bachelor of Business Administration with **MAJOR\***
  -  Bachelor of Business Administration with **ADVANCED MAJOR\***
  -  Bachelor of Business Administration with **HONOURS\***
  -  Bachelor of Business Administration with **JOINT HONOURS** in business administration and economics
- \* Streams in **accounting, entrepreneurship, enterprise systems, finance, international business, management and leadership, or marketing**

**Note:** Within each program and stream, students may also choose a Co-op work-study option and/or may participate in an international exchange and earn credits abroad that may count toward their BBA degree.

**DEGREE REQUIREMENTS**

All students in the BBA program need to choose their area of concentration at the end of their second year of studies. Students will declare their major in one of the seven streams identified above. Students who qualify academically for the advanced major or honours programs will be able to apply for these degree streams at that time.

The structure of the BBA major, advanced major and honours degree programs is as follows:

BBA Degree Requirements	MAJOR	ADVANCED MAJOR	HONOURS
BSAD core credits.....	27	27	27
BSAD stream prescribed credits.....	21	27	27
... including	—	a capstone course	a methods course & thesis
BSAD electives.....	15	9	9
<b>Total BSAD credits.....</b>	<b>63</b>	<b>63</b>	<b>63</b>
Arts/Science prescribed credits.....	12 <sup>1</sup>	12 <sup>1</sup>	12 <sup>1</sup>
Arts/Science electives.....	36 <sup>2</sup>	36 <sup>2</sup>	36 <sup>2</sup>
<b>Total Arts/Science credits.....</b>	<b>48</b>	<b>48</b>	<b>48</b>
Open credits.....	9	9	9
<b>Total Credits.....</b>	<b>120</b>	<b>120</b>	<b>120</b>

1. For the finance stream: Arts/Science credits prescribed total 18.  
 2. For the finance stream: Arts/Science electives total 30.

## GENERAL REGULATIONS

### ELECTIVES. Arts and Science Electives

- i) BBA students must earn 36 credits of arts/science electives (with the exception of students in the finance stream who need to earn 30 credits). Normally these credits are completed prior to the fourth year of study. The arts/science electives must include a pair (12 credits) in each of two different subjects offered by the Faculty of Arts or the Faculty of Science with exceptions noted below. The remaining credits of arts/science electives may be additional courses in paired subjects or courses in other subjects.
- ii) Economics, mathematics and statistics courses required to earn the BBA degree may not count as arts/science electives.
- iii) At least one of the two pairs must be in an arts subject. For maximum flexibility, students are advised to complete one arts/science pair by the end of their second year.
- iv) The following professional and applied subjects are not permitted as arts/science electives: Adult education, aquatic resources, education, engineering, human kinetics, human nutrition, and nursing.
- v) Economics courses beyond ECON 101 and 102 may count as an arts pair except for BBA students enrolled in the joint honours in business administration and economics program.

### Earning a Minor in an Arts or Science Subject (BBA programs)

- i) Any BBA student earning 24 credits in one arts or science subject may qualify for a minor in that subject. Any specific departmental requirements for the minor must be met. Students must also complete a pair (12 credits) in another subject. To have a minor officially recognized, a student must advise the Dean's office of the desire to have the minor noted on the academic record.
- ii) Students wishing to complete a minor in economics must complete 24 credits in addition to ECON 101 and 102.
- iii) Students wishing to complete a minor in mathematics/statistics/computer science must complete 24 credits in addition to MATH 105 and STAT 101.

**Earning a Minor in Sport Management.** Sport Management is a discipline related to the business of sports and recreation. The minor in sport management provides a foundation for, and is a crucial first step toward, a successful career in sport management in the context of professional, amateur, and intercollegiate sports as well as community recreation. Related careers include human resources management, marketing, event management, facility management, economics, finance, and analytics in a sports and recreation context.

Students must apply for this minor and cannot simply declare it. By the end of the sophomore year, the courses required under years 1 and 2 of the program should already be completed.

Year 1 SMGT Core (SMGT 101). Year 3 SMGT Core (SMGT 322, 327) + SMGT designated electives (3 credits).  
Year 2 HKIN Required (HKIN 264, 352). Year 4 SMGT Core (SMGT 423) + SMGT designated electives (3 credits).

