

COURSES BY LEVEL

COMM 200 Business Fundamentals Units: 3.00

This course will develop an appreciation of the role of the manager and business in society. It will discuss Canadian and global trends and issues - political, economic, technological, and ethical - that affect business and management. The course will introduce the student to the nature of the modern corporate enterprise, large and small, and begin the building of business analysis skills.

Requirements: This course is restricted to students enrolled in the 2nd yr or greater of their program, excludes Commerce/CIB. EXCLUSION: No more than one course from COMM 101 or COMM 200/600 or COMM 201/601. No more than 6.0 units from any COMM 200-level course.

Course Equivalencies: COMM103/200/600

Offering Faculty: School of Business

COMM 201 Introduction to Business for Entrepreneurs Units: 3.00

This course introduces students to the language of business, as well as the main functional areas of business, and demonstrates how these areas interact to produce and market products and/or services in an economically viable manner. An emphasis is placed on both strategic and tactical development and execution in entrepreneurial contexts. The course also assists students in developing an understanding of the nature of the modern entrepreneurial enterprise in Canadian and international contexts, and of the tasks, practices, and responsibilities of its leaders. Of particular importance is the use of a capstone simulation - like the Capsim Strategy Simulation, but one geared towards entrepreneurial ventures - whose focus lies in the development and application of fundamental strategic management skills and financial analysis interpretation for decision-making purposes. The approach of the course is to challenge students to strive to develop a base-level competency in business principles which they can effectively transfer to their future entrepreneurial venture.

Requirements: This course is restricted to students enrolled in the 2nd yr or greater of their program, excludes Commerce/CIB. EXCLUSION: No more than one course from COMM 101 or COMM 200/600 or COMM 201/601. No more than 6.0 units from any COMM 200-level course.

Offering Faculty: School of Business

COMM 211 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 2nd yr or greater of their program, excludes Commerce/CIB. EXCLUSIONS: No more than one course from COMM 211 or COMM 611 or EMPR 280 No more than 6.0 units from any COMM 200-level course.

Course Equivalencies: COMM111/211/611

Offering Faculty: School of Business

COMM 212 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 2nd yr or greater of their program, excludes Commerce/CIB. PREREQUISITE: COMM 111/211 EXCLUSIONS: No more than one from COMM 212/612 or EMPR 280 No more than 6.0 units from any COMM 200-level course.

Course Equivalencies: COMM112/212/612

Offering Faculty: School of Business

COMM 221 Introduction To Finance Units: 3.00

The focus is on financial decisions of the firm and the consumer. The two main tasks of financial management, investment choices and financing choices, are examined with emphasis on separation of the investment decision and the owners' consumption decisions, on net present value in capital budgeting, and on capital structure. The course examines choices of portfolios by consumers and how these choices lead to equilibrium opportunity rates.

Requirements: This course is restricted to students enrolled in the 2nd yr or greater of their program, excludes Commerce/CIB EXCLUSIONS: No more than one course from COMM 221 or COMM 621 or EMPR 280 No more than 6.0 units from any COMM 200-level course.

Course Equivalencies: COMM121/221/621

Offering Faculty: School of Business

**COMM 231 Fundamentals of 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, student presentations, and exams.

Requirements: This course is restricted to students enrolled in the 2nd yr or greater of their program, excludes Commerce/CIB. **EXCLUSIONS:** No more than one course from COMM 231 or COMM 631 No more than 6.0 units from any COMM 200-level course.

Course Equivalencies: COMM131/231/631

Offering Faculty: School of Business

COMM 251 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 2nd yr or greater of their program, excludes Commerce/CIB. **EXCLUSIONS:** No more than one course from COMM 251 or COMM 651 or EMPR 270 No more than 6.0 units from any COMM 200-level course.

Course Equivalencies: COMM151/251/651

Offering Faculty: School of Business