

BUSINESS ADMINISTRATION DIPLOMA PROGRAM, INTEGRATED MARKETING COMMUNICATIONS MAJOR PROGRAM COURSE LIST						
List is effective September 5, 2023 to August 23, 2024. Learners follow the Program Course List in place at the start of their program.						
Learners have 5 years to complete the Business Administration (BA) diploma program						
IMPORTANT INFORMATION ABOUT THIS PROGRAM						
Course availability and program requirements are determined by the Chiu School of Business						
The program requirements that were in effect on the date that the learner began their program are those that need to be fulfilled in order to graduate.						
Term availability listed is only for the 2023/2024 Academic Year.						
Maximum class capacity is determined by the department offering the course.						
Pre-requisites are courses that must be completed before taking a more advanced course.						
Co-requisites are courses that must be taken before or at the same time as another course.						
Learners may attempt a course a maximum of 3 times. This includes withdrawing from a course.						
Term	Course	Credits	Availability	Passing grade	Pre-requisite	Checklist (for learner use)
1	CORE COURSES: All 10 courses must be completed					
	MGMT1401 Microeconomics	3	Fall/Winter/Spring	D (50% or higher)		
	must be taken in the first term					
2	MGMT2401 Macroeconomics	3	Fall/Winter/Spring	D (50% or higher)	MGMT1401	
1 or 2	ACCT1103 Introduction to Financial Accounting	3	Fall/Winter/Spring	D (50% or higher)		
	HRES1101 Organizational Behaviour	3	Fall/Winter/Spring	D (50% or higher)		
	HRES2201 Introduction to Human Resources	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1101 Introduction to Management	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1102 Introduction to Organizations and Sustainability	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1201 Business Communication	3	Fall/Winter/Spring	D (50% or higher)		
	MGMT1601 Business Law	3	Fall/Winter/Spring	D (50% or higher)		
	MKTG1101 Introduction to Marketing	3	Fall/Winter/Spring	D (50% or higher)		
3	INTEGRATED MARKETING COMMUNICATIONS MAJOR COURSES: All 9 courses must be completed					
	DATA2301 Fundamentals of Digital Marketing Analytics	3	Fall/Winter	D (50% or higher)		
	DESN1201 Introduction to Digital Media Production	3	Fall/Winter	D (50% or higher)		
	DESN2201 Introduction to Web Design for Digital Marketing	3	Fall/Winter	D (50% or higher)		
	MKTG2402 Brand, Content and Copywriting	3	Fall/Winter	D (50% or higher)	MGMT1201 * a grade of C+ is needed & MKTG1101	
4	MKTG2303 Integrated Marketing Communications	3	Fall/Winter	D (50% or higher)	MKTG1101, MKTG2103	
	MKTG2103 Applied Marketing	3	Fall/Winter/Spring	D (50% or higher)	MKTG1101	
	MKTG2203 Selling and the Customer Experience	3	Fall/Winter/Spring	D (50% or higher)	MKTG1101, MGMT1201	
	MKTG2304 Digital and Emerging Media	3	Fall/Winter	D (50% or higher)	MKTG1101	
	MGMT2998 Business Strategy	3	Fall/Winter/Spring	D (50% or higher)	ACCT1103, MGMT1101 & MKTG1101	
OPEN ELECTIVE: Choose 1 of the of the following 2000 level course from the Business Administration program:						
Can be taken in term 3 or 4. Each course is worth 3 credits and a passing grade is D (50% or higher), and there are no pre-requisites for the Open Electives.						
Course		Availability		Course		Availability
ACCT2101	Intermediate Financial Accounting I	Fall/Winter/Spring		HRES2203	Compensation and Benefits	Fall/Winter/Spring
ACCT2102	Intermediate Financial Accounting II	Fall and Winter		HRES2301	Employment Law	Fall/Winter/Spring
ACCT2201	Management Accounting I	Fall/Winter/Spring		HRES2302	Labor Relations	Fall/Winter/Spring
ACCT2202	Management Accounting II	Fall and Winter		HRES2303	Occupational Health & Safety	Fall/Winter/Spring
ACCT2303	Personal & Corporate Taxation	Fall/Winter/Spring		HRES2401	Employee Learning and Development	Fall/Winter/Spring
ACCT2501	Auditing	Winter		MGMT1302	Computer Applications	Fall/Winter/Spring
DATA2301	Fundamentals of Digital Marketing Analytics	Fall and Winter		MGMT1501	Business Mathematics	Fall and Winter
DESN2201	Introduction to Web Design for Digital Marketing	Fall and Winter		MGMT2102	Project Management	Fall/Winter/Spring
DESN1202	Introduction to Digital Media Production	Fall and Winter		MGMT2301	Microsoft Excel	Fall/Winter/Spring
DESN2301	User Experience Design	Fall and Winter		MGMT2302	Computerized Accounting for Management	Fall/Winter/Spring
FNSR2101	Introduction to Insurance & Risk Management	Fall and Winter		MGMT2303	Management Information Systems	Fall
FNSR2102	Insurance on Property	Winter		MGMT2503	Introductory Statistics for Business Disciplines	Fall/Winter/Spring
FNSR2103	Insurance Against Liability	Fall		MGMT2801	International Business	Fall and Winter
FNSR2104	Automobile Insurance	Fall		MGMT2802	International Business and Culture	Spring
FNSR2105	Essentials of Loss Adjusting	Winter		MGMT2901	Introduction to Entrepreneurship	Fall/Winter/Spring
FNSR2106	Underwriting Essentials	Fall		MKTG2103	Applied Marketing	Fall/Winter/Spring
FNSR2107	Essential Skills for Insurance Broker & Agent	Winter		MKTG2203	Selling and the Customer Experience	Fall/Winter/Spring
FNSR2201	Business Finance	Fall/Winter/Spring		MKTG2303	Integrated Marketing Communications	Fall and Winter
FNSR2301	Financial Markets & Products	Fall		MKTG2304	Digital and Emerging Media	Fall and Winter
FNSR2302	Personal Financial Planning I	Fall		MKTG2402	Brand, Content and Copywriting	Fall and Winter
FNSR2303	Investment Funds in Canada	Winter		SCMT2101	Introduction to Supply Chain Management	Fall/Winter/Spring
FNSR2304	Personal Financial Planning II	Winter		SCMT2201	Operations Management I	Fall/Winter/Spring
FNSR2401	Risk Management Principles & Practice	Fall/Winter/Spring		SCMT2301	Procurement	Winter
FNSR2402	Risk Assessment & Treatment	Fall		SCMT2401	Logistics and Transportation	Winter
FNSR2403	Risk Financing	Winter		SCMT2501	Inventory and Materials Management	Winter
HRES2101	Change Management	Fall/Winter/Spring		SCMT2601	Quality Management	Winter
HRES2202	Talent Acquisition and Engagement	Fall/Winter/Spring		TOUR2104	Sustainable Development	Spring
TOTAL CREDITS		60	A full time course load is 9 credits or more. A part time course load is 8 credits or less.			