SMGT Designated Courses: Departmental prerequisites will apply. ECON 291 | HKIN 136, 253, 332, 431, 443, 455 | SOCI 387.

**OPEN ELECTIVES.** Most BBA programs include nine credits of open electives. Students may satisfy this requirement by completing BSAD courses, arts/science courses (as above) or, with permission of the appropriate chair, courses in selected subjects not normally permitted as arts/science electives including engineering, human kinetics, human nutrition, and nursing.

University's **Academic Calendar:** [http://sites.stfx.ca/registrars\\_office/academic\\_calendar](http://sites.stfx.ca/registrars_office/academic_calendar)

Become familiar with ...

1. **Academic Regulations** (Section 3)
2. **Faculty of Business Regulations** (Section 5)
3. **Business Administration Program** and **Department Requirements** (Section 9.6)

## DECLARATION OF MAJOR

In the second year of study, students in the BBA program will choose their area of concentration in one of the seven streams. Students declare their major program when they complete the appropriate form and submit the form to the Dean's office by March 31. The major will be added to the student's academic record in the summer following submission of the form. The forms are available from the School's Administrative Assistants or at [http://sites.stfx.ca/dean\\_of\\_business/](http://sites.stfx.ca/dean_of_business/)

## APPLICATION FOR ADVANCED MAJOR OR HONOURS

In the second year of study, students apply for admission to the advanced major or honours program when they complete the appropriate application form and submit the form to the Dean's office by March 31. Students are advised of their acceptance to the program in the summer following submission of the form. Students in the advanced major or honours programs must be registered full-time in their final year of study. The forms are available from the School's Administrative Assistants or at [http://sites.stfx.ca/dean\\_of\\_business/](http://sites.stfx.ca/dean_of_business/)

## ADVANCEMENT AND GRADUATION REQUIREMENTS BY DEGREE

All students **must** fulfill the pattern and credit requirements as specified for the major, advanced major, or honours programs. For the BBA joint honours degree, students submit only one honours thesis to either the business administration or economics department.

Candidates who fail to meet the requirements for the degree for which they have applied may be eligible for another degree, provided those requirements are met. Exceptions to these requirements need the approval of the Dean.

BBA Degree	Admission End of Second Year	Advancement End of Third to Fourth Year	Graduation and Fourth-Year Requirements
Major	Declare your stream	N/A	N/A
Advanced Major	Average 65 in courses taken in the first two years; average 65 in the required first- and second-year BSAD, ECON, MATH and STAT courses.	Average 70; average 70 in the BSAD and required ECON courses taken in year three in the majors subject.	Average 70; average 70 in the BSAD and required ECON courses taken in year four in the majors subject.
Honours	Average 75 in courses taken in the first two years; average 75 in the required first- and second-year BSAD, ECON, MATH and STAT courses; grade of 70 in each of these required courses.	Average 75; average 75 in all BSAD and required ECON courses; grade of 70 in each course in the honours subject.	Average 75; average 75 in all BSAD and required ECON courses; grade of 70 in each course in the honours subject and the honours thesis.
Joint Honours in Business Administration & Economics	Average 75 in courses taken in the first two years; average 75 in the required first- and second-year BSAD, ECON, MATH and STAT courses; grade of 70 in each of these required courses.	Average 75; average 75 in the BSAD and ECON courses; grade of 70 in each BSAD and ECON course.	Average 75; average 75 in the BSAD and ECON courses; grade of 70 in each BSAD and ECON course; grade of 70 on the honours thesis.

## ACCOUNTING

The Accounting stream provides students with a dynamic and global perspective on the use and reporting of financial information by both external (e.g., analyst) and internal (e.g., manager) users. Accounting provides the foundation on which profitability, sustainability, strategic focus and implementation, wealth and share prices are determined. The topic coverage within the stream is broad, focusing on budget preparation and use, performance measurement of organizations and individuals, reading and preparing statements of comprehensive income, statements of financial position and the accompanying notes, assessing taxation obligations, compliance with corporate governance requirements, assessment of the impact of accounting information in capital markets and the attestation of financial reporting. The pedagogy in the Accounting stream is diverse requiring students to engage in different education strategies including case analysis, service learning, simulations, presentations, research papers and other experiential learning opportunities.

