

Student name:

Student ID:

Advisor:

YEAR ONE					
BUSI 1030U Writing & Critical Thinking	BUSI 1600U Management of the Enterprise	ECON 2010U Microeconomics	BUSI 1915U Fundamentals of Business Math	Open Elective	XBIT 1500U Student Success Workshop
BUSI 1130U Intro to Financial Accounting	BUSI 1520U Intro to Business Analytics	ECON 2020U Macroeconomics	Business Elective	General Elective	
YEAR TWO					
BUSI 2180U Intro to Managerial Accounting BUSI 1130U	BUSI 2311U Organizational Behaviour	BUSI 1450U Statistics for Business BUSI 1915U	BUSI 2401U Principles of Finance BUSI 1130U	Open Elective	XBIT 1000U Foundations for Success in Co-op XBIT 2500U Experience Workshop
BUSI 2040U Information Systems BUSI 1600U	BUSI 2200U Marketing Management BUSI 1030U	BUSI 2603U Intro to Operations Management BUSI 1450U	Open Elective	General Elective	XBIT 2000U Co-op Work Term 1
YEAR THREE					
BUSI 3210U Consumer Behaviour BUSI 2200U	BUSI 3000U Business and Sustainability year 3+ standing	BUSI 3503U Digital Marketing BUSI 2200U	Open Elective	Open Elective	XBIT 3500U Career Readiness Workshop
BUSI 3260U Marketing Research BUSI 2200U & 1450U	Marketing Elective	Marketing Elective	Open Elective	General Elective	XBIT 3000U Co-op Work Term 2
YEAR FOUR					
BUSI 4701U Strategic Management year 4 standing	Marketing Elective	Marketing Elective	Open Elective	XBIT 4500U Capstone or XBIT 4600U Internship or XBIT 4700U Venture Creation	XBIT 4000U Co-op work term 3
BUSI 4220U Marketing Strategy BUSI 2200U & year 4 standing	Marketing Elective	Business Elective	Business Elective	Open Elective	

Colour Legend:	Outstanding courses	Completed courses	Fall 2025	Winter 2026	Spring/Summer 2026
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This	Current Earned Credit Hours	/120	Comments:
	Current Registered Credit Hours		
	Outstanding Credit Hours	/120	

program map is intended as a resource to guide you through your course planning and track your academic progress. It provides an overview of the recommended course sequence and elective options. Please refer to the official [Ontario Tech University Academic Calendar](#) for the most up-to-date and comprehensive information on program requirements, course prerequisites, and academic policies. This is not an official document and is meant to provide guidance on what courses you should enroll in for the upcoming terms. Please double check this map with your OT transcript to ensure there are no discrepancies with what is recorded.

ELECTIVE INFORMATION

Business elective: a business (BUSI) elective is a business course outside of one's major
General elective: a general elective is considered a course outside of business (i.e., without the BUSI prefix)
Open elective: either a general or a business elective
Marketing elective: an upper year Marketing-focused courses (must be chosen from posted elective list)
FBIT elective list: <https://businessandit.ontariotechu.ca/undergraduate/academic-support/electives.php>

Academic Support:

- **Schedule an appointment with First-year Academic Advising:** <https://academicadvising.ontariotechu.ca/FBIT/first-year-students.php>
- **Schedule an appointment with Upper-year Academic Advising:** <https://academicadvising.ontariotechu.ca/FBIT/upper-year-students.php>
- **Experiential Learning office (internship, co-op, capstone):** <https://businessandit.ontariotechu.ca/experiential-learning/contact.php>

Additional Information:

- **Course descriptions:** <https://calendar.ontariotechu.ca/content.php?catoid=88&navoid=3954>
- **2025/2026 Academic schedule:** <https://calendar.ontariotechu.ca/content.php?catoid=88&navoid=3946>
- **Grading scale:** <https://registrar.ontariotechu.ca/services/grading.php>
- The minimum (cGPA) required to graduate and to remain in clear academic standing is 2.00.

Mental Health Support:

2025-2026 academic year
2024, 2023, 2022 start

Bachelor of Commerce Marketing & Co-op



- If you are experiencing mental health or other crisis: <https://studentlife.ontariotechu.ca/mental-health-services.php>
- Book an appointment: <https://ontariotechu.ca/forms/online/view.php>

F = Fall term available W = Winter term available S = Spring/Summer available (subject to change without notice).

Prerequisites noted (where “/” = “or”)

Note: attempting to register for courses from different year-levels may result in scheduling-conflicts.