

COURSES BY LEVEL

COMM 101 Introduction to Commerce Units: 6.00

This course provides students with the knowledge, skills and competencies critical to success in the Commerce program. It is premised on the idea that such competencies are underpinned by effective relationships with one's self, one's peers, and within the firm. Students learn to work effectively and efficiently as individuals and with others on leadership and collaboration skills and behaviours. Students also develop an understanding of the fundamental elements of the modern enterprise and the role of the manager. The course creates multiple opportunities for reflection and self-analysis, encouraging critical thinking and exploration of new approaches and understanding that will be enhanced and developed as students progress through the program.

Requirements: This course is restricted to students enrolled in the Commerce Program.

Offering Faculty: School of Business

COMM 103 Business Management Units: 3.00

This course introduces students to the main functional areas of business and demonstrates how these areas interact to produce products and/or services in an economically viable manner. The course also assists students in developing an understanding of the modern corporate enterprise, in both the Canadian context and in a broader, global context. The primary pedagogical tool in COMM 103 is a computer-based management simulation. Through this simulation and complementary class activities, students gain a further understanding of the tasks, practices, and responsibilities of the modern manager.

Requirements: This course is restricted to students enrolled in the Commerce Program. **EXCLUSIONS:** No more than one course from COMM 103, COMM 200/600 or COMM 201/601

Course Equivalencies: COMM103/200/600

Offering Faculty: School of Business

COMM 104 Business Ethics and Corporate Social Responsibility Units: 3.00

This required second year course provides an introduction to the related fields of business ethics and corporate social responsibility. It is also the first academic step towards achieving a Certificate in Social Impact. The course is designed to increase student awareness of the increasing importance of the ethical dimension of business. It will enhance student understanding of the issues, standards and stakeholders involved. It will also introduce ethical analysis and decision making processes, as well as the role of ethics in corporate governance and the need for an ethical corporate culture.

Requirements: This course is restricted to students enrolled in 2nd year of the Commerce Program.

Offering Faculty: School of Business

COMM 105 Business Communications Units: 3.00

This required first year course will enhance the student's understanding of the importance of and transferability of professional written, oral, and technical communication skills. It will include communication theory supported by opportunities to apply knowledge and critical thinking in developing and honing communication skills. This course also will support the development of the student's ability to apply hard and soft communication skills to other courses, extracurricular activities, job search, and ultimately, the workplace.

Requirements: This course is restricted to students enrolled in the Commerce Program.

Offering Faculty: School of Business

COMM 111 Introduction To Financial Accounting Units: 3.00

As the initial course in accounting, this course provides a foundation of accounting knowledge necessary to the fuller appreciation of many aspects of business. The structure of the process of accounting is studied, with particular emphasis on the use, interpretation, and communication of financial information.

Requirements: This course is restricted to students enrolled in the Commerce Program. **EXCLUSIONS:** No more than one course from COMM 111 or COMM 211/611 or EMPR 280

Course Equivalencies: COMM111/211/611

Offering Faculty: School of Business



COMM 112 Introduction To Management

Accounting Units: 3.00

An examination of the internal accounting model and related information systems designed to keep the manager informed for the purposes of planning and controlling the organization's operations.

Requirements: This course is restricted to students enrolled in the Commerce Program **PREREQUISITES:** COMM 111 **EXCLUSIONS:** No more than one course from COMM 112 or COMM 212/612 or EMPR 280

Course Equivalencies: COMM112/212/612

Offering Faculty: School of Business

COMM 121 Introduction To Finance Units: 3.00

This course provides students with a framework with which to analyze individual and corporate investment and financing decisions. We will introduce the notions of both time and risk to the valuation of individual securities, such as stocks and bonds, and to capital investments undertaken by corporations. Through this framework, we will gain an understanding of financial markets and the process by which companies make their investment decisions.