The Accounting stream provides students with the required prerequisites for direct entry into the CPA Professional Education Program. Student career paths from this stream can vary from internal auditor at financial institutions, to CFO of major Canadian public companies, to partner at a public accounting firm, to controller of a large multinational corporation, to academic careers, etc.

ACCOUNTING		MAJOR	ADVANCED MAJOR	HONOURS
Year 1	BSAD Core	BSAD 101, 102	BSAD 101, 102	BSAD 101, 102
	Arts Required	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Year 2	BSAD Core	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Years 3 & 4	BSAD Core	BSAD 471	BSAD 471	BSAD 471
	Stream Required	BSAD 321, 322, 323, 324; 9 credits from list below*	BSAD 321, 322, 323, 324, 342, 424; 9 credits from list below of which 6 credits must be from Sublist A*	BSAD 321, 322, 323, 324, 342, 391, 424, 494; 3 credits from Sublist A below*
	BSAD Electives	15 credits	9 credits	9 credits
	Arts/Sc. Electives	12 credits	12 credits	12 credits
	Open Electives	9 credits	9 credits	9 credits

**Required courses include:**

- BSAD **321** Intermediate Managerial Accounting I
- BSAD **322** Intermediate Managerial Accounting II
- BSAD **323** Intermediate Financial Accounting I
- BSAD **324** Intermediate Financial Accounting II
- BSAD **342** Financial Management II
- BSAD **391** Foundations of Management Research  
[for Honours only]
- BSAD **424** Financial Accounting Theory
- BSAD **494** Honours Thesis [for Honours only]

**\* Accounting credits may be earned from this list:**

- BSAD **342** Financial Management II [unless already required]
- BSAD **344** Investment Management
- BSAD **345** Personal Financial Management
- BSAD **346** Financial Statement Analysis
- BSAD **351** Business Law
- BSAD **358** Business Ethics
- BSAD **424** Financial Accounting Theory [unless already required]
- BSAD **450** Personal Taxation
- BSAD **460** Corporate Taxation

- Sublist A:**
- BSAD **425** Auditing
  - BSAD **426** Advanced Accounting I
  - BSAD **427** Management Control Systems
  - BSAD **428** Advanced Accounting II

## ENTERPRISE SYSTEMS

The Enterprise Systems stream provides students with the critical knowledge and practical skills needed to become systems analysts. A systems analyst is a technology-savvy business professional whose primary function is to help organizations apply the latest technology in order to solve business problems and/or take advantage of business opportunities. The systems analyst works closely with key organizational members (such as senior managers, business functional managers, and employees), suppliers, customers, and technology providers to identify critical business needs and opportunities, and then apply technology to help address such needs and opportunities. Systems analysts must have an interest in the latest technologies and their application, and, interact effectively with both business and technical personnel.

Students in the Enterprise Systems stream will, among other things, deploy, configure, and implement the latest technologies (such as SAP, Oracle, and SAP Lumira) used by large global organizations, understand how to manage large IT projects, and apply technology to address real problems and opportunities faced by real organizations.

There is considerable demand for Enterprise Systems graduates from government agencies, traditional organizations, and especially leading IT consulting companies. Given the demand for technology-savvy business graduates, these positions are high paying, offer excellent opportunities for career advancement, and present many opportunities for international travel and collaboration.

ENTERPRISE SYSTEMS		MAJOR	ADVANCED MAJOR	HONOURS
Year 1	BSAD Core	BSAD 101, 102	BSAD 101, 102	BSAD 101, 102
	Arts Required	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Year 2	BSAD Core	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Years 3 & 4	BSAD Core	BSAD 471	BSAD 471	BSAD 471
	Stream Required	BSAD 382, 384, 385, 386, 482, 483, 485	BSAD 382, 384, 385, 386, 482, 483, 484, 485, 492	BSAD 382, 384, 385, 386, 391, 482, 483, 485, 494
	BSAD Electives	15 credits	9 credits	9 credits
	Arts/Sc. Electives	12 credits	12 credits	12 credits
	Open Electives	9 credits	9 credits	9 credits

**Required courses include:**

- BSAD **382** Introduction to Enterprise Systems using SAP
- BSAD **384** Data Management and Analytics
- BSAD **385** Management Reporting using ABAP
- BSAD **386** Project Management and Practice
- BSAD **389** Technology and Change
- BSAD **391** Foundations of Management Research [for Honours only]
- BSAD **482** Business Analytics
- BSAD **483** Systems Analysis and Design
- BSAD **484** SAP Implementation
- BSAD **485** Enterprise Systems Strategy
- BSAD **492** Majors Consulting Project [for Advanced Majors only]
- BSAD **494** Honours Thesis [for Honours only]

