

BBA – Course Planning
 (Students commencing **after September 2003**)
 Suggested Course Progression – **MARKETING**

1 st YEAR – Semester 1	1 st YEAR – Semester 2
BUAD 111 Financial Accounting I	BUAD 116 Marketing
BUAD 123 Management Principles	BUAD 195 Financial Management
BUAD 128 Computer Software I	ECON 125 Micro Economics or ECON 125 Macro Economics
CMNS 112 Business Communication I	CMNS 122 Business Communication II
MATH 114 Mathematics of Finance	BUAD 176 Professional Selling (Option Course)

2 nd YEAR – Semester 3	2 nd YEAR – Semester 4
BUAD 262 Organizational Behaviour	BUAD 209 Business Law
BUAD 264 Management Accounting	BUAD 272 Business Simulation or BUAD 293 Entrepreneurship (Integrative Credits)
ECON 125 Micro Economics or ECON 125 Macro Economics	BUAD 266 Advertising and Sales Promotion or BUAD 278 Marketing Management
STAT 124 Business Statistics	BUAD 268 Market Research
BUAD 297 Retailing	BUAD 269 Human Resources Management

3 rd YEAR – Semester 5	3 rd YEAR – Semester 6
BUAD 315 Management Science	BUAD 325 Business & Canadian Government Policy
BUAD 340 Strategic Management	PHIL 350 Business Ethics
Non Business	Non Business
BUAD 333 Internet Marketing	BUAD 335 E Commerce
BUAD 336 Services Marketing	300/400 Business Elective

4 th YEAR – Semester 7	4 th YEAR – Semester 8
Non Business	300/400 Business Elective
BUAD 345 Consumer Behaviour	300/400 Business Elective
BUAD 330 International Business	BUAD 401 International Trade
300/400 Business Elective	300/400 Business Elective
BUAD 491 Business Research Methods	BUAD 492 Business Research Project

Notes

1. An additional ENGL or CMNS course is recommended for one non-business course
2. BUAD 491 and 492 are required for the BBA (Honours). Regular BBA students substitute in two additional 300 or 400 courses
3. Up to 4 of the 300 or 400 level courses can be non business courses (e.g. CMNS 390 Advanced Communication Issues).