Requirements: This course is restricted to students enrolled in the 2nd year in the Commerce Program. **PREREQUISITE:** COMM 111 **EXCLUSION:** No more than one course from COMM 121 or COMM 221/621 or EMPR 280

Course Equivalencies: COMM121/221/621

Offering Faculty: School of Business

COMM 122 Finance II Units: 3.00

This course expands the students' knowledge of finance by building on the concepts of valuation and corporate financial management introduced in Finance I. The course provides an introduction to basic derivatives securities, and looks in greater depth at corporate valuation, and corporate financial policy. The course aims to integrate financial theory into applications by gaining an understanding of topics such as convertible securities, real options, and corporate risk management.

Requirements: This course is restricted to students enrolled in the 2nd year in the Commerce Program. **PREREQUISITE:** COMM 121/221 **EXCLUSION:** EMPR 280

Offering Faculty: School of Business

COMM 131 Introduction To Marketing Units: 3.00

This course provides students with a knowledge of the concepts of marketing as well as an understanding of how these concepts are applied in the management of the firm. Specifically, the objectives are: to provide a working knowledge of the basic theories and concepts in marketing; to develop decision making skills and abilities and to gain experience in developing marketing strategies and plans. The course is taught using a combination of lectures, discussions, case analyses, and exams.

Requirements: This course is restricted to students enrolled in the 2nd year in the Commerce Program. **EXCLUSIONS:** No more than one course from COMM 131 or COMM 231

Course Equivalencies: COMM131/231/631

Offering Faculty: School of Business

COMM 132 Marketing II Units: 3.00

This course provides an overview of the foundations of superior marketing related to the preparation, execution, and support of marketing programs. Through the use of regional, national and global marketing case studies, students will practice the evaluation, formation and deployment of business-level marketing tactics geared to boosting market share, customer loyalty, and profits. Students will be provided with analytical frameworks enabling them to identify and innovatively resolve issues. A key emphasis in the course is understanding the powerful impact that marketing recommendations have on costs, price, sales volumes, product or service quality, and brand equity.

Requirements: This course is restricted to students enrolled in the 2nd year in the Commerce Program. **PREREQUISITE:** COMM 131/231

Offering Faculty: School of Business

COMM 151 Organizational Behaviour Units: 3.00

This course introduces students to the study of human behaviour in organizations. The purpose is to provide a coherent account of the causes and consequences of organizational behaviour. Lectures, discussions, cases, and exercises will be used to broaden the students' understanding of working environments. Whenever possible, students' own employment experiences will be drawn upon as a basis for understanding the concepts discussed.

Requirements: This course is restricted to students enrolled in the Commerce Program. **EXCLUSIONS:** No more than one course from COMM 151 or COMM 251/651 or EMPR 270

Course Equivalencies: COMM151/251/651

Offering Faculty: School of Business

COMM 153 Managing Work and Teams Units: 3.00

The objective for this course is to provide incoming Commerce students with a conceptual understanding and applied knowledge related to managing work and creating effective project teams. Students in their first year of the Commerce program face significant personal change and will be required to accept responsibility for completing a number of course projects in teams. Therefore, learning how to achieve personal effectiveness, manage work (e.g., initiate, plan, and execute work), build positive team dynamics, and be an effective team member are extremely important. As fundamentals of project management will be covered in this course, students will earn contact hours required for Certified Associate of Project Management (CAPM) accreditation.

Requirements: This course is restricted to students enrolled in the Commerce Program.

Offering Faculty: School of Business

COMM 161 Introduction To Mathematical Analysis Units: 3.00

This course is designed to enhance your ability to apply advanced mathematical techniques including: linear algebra, differential and integral calculus, optimization, probability theory and computer modelling to tackle a wide range of managerial problems. It is assumed that students have taken Ontario Grade 12 calculus or its equivalent.

Requirements: This course is restricted to students enrolled in the Commerce Program.

Offering Faculty: School of Business

COMM 162 Managerial Statistics Units: 3.00

This course develops students' capabilities for analyzing and drawing conclusions from data. Course coverage will include probability, probability models, statistical inference, and a thorough grounding in simple and multiple regression. Topics will be illustrated with appropriate examples, many supported by spreadsheet methods.