## ENTREPRENEURSHIP

The Entrepreneurship stream provides a unique opportunity to gain the entrepreneurial competencies needed to start, develop and/or manage a small business venture; to engage in social entrepreneurship; to pursue a career that requires entrepreneurship or one that provides assistance to the small business sector. Considering that the majority of net new jobs are being created by firms with less than 100 employees (where entrepreneurship is usually a key success factor); that individuals with entrepreneurial skills/competencies are among the most sought after by growth industries; and, that more communities and not-for-profits are taking responsibility for their own destiny but often need help in identifying and pursuing entrepreneurial initiatives, there is no shortage of career opportunities.

The Entrepreneurship stream will interest you if you thrive on taking responsibility, acting independently on your own initiative, accepting challenges, finding creative solutions to problems, making things happen, aiming for and getting results, and learning new things. Entrepreneurship students are persistent and determined, committed to seeing things through, and are never satisfied with the status quo. You like to learn by becoming actively involved in the learning process, taking responsibility for your own learning, taking initiative and learning through experience, having opportunities to integrate and apply your knowledge, skills and abilities in a real-life context, and using creativity to solve problems/capitalize on opportunities.

ENTREPRENEURSHIP		MAJOR	ADVANCED MAJOR	HONOURS
Year 1	BSAD Core	BSAD 101, 102	BSAD 101, 102	BSAD 101, 102
	Arts Required	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Year 2	BSAD Core	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Years 3 & 4	BSAD Core	BSAD 471	BSAD 471	BSAD 471
	Stream Required	BSAD 331, 332, 356, 456; 9 credits from list below*	BSAD 331, 332, 356, 453, 456, 492; 9 credits from list below*	BSAD 331, 356, 391, 453, 456, 494; 9 credits from list below*
	BSAD Electives	15 credits	9 credits	9 credits
	Arts/Sc. Electives	12 credits	12 credits	12 credits
	Open Electives	9 credits	9 credits	9 credits

**Required courses include:**

- BSAD **331** Marketing Management
- BSAD **332** Marketing Research
- BSAD **356** Entrepreneurship/New Venture Development
- BSAD **453** Entrepreneurial Finance
- BSAD **456** Small Business Management
- BSAD **391** Foundations of Management Research  
[for Honours only]
- BSAD **492** Majors Consulting Project [for Advanced Majors only]
- BSAD **494** Honours Thesis [for Honours only]

**\* Entrepreneurship credits may be earned from this list:**

- BSAD **321** Intermediate Managerial Accounting
- BSAD **335** Consumer Behaviour
- BSAD **352** Social Entrepreneurship
- BSAD **453** Entrepreneurial Finance [unless required]
- BSAD **357** International Business
- BSAD **358** Business Ethics
- BSAD **381** Operations Management
- BSAD **383** Mobile Commerce
- BSAD **386** Project Management
- BSAD **431** Services Marketing
- BSAD **458** New Venture Creation

**NEW \* Entrepreneurship in Food & Nutrition.** 5-Year 2ND-Degree Program. The StFX Entrepreneurship in Food & Nutrition Program will offer two accelerated pathways based on two existing degree options over five years and 150 credits. Students will start StFX as either a Human Nutrition or Business student. Business students can opt into the program before year 3 on the assumption they have completed or will complete CHEM 101/102 and BIO 111/215 and an ARTS pair. Contact the Chair of Management for more information.



## FINANCE

Whether students plan to work in the finance industry or pursue higher studies in finance, the Finance stream provides students with solid foundations in finance to help them excel in the future. Courses within the Finance stream cover various topics, including corporate finance, investments, international finance, risk management, financial institutions, and personal finance. Our curriculum is rigorous as well as fun, allowing students to learn through problems, cases, spreadsheets, and guest lectures. Beyond theory courses in finance, every student in the Finance stream has the opportunity to participate in training within our state-of-the-art Finance Trading Lab, equipped with professional software for trading and research that includes Thomson Eikon, Datastream, and Stockguide.

