

BUSINESS ADMINISTRATION

TWO-YEAR PROGRAM

The purpose of the program is to provide students with comprehensive training in business administration, including accounting, management, marketing, finance, entrepreneurship, and computer applications.

All first-year courses are compulsory and serve to introduce students to the fundamentals of business administration, and the essential analytical and communication skills required for informed decision-making.

During the second year, students elect one of the following options: accounting, marketing, office management, the general program or the university stream. In the second year, group projects are an important component of learning. In the final term, students integrate and apply knowledge gained in the program by simulating a business enterprise. The project requires research, feasibility studies and numerous contacts with the business community.

In both years, students participate in a four-week workplace practicum. Cooperative work experience placements are available to qualifying students after the first year.

EMPLOYMENT OPPORTUNITIES

- Private Sector Companies (retail, insurance, etc.)
- Public Sector Services (Governments, School Divisions, Hospitals, etc.)
- Industry
- Financial Institutions

FIRST YEAR - Compulsory Courses

AD-102	Business Law
AD-106	Macro-economics
AD-206	Micro-economics
AI-104	Employment Preparation Workshop I
AN-102	Business English and Communication I
OR	
AN-106	English as a Second Language I L (ENGL 1061)
AN-104	Business English and Communication II
OR	
AN-107	English as a Second Language II L (ENGL 1071)
CO-101	Introductory Accounting I L
CO-102	Introductory Accounting II L
FR-106	Français I L
FR-107	Français II L
IN-103	Information Systems I
IN-104	Information Systems II
MA-101	Financial Mathematics
MK-101	Marketing I
SP-101	Work Experience I
OR	
CP-101	Co-operative Work Experience

SECOND YEAR - Compulsory Courses (**Office Management)

AD-207	Management**
AD-208	Entrepreneurship**
AD-210	Human Resource Management
AD-211	Organizational Behavior**
AI-201	Employment Preparation Workshop II**
FI-205	Taxation
FR-204	Communication orale
IN-202	Microcomputer Accounting
MA-201	Quantitative Method
*SP-201	Work Experience II**

INFORMATION:

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Students choose 6 courses from one of the following options or all courses from the Office Management option :

ACCOUNTING

CO-201	Intermediate Accounting I
CO-202	Intermediate Accounting II
CO-205	Cost Accounting I
CO-206	Cost Accounting II
FI-201	Financial Management I
FI-202	Financial Management II

MARKETING

MK-201	Marketing II
MK-202	Retail Sales
MK-203	New Technologies in Marketing
MK-205	Marketing Research
MK-206	Advertising, Promotion and Public Relations
MK-207	Sales and Customer Service

OFFICE MANAGEMENT (all courses are compulsory)

AD-209	Integration Project
AD-212	Effective Management
AN-204	Business Communication
CC-201	Business Correspondence I
CC-202	Business Correspondence II
DT-203	Desktop Publishing
DT-205	Word Processing I
DT-206	Word Processing II
MK-203	New Technologies in Marketing

GENERAL PROGRAM

Apart from courses offered in the Accounting and Marketing options, students also have the choice of a number of courses available in the current time table.

UNIVERSITY STREAM

Under certain conditions, students may obtain a block transfer of credit to the Baccalauréat en administration des affaires program offered at the Collège universitaire de Saint-Boniface or the Bachelor of Commerce (Honours) program offered at the University of Manitoba (see CUSB calendar for further details). To qualify for this option, students must select the following courses:

FI-201	Financial Management I
FI-202	Financial Management II
CO-205	Cost Accounting I
CO-206	Cost Accounting II
MK-201	Marketing II
MK-205	Marketing Research