

## Minor Program Adjustment Template

<b>Faculty:</b> Business and Information Technology	<b>Date:</b> 10 November 2016
<b>Program:</b> Bachelor of Commerce including Pathway Programs	
<b>Undergraduate:</b> <input checked="" type="checkbox"/>	<b>Graduate:</b> <input type="checkbox"/>

**Motion: That CPRC approve the addition of a double major option within the Faculty of Business and IT.**

### Proposal Brief

#### Summary of the proposed change

Given the reduction in the number of required courses we have created an opportunity to enable students to pursue a double major in the B.Comm. Students would have to complete all course requirements for both majors to be eligible and would receive for example a Bachelor of Commerce with majors in Accounting and Marketing. Depending on the combination of majors it could require students to complete up to 3 additional courses (9 credit hours, for a total of 129 credit hours for the degree) during their 4-year program.

#### Description of the ways in which the proposed change will enhance the academic opportunities

Students will have to option to complete two majors over the course of their degree, giving them greater depth of knowledge in an increased number of areas.

#### Process of consultation with other units if the change(s) involves students, staff and faculty from other programs or courses

No impact to other units, programs, or courses.

#### Transition Plan

We will begin to offer this option in Fall 2017.

#### Analysis of the financial and enrolment implications

There are no financial and enrolment implications

#### Proposed Implementation Date

Fall 2017

#### Transition Plan

There is no plan needed for this change.

#### Calendar Copy and/or Program Maps (highlight revisions to existing curriculum)

Please find below a table outlining the courses required for each major, as listed in the Academic Calendar, and demonstrating courses which overlap for each combination of majors.

Course Code	Course Name	Major				
		Accounting	Entrepreneurship	Finance	Marketing	OBHR
BUSI 1130	Introduction to Financial Accounting	x	x			
BUSI 2130	Intermediate Financial Accounting I	x				
BUSI 2180	Introduction to Managerial Accounting	x				
BUSI 3110	Introduction to Taxation	x				

BUSI 3120	Advanced Taxation	x				
BUSI 3130	Intermediate Financial Accounting II	x				
BUSI 3131	Intermediate Financial Accounting III	x				
BUSI 3180	Intermediate Managerial Accounting	x				
BUSI 4180	Advanced Auditing	x				
BUSI 3170	Auditing Standards and Applications	x				
BUSI 4130	Advanced Financial Accounting	x				
BUSI 1700	Introduction to Entrepreneurship		x			
BUSI 2200	Marketing Management		x		x	
BUSI 2401	Finance I		x	x		
BUSI 2700	Entrepreneurial Finance		x			
BUSI 3710	Small Business Management		x			
BUSI 3730	Creative Problem Solving, Entrepreneurship and Imagination		x			
BUSI 3750	Lean Start-up		x			
BUSI 4799	Incubator		x			
BUSI 3211	Frontiers in Customer Analysis		x			
BUSI 3330	The Management of Change		x			x
BUSI 3650	Innovation Management		x			
BUSI 3720	Family Business		x	x		
BUSI 2402	Finance II			x		
BUSI 3405	Equity Asset Analysis			x		
BUSI 3410	Financial Institutions			x		
BUSI 3420	Derivative Securities			x		
BUSI 4410	Advanced Corporate Finance Applications			x		
BUSI 3150	Financial Statement Analysis			x		
BUSI 3430	Personal Finance			x		
BUSI 3440	Financial Modelling			x		
BUSI 3460	Fixed Income Strategies			x		
BUSI 3480	International Finance			x		
BUSI 4400	Electronic Trading and Exchange			x		
BUSI 4405	Portfolio and Investment Strategies			x		
BSUI 4420	Working Capital Management			x		
BUSI 4430	Mergers and Acquisitions			x		
BUSI 4440	Financial Econometrics			x		
BUSI 4490	Special Topics in Finance			x		
BUSI 4499	Directed Independent Studies in Finance			x		
BUSI 3210	Consumer Behaviour				x	
BUSI 3260	Marketing Research				x	
BUSI 3503	E-Marketing				x	
BUSI 4220	Marketing Strategy				x	
BUSI 3200	Marketing Communications				x	
BUSI 3220	Sales Management				x	
BUSI 3230	Marketing Channels				x	
BUSI 3240	Retail Buying and Merchandising				x	

BUSI 3250	Service Marketing				x	
BUSI 3270	Retail Marketing				x	
BUSI 3280	Brand Management				x	
BUSI 3290	Marketing Management in Asia Pacific				x	
BUSI 4203	Advertising Management				x	
BUSI 4210	High-Tech Marketing				x	
BUSI 4230	Marketing Analytics				x	
BUSI 4250	International Marketing				x	
BUSI 4270	Business to Business Marketing				x	
BUSI 4290	Special Topics in Marketing				x	
BUSI 4299	Directed Independent Studies in Marketing				x	
BUSI 2311	Organizational Behaviour					x
BUSI 2312	Human Resources Management					x
BUSI 3305	Recruitment and Selection					x
BUSI 3312	Industrial and Labour Relations					x
BUSI 3340	Human Resource Planning					x
BUSI 3360	Occupational Health and Safety					x
BUSI 3380	Compensation and Benefits					x
BUSI 3390	Training and Development					x
BUSI 3315	Negotiation Theory and Practice					x
BUSI 3350	Developing Management Skills					x
BUSI 3370	Employment and Labour Laws					x
BUSI 4390	Special Topics in OBHR					x
BUSI 4399	Directed Independent Studies in OBHR					x

#### APPROVAL DATES

Date of submission	October 2016
Curriculum Committee approval	October 2016
Faculty Council approval	November 2016