Upon graduation, our students may seek employment positions that range from financial research analyst, to credit analyst at a bank, to financial planner, to consultancy work. Some of our students instead choose to pursue research interests through post-graduate studies in national and international universities. Professional designations in the finance area include Certified Financial Planner (CFP), Chartered Financial Analyst (CFA), Chartered Investment Manager (CIM) and more. This is a very exciting time to be in the diverse field of finance.

FINANCE		MAJOR	ADVANCED MAJOR	HONOURS
Year 1	BSAD Core	BSAD 101, 102	BSAD 101, 102	BSAD 101, 102
	Arts Required	ECON 101, 102; MATH 105 (or ECON 271); STAT 101	ECON 101, 102; MATH 105 (or ECON 271); STAT 101	ECON 101, 102; MATH 105 (or ECON 271); STAT 101
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Year 2	BSAD Core	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281
	Arts Required	ECON 201, 202	ECON 201, 202	ECON 201, 202
	Arts/Sc. Electives	6 credits	6 credits	6 credits
Years 3 & 4	BSAD Core	BSAD 471	BSAD 471	BSAD 471
	Stream Required	BSAD 342, 344, 346, 12 credits from list below*	BSAD 342, 344, 346, 444; 15 credits from list below*	BSAD 342, 344, 346, 391 (or ECON 372), 444, 494; 9 credits from list below*
	BSAD Electives	15 credits	9 credits	9 credits
	Arts/Sc. Electives	12 credits	12 credits	12 credits
	Open Electives	9 credits	9 credits	9 credits

**Required courses include:**

- BSAD **342** Financial Management II
- BSAD **344** Investment Management
- BSAD **346** Financial Statement Analysis
- BSAD **391** Foundations of Management Research  
[for Honours only]
- BSAD **444** Advanced Financial Management
- BSAD **494** Honours Thesis [for Honours only]

**\* Finance credits may be earned from this list:**

- BSAD **323** Intermediate Financial Accounting I
- BSAD **345** Personal Financial Management
- BSAD **348** Financial and Banking Institutions
- BSAD **349** International Financial Management
- BSAD **445** Derivatives
- BSAD **449** Portfolio Management
- BSAD **453** Entrepreneurial Finance
- BSAD **450** Personal Taxation
- BSAD **460** Corporate Taxation
- BSAD **497** Selected Topics: Financial Modeling

## INTERNATIONAL BUSINESS

The International Business (IB) stream will prepare students with the necessary knowledge and skills needed to succeed in an international business environment. International business activities are providing significant opportunities for Canadian companies and businesses practically of any size and industry. Various globalization processes (cultural, economic, political, etc.) are underlying international business activities and are driving the internationalization of the world economy. Students (and future leaders and managers) who are particularly interested in pursuing a career in the context of international business need to be familiar with the unique theoretical and practical decision-making challenges and opportunities in international business.

Since the purpose of the program is to prepare students to become responsible global citizens and effective and successful managers in an international business context, the stream will integrate business theory and practices drawing on the various sub-disciplines of business administration. The program will help students to develop or enhance global perspectives, responsibilities and critical thinking, as well as language skills. It will also offer cross-cultural experiences provided by StFX and exchange partners abroad. Therefore, the IB stream is designed to offer an integrated business program with an international focus emphasizing an experiential international education.

INTERNATIONAL BUSINESS		MAJOR	ADVANCED MAJOR	HONOURS
Year 1	BSAD Core	BSAD 101, 102	BSAD 101, 102	BSAD 101, 102
	Arts Required	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101
	Arts/Sc. Electives	12 credits	12 credits	12 credits*
Year 2	BSAD Core	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Years 3 & 4	BSAD Core	BSAD 471	BSAD 471	BSAD 471
	Stream Required	BSAD 357; 358; 451; 452; 9 credits from list below*	BSAD 357; 358; 451, 452; 492; 12 credits from list below *	BSAD 357; 358; 391; 451; 452; 494; 9 credits from list below*
	BSAD Electives	15 credits	9 credits	9 credits
	Arts/Sc. Electives	12 credits	12 credits	12 credits
	Open Electives	9 credits	9 credits	9 credits
<b>EXCHANGE Requirement<sup>1</sup></b>		<b>No</b> (voluntary)	<b>Yes</b> (mandatory)	<b>Yes</b> (mandatory)
<b>LANGUAGE Requirement<sup>2</sup></b>		<b>No</b> (voluntary)	<b>Yes</b> (mandatory)	<b>Yes</b> (mandatory)

1. Adv. Majors and Honours students are required to complete a minimum of one term abroad with an International Exchange partner.
2. Adv. Majors and Honours students are required to complete 12 credits (one pair) in a second language; this requirement will be waived for multilingual students providing acceptable evidence. Alternatives to the modern languages taught at StFX could be substituted.