Requirements: This course is restricted to students enrolled in the Commerce Program. **EXCLUSION:** No more than one course from COMM 162, ECON 250, PSYC 202, HSCI 190 or STAT 263

Offering Faculty: School of Business

COMM 163 Business Decision Models I Units: 3.00

This course deals with the application of deterministic mathematical models to management decision-making. Topics will include: the identification and formulation of decision models; the use of marginal analysis in basic problems of pricing and inventory control; the application of mathematical programming models in multivariate resource allocation; and the use of network models in transportation analysis, planning, and project management. Computer modeling and solution techniques will be discussed throughout the course, with emphasis on spreadsheet-based methods. A particular focus will be the interpretation and communication of model results.

Requirements: This course is restricted to students enrolled in the 2nd year in the Commerce Program. **PREREQUISITE:** COMM 162 or STAT 263 as approved transfer credit

Offering Faculty: School of Business

COMM 171 Principles of Economics for Business Units: 3.00

This course will introduce students to the fundamental concepts in microeconomics and macroeconomics. The microeconomics part will cover concepts such as consumer behavior, supply and demand interaction, and the effects of government interventions (e.g. taxes, subsidies, and environmental policies) on market outcomes and economic efficiency. These concepts build the foundation for COMM 172 (Managerial Economics), which focuses on economic decision making within a business context. The topics covered in the macroeconomics part (15 lectures) include national output and income, the economy in the short vs. long run, banking and monetary policies, labour markets, asset pricing in stock and real-estate markets, and international trade.

Requirements: This course is restricted to students enrolled in the Commerce Program. **EXCLUSION:** No more than one course from COMM 171, ECON 110 or ECON 111 or ECON 112

Offering Faculty: School of Business

**COMM 172 Managerial Economics Units: 3.00**

This course covers the economic foundations of managerial decision-making. Topics include supply and demand interactions, the theory of demand, decision-making under uncertainty, production and costs, price determination under perfect competition and monopoly, strategies for pricing with market power, monopolistic competition, oligopoly, game theory, asymmetric information, moral hazard, and incentive contracts. The course uses a variety of mathematical techniques, particularly algebra, and calculus.

Requirements: This course is restricted to students enrolled in the Commerce Program. PREREQUISITE: COMM 171 or 3 Units as approved transfer from ECON 112 or ECON 110 EXCLUSIONS: ECON 110, ECON 111, ECON 112

Offering Faculty: School of Business

COMM 173 Introduction to International Business Units: 3.00

The objective of this course is to provide students with foundational knowledge in the field of international business. This core international business course will ensure every Commerce graduate, regardless of specialization or career direction, has an understanding of the fundamentals of the international economic and trade environment, how companies organize and position themselves to compete internationally, and the cross-cultural skills required of international managers. This course provides a foundation for students to pursue more advanced international business electives, and to incorporate an international awareness in the analytical work they do for other courses

Requirements: This course is restricted to students enrolled in 2nd year of the Commerce Program.

Offering Faculty: School of Business

COMM 181 Introduction to Human Resources Management Units: 3.00

This course is designed to provide students with an introduction to and understanding of the human resource management function in Canada in the early 21st century, focusing on the strategic importance of managing people in organizations. This course focuses on the role of individuals in creating dynamic, successful organizations by developing an understanding of how the principles and practices of human resource management help firms to attract, retain and develop its human capital, with due regard to the importance of human resource management for all managers in an organization, not just those who work in the functional area of human resources. In COMM 181, students consider their role as a manager in designing and facilitating contexts in which others can be successful, as well as are asked to assume the role of a manager making strategic decisions with legal, economic, and organizational ramifications.

Requirements: This course is restricted to students enrolled in the 2nd year in the Commerce Program. PREREQUISITE: COMM 151 or COMM 251/651 Exclusions: No more than one course from COMM 181 or EMPR 230

Offering Faculty: School of Business

COMM 190 Introduction to Digital Business and Technologies Units: 3.00

The objective of this course is to enable students to understand how organizational information systems that comprise digital technologies, business processes, data, and people can be leveraged in ways that generate business value. Conceptual models, simulations, business cases, and in-class exercises are used to enable students to learn about digital strategies and digital technologies and to develop hands-on skills in process modeling, data modeling, app development, and business intelligence.

Requirements: This course is restricted to students enrolled in 2nd year of the Commerce Program.

Offering Faculty: School of Business