

COURSES BY LEVEL

COMM 501 Dir Independent Studies In Bus Units: 3.00

This course is provided for those students who have an interest in deepening their knowledge through independent study in a particular specialized area not available in the regular course offerings. This advanced study will be conducted under the supervision of, and in active consultation with, an appropriate faculty member of the School. Periodic reporting, written assignments, and oral examinations normally will be part of the learning experience. Students wishing to enrol in this elective should have high academic standing in at least three courses in the general area of this specialization, and must submit their study proposal in writing to the Commerce Program Director. Students may apply for this option only once, and only after completing either the third year or 16 full-course credits.

Requirements: This course is restricted to students enrolled in the 4th year of the Commerce Program. **EXCLUSION:** No more than one course from COMM 501, COMM 502 or COMM 503

Offering Faculty: School of Business

COMM 502 Business Problems And Projects Units: 6.00

Students selecting this course may elect to do a project on either an individual or small-group basis. The individual project is a course in the methods of business research and students work on a problem or project under the supervision of a faculty member of the School. Students must submit their study proposal in writing to the Program Chair. In the case of team projects, the students form into groups usually of not more than 6 persons and analyze the activities of a cooperating business firm. The group is expected to present a report of their findings and recommendations to the management of the subject firm. This course may extend through the full academic year (but may be done in less), but in all cases the work will be equivalent to the weight of 6.0 units for each student whether undertaken as an individual or a group project.

Prerequisite - permission from the Commerce Program Executive Director

Requirements: This course is restricted to students enrolled in the 4th year of the Commerce Program. **EXCLUSION:** No more than one course from COMM 501, COMM 502 or COMM 503

Offering Faculty: School of Business

COMM 503 Business Research Units: 9.00

This course is designed to help the student develop a capacity to handle an original investigation and to communicate the results of his or her investigation in a formal written report. Each student will select a research project to be carried out under the supervision of a faculty member of the School. This course is carried over the full academic year and is equivalent to the weight of 1.5 credits. Students selecting this option should have attained high academic standing in at least three courses in the field in which they wish to do their research and must submit their study proposal in writing to the Commerce Program Director.

Prerequisite - permission from the Commerce Program Executive Director

Requirements: This course is restricted to students enrolled in the 4th year of the Commerce Program. **EXCLUSION:** No more than one course from COMM 501, COMM 502 or COMM 503

Offering Faculty: School of Business



COMM 504 Is In Consult & Prof. Service Units: 3.00

The course is organized and managed to duplicate a professional services firm. Typical projects result in changes such as improving productivity, enhancing morale, reducing expenses, boosting cash flows, augmenting Internet and e-marketing resources, implementing marketing research, increasing client retention, strengthening brand awareness for the organization or its products and services. There are no formal classes but consulting firm meetings to discuss client progress, methodological challenges and to review and rehearse client presentations and decisions regarding key client deliverables. While the methodologies and final deliverables are reviewed for quality purposes by the professor, the final deliverables are the responsibility of the consultants and are independently developed. Once selected for the course the students sign a contact outlining duties as well as personal learning and experiential objectives. The student will be evaluated by the professor on the same basis as a member of a professional services firm. Key performance attributes include technical skills such as analytical, writing and presentation skills as well as administration and project management effectiveness. Soft skills evaluated include engagement and contribution to the firm, leadership, team effectiveness/ collaboration, professionalism and client relationships. Considerable emphasis is placed on the success of the client engagement as assessed by the professor through a formal client feedback and client satisfaction survey. Since this independent study is both project-and-client based, it is very rewarding, but demanding. Students will apply and improve skills related to delivery and management of professional services, and the integration of virtually all subject matter from previous courses. Students considering a career in consulting or professional service, with previous experience in managing projects, who enjoy interacting with business people, who thrive in fluid and ever-changing project cultures, who value the importance of fostering innovative or creative environments, are strongly encouraged to apply. Admission to the course is by application and interview. Third and fourth year students may apply for the course in either the fall or winter term. While there are no formal course prerequisites, many projects do focus on issues such as consumer and promotional plans. Students should be interested in integrating skills, tools and concepts from numerous courses, and want a course where they apply themselves in the real-world management challenges.

Requirements: This course is restricted to students enrolled in the 3rd or 4th year of the Commerce Program.

Offering Faculty: School of Business