**Required courses include:**

BSAD **357** International Business  
 BSAD **358** Business Ethics  
 BSAD **391** Management Research [for Honours only]  
 BSAD **451** Cases in International Business  
 BSAD **452** Comparative International Strategy  
 BSAD **492** Consulting Project [for Advanced Majors only]  
 BSAD **494** Honours Thesis [for Honours only]

**\* IB credits may be earned from this list:**

BSAD **349** International Finance  
 BSAD **382** Intro. to Enterprise Systems using SAP  
 BSAD **433** International Marketing  
 BSAD **473** Advanced Topics in Responsible Management  
 BSAD **474** International Human Resources Management

## MANAGEMENT AND LEADERSHIP

In the knowledge economy, a sustainable competitive advantage is increasingly dependent upon fostering an environment where people can thrive. Management knowledge focuses primarily on the human dimension of businesses within the topics of human resources management, ethics and social responsibility, leadership, strategic management, organizational behaviour and organization studies. These topics help students learn how organizations work and how to navigate their own career path as managers within organizations. This stream contains courses that are of sufficient breadth for students to subsequently pursue jobs in human resource management, industrial relations, management consulting, project management, general management and beyond, and in organizational types ranging from private to public, profit to not-for-profit. Post-graduate paths most common for students in this stream include the CPHR (Chartered Professional in Human Resources), MBA, research-based Masters' degrees and Law, plus the focus on management in specific industries, such as Sports Management, Hospitality, etc.

Within the Management and Leadership stream, our points of emphasis—and differentiation—are in the areas of ethics, leadership and social responsibility, or all together, *responsible management*. Graduates can expect to be uniquely knowledgeable about the complexities of managing within an increasingly global social context and the leadership challenges that come with heightened expectations for ethical behaviour. Along the way, students will learn more about themselves and the kind of business leader they are and wish to become.

MGMT AND LEADERSHIP		MAJOR	ADVANCED MAJOR	HONOURS
Year 1	BSAD Core	BSAD 101, 102	BSAD 101, 102	BSAD 101, 102
	Arts Required	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Year 2	BSAD Core	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Years 3 & 4	BSAD Core	BSAD 471	BSAD 471	BSAD 471
	Stream Required	BSAD 358, 361, 363*, 461; 9 credits from list below**	BSAD 358, 361, 363*, 461, 473, 492; 9 credits from list below**	BSAD 358, 361, 363*, 391, 461, 473, 494; 6 credits from list below**
	BSAD Electives	15 credits	9 credits	9 credits
	Arts/Sc. Electives	12 credits	12 credits	12 credits
	Open Electives	9 credits	9 credits	9 credits

### Required courses include:

- BSAD **358** Business Ethics
- BSAD **361** Organizational Analysis
- BSAD **363** Human Resources Management
- BSAD **391** Foundations of Management Research  
[for Honours only]
- BSAD **461** Leadership
- BSAD **473** Advanced Topics in Responsible Mgmt
- BSAD **492** Majors Consulting Project [for Advanced Majors only]
- BSAD **494** Honours Thesis [for Honours only]

\* Students in the Management and Leadership Major along with a Minor in Sport Management will substitute BSAD 363 for another Management elective.

### \*\* Management/Leadership credits may be earned from this list:

- BSAD **346** Financial Statement Analysis
- BSAD **362** Career Dynamics
- BSAD **367** Gender and Management
- BSAD **382** Introduction to Enterprise Systems Using SAP
- BSAD **386** Project Management
- BSAD **387** Organizational Design Using SAP
- BSAD **427** Management Control Systems
- BSAD **435** Sales Force Management
- BSAD **456** Small Business Management
- BSAD **462** Employee and Labour Relations
- BSAD **466** Lessons in Leadership from Film & Literature
- BSAD **467** Leading Organizational Change
- BSAD **472** Environmental Sustainability for Organizations
- BSAD **473** Advanced Topics in Responsible Mgmt [unless required]
- BSAD **474** International Human Resources Management
- BSAD **498** Indigenous Business

## MARKETING

Customers do not buy products. They buy solutions. They buy benefits. Marketer's help their organizations understand customer perceptions of value and how to create, communicate and deliver that value better than the competition. Marketers do this in ways that contribute to society in general, not just to the bottom line. Students choosing a Marketing concentration have the opportunity to study foundational Marketing courses including Consumer Behaviour, Marketing Management, Professional Sales and Marketing Research and can also explore specific areas such as digital marketing. These courses develop students' knowledge and skills so they are ready for an exciting but complex world. Students who study Marketing are well positioned for careers in brand management, professional sales, market research, retail management, merchandising or category management, advertising, digital marketing, public relations, not-for-profit marketing, and entrepreneurship.

MARKETING		MAJOR	ADVANCED MAJOR	HONOURS
Year 1	BSAD Core	BSAD 101, 102	BSAD 101, 102	BSAD 101, 102
	Arts Required	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101	ECON 101, 102; MATH 105; STAT 101
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Year 2	BSAD Core	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281	BSAD 221, 223, 231, 241, 261, 281
	Arts/Sc. Electives	12 credits	12 credits	12 credits
Years 3 & 4	BSAD Core	BSAD 471	BSAD 471	BSAD 471
	Stream Required	BSAD 331, 333, 335, 358; 9 credits from list below*	BSAD 331, 332, 333, 335, 358, 492; 9 credits from list below*	BSAD 331, 333, 335, 358, 391, 494; 9 credits from list below*
	BSAD Electives	15 credits	9 credits	9 credits
	Arts/Sc. Electives	12 credits	12 credits	12 credits
	Open Electives	9 credits	9 credits	9 credits

**Required courses include:**

- BSAD **331** Marketing Management
- BSAD **332** Marketing Research [for Advanced Majors and Honours]
- BSAD **333** Professional Sales
- BSAD **335** Consumer Behaviour
- BSAD **358** Business Ethics
- BSAD **391** Foundations of Management Research [for Honours only]
- BSAD **492** Majors Consulting Project [for Advanced Majors only]
- BSAD **494** Honours Thesis [for Honours only]

**\* Marketing credits may be earned from this list:**

- BSAD **332** Marketing Research [unless required]
- BSAD **383** Mobile Commerce
- BSAD **431** Services Marketing
- BSAD **432** Retailing
- BSAD **433** International Marketing
- BSAD **434** Integrated Marketing Communications
- BSAD **435** Sales Force Management
- BSAD **436** Brand Management
- BSAD **437** Digital Marketing
- BSAD **439** Customer Relationship Management and Loyalty Marketing
- BSAD **495** Selected Topics: Social Media Marketing and Analytics

## JOINT HONOURS IN BUSINESS ADMINISTRATION AND ECONOMICS

The combination of business and economics is intended for students who are considering graduate work with an economics or financial management focus. The program mixes the core offerings of the business administration degree structure with a significant focus within the micro- and macro-economic fields. Students can choose to undertake their research-based thesis in either the Business Administration or Economics.

The Joint Honours program allows students to distinguish themselves upon graduation and prepares them extremely well for graduate studies and/or careers with highly selective employees such as The Bank of Canada.

BBA WITH JOINT HONOURS IN BSAD AND ECON		
Year 1	BSAD Core	BSAD 101, 102
	Arts Required	ECON 101, 102; MATH 105 or 106 or 126; STAT 101
	Arts/Sc. Electives	12 credits
Year 2	BSAD Core	BSAD 221, 223, 241
	Arts Required	ECON 201, 202, 271, 301, 302
	Arts/Sc. Electives	6 credits
Years 3 & 4	BSAD Core	BSAD 231, 261, 281, 391, 471, 494*
	ECON Core	ECON 371, 372, 493, 494*
	BSAD Electives	9 credits at 300/400 level
	ECON Electives	6 credits at 300/400 level
	Arts/Sc. Electives	18 credits
* Students registered in <b>BSAD 494</b> , the Honours thesis is to be completed in the Business Administration program. * Students registered in <b>ECON 494</b> , the Honours thesis is to be completed in the Department of Economics.		

## CO-OPERATIVE EDUCATION PROGRAMS IN BUSINESS

This optional academic program allows students to have the opportunity to gain 12 months of professional, paid work experience in a range of opportunities in industry, government and not-for-profit across Canada. Students obtain valuable technical and professional experience to reinforce classroom-based instruction. The BBA Co-op Program is accredited by the Canadian Association for Co-operative Education (CAFCE). See section 9.13 of the Academic Calendar for further information.

The Co-op office is located on the ground floor of Schwartz School, SCHW 192 and 194.

## ACADEMIC ADVISING

If you have questions or concerns regarding your program and/or degree requirements, dropping courses, interpreting university regulations, transferring courses, appealing an academic penalty, dealing with academic difficulty—book your appointment with Academic Advising by visiting [www.stfx.mywconline.com](http://www.stfx.mywconline.com) or email [advising@stfx.ca](mailto:advising@stfx.ca).

The Academic Advisors' offices are in the Schwartz School, SCHW 386, and in Nicholson Tower, 3<sup>rd</sup> floor.

# BUILD YOUR PROGRAM ...

**DEGREE:** Major  Adv Major  Honours  \*Follow the requirements for your degree and stream

**STREAM:** \_\_\_\_\_ **Total: 120 credits**

<i>for Major / Advanced Major / Honours</i>	<b>Major</b> [P=21 + E=15]	<b>Advanced Major</b> [P=27 + E=9]	<b>Honours</b> [P=27 + E=9]
<b>BSAD Core Courses</b> ..... <b>27 cr.</b>	<b>BSAD Prescribed &amp; Elective Courses</b> ..... <b>36 cr.</b>		
BSAD <b>101</b> ..... (3 cr.) _____	1. BSAD _____	(3 cr.) _____	
BSAD <b>102</b> ..... (3 cr.) _____	2. BSAD _____	(3 cr.) _____	
BSAD <b>221</b> ..... (3 cr.) _____	3. BSAD _____	(3 cr.) _____	
BSAD <b>223</b> ..... (3 cr.) _____	4. BSAD _____	(3 cr.) _____	
BSAD <b>231</b> ..... (3 cr.) _____	5. BSAD _____	(3 cr.) _____	
BSAD <b>241</b> ..... (3 cr.) _____	6. BSAD _____	(3 cr.) _____	
BSAD <b>261</b> ..... (3 cr.) _____	7. BSAD _____	(3 cr.) _____	
BSAD <b>281</b> ..... (3 cr.) _____	8. BSAD _____	(3 cr.) _____	
BSAD <b>471</b> ..... (3 cr.) _____	9. BSAD _____	(3 cr.) _____	
	10. BSAD _____	(3 cr.) _____	
<b>Arts/Science Prescribed</b> ..... <b>12 cr.</b>	11. BSAD _____	(3 cr.) _____	
ECON <b>101</b> ..... (3 cr.) _____	12. BSAD _____	(3 cr.) _____	
ECON <b>102</b> ..... (3 cr.) _____			
MATH <b>105</b> ..... (3 cr.) _____			
STAT <b>101</b> ..... (3 cr.) _____			
<i>for Finance stream include</i> ..... total <b>18 cr.</b>			
ECON <b>201</b> ..... (3 cr.) _____			
ECON <b>202</b> ..... (3 cr.) _____			
<b>Open Credits</b> ..... <b>9 cr.</b>			
_____ (3 cr.) _____			
_____ (3 cr.) _____			
_____ (3 cr.) _____			
	<b>1<sup>st</sup> Pair</b> (12 cr.)	1. _____	_____
		2. _____	_____
	<b>2<sup>nd</sup> Pair</b> (12 cr.)	1. _____	_____
		2. _____	_____
	<b>Arts/Sc. Elective*</b> (12 cr.)	1. _____	_____
		2. _____	_____
	* Does not have to be paired.		
	1. For the <b>Finance</b> stream: Arts/Science electives total <b>30 cr.</b>		
<b>EARNING A MINOR:</b> Earning 24 of the 36 credits of arts/science electives in one subject qualifies you for a minor in that subject. Required courses cannot be used toward a Minor. You must still earn a pair (12 credits) in a second subject.			

*It is your responsibility to ensure you complete all the necessary courses and degree requirements to earn your BBA degree.*