

# Business (BUSI)

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## Business (BUSI) Courses

### Notes:

1. Some business courses are open to students in select programs only. Please refer to the current BUSI Course Priority List found at: [sprott.carleton.ca/registration](http://sprott.carleton.ca/registration)
2. B.Com. and B.I.B. students should use Business (BUSI) prefix for registering in courses that are cross-listed.
3. Not all courses listed are offered in a given year, consult the class schedule at [central.carleton.ca](http://central.carleton.ca) for a list of current course offerings.

### **BUSI 1001 [0.5 credit]**

#### **Principles of Financial Accounting**

Discussion of the concepts of asset valuation and income measurement underlying the preparations and interpretation of financial statements.

Precludes additional credit for BUSI 1003 and BUSI 1004.

Prerequisite(s): second-year standing, or permission of the Sprott School of Business.

Lecture three hours a week.

### **BUSI 1002 [0.5 credit]**

#### **Management Accounting**

An introduction to the use of accounting data for the purposes of planning and control of operations.

Precludes additional credit for BUSI 1003 and BUSI 1005.

Prerequisite(s): second-year standing and BUSI 1001, or permission of the Sprott School of Business.

Lecture three hours a week.

### **BUSI 1003 [0.5 credit]**

#### **Survey of Accounting**

Introduction to accounting information, the basic accounting cycle, and consideration of selected financial statement topics. Analysis of cost behavior and the uses and limitations of accounting information in planning, controlling and decision-making processes.

Precludes additional credit for BUSI 1001, BUSI 1002, BUSI 1004 and BUSI 1005. No credit for students in B.Com., BIB or B.Econ. (Honours Economics, Concentration in Financial Economics).

Lecture three hours a week.

### **BUSI 1004 [0.5 credit]**

#### **Financial Accounting for Business Students**

Introduction to accounting for business organizations. The student will be introduced to the accounting process and the preparation and analysis of the balance sheet, income statement, and cash flow statement.

Precludes additional credit for BUSI 1001 and BUSI 1003.

Prerequisite(s): BUSI 1701 or BUSI 1800. Restricted to B.Com. and B.I.B. students.

Lectures three hours a week.

### **BUSI 1005 [0.5 credit]**

#### **Managerial Accounting for Business Students**

Introduction to the development and use of accounting information within a business organization for effective management including: planning, directing, motivating, and controlling activities and behaviours.

Precludes additional credit for BUSI 1002 and BUSI 1003.

Prerequisite(s): BUSI 1004. Restricted to B.Com. and B.I.B. students.

Lectures three hours a week.

### **BUSI 1402 [0.5 credit]**

#### **Introduction to Business Information and Communication Technologies**

Introduction to ICT in organizations. Topics may include spreadsheets, databases, statistical software, website design and implementation, collaboration software including wikis, blogs and social networking, GPS, m-Commerce.

Lectures three hours a week.

### **BUSI 1701 [0.5 credit]**

#### **Introduction to International Business**

Introduction to the principles and practices of international business. Topics include the impact of culture and the political, economic, and legal systems on global strategy, international institutions, theories of cross-border trade, and the characteristics and effects of regional trade blocs.

Precludes additional credit for BUSI 2701, BUSI 2703.

Prerequisite(s): restricted to B.I.B. students.

Lecture three hours and tutorial one hour a week.

### **BUSI 1800 [0.5 credit]**

#### **Introduction to Business**

Introduction to contemporary businesses in a complex economy, their role in the society, their history. The various functions that come together to define a business will be examined. All forms of business communications emphasized.

Prerequisite(s): restricted to B.Com. students with first-year or second-year standing.

Lectures three hours and tutorial one hour a week.

### **BUSI 1995 [0.0 credit]**

#### **Business Career Preparation I**

An introduction to the knowledge and tools required for a career in Business.

Includes: Experiential Learning Activity

Prerequisite(s): Restricted to students registered in B.Com. and B.I.B.

Participation in employability events and initiatives throughout the year.

### **BUSI 2001 [0.5 credit]**

#### **Intermediate Accounting I**

An examination of accounting and reporting issues related primarily to asset valuation and revenue recognition.

Prerequisite(s): BUSI 1001 and BUSI 1002, or BUSI 1004 and BUSI 1005 with a grade of C or higher in each.

Lecture three hours a week.

**BUSI 2002 [0.5 credit]****Intermediate Accounting II**

An examination of accounting and reporting issues related primarily to liabilities and equities.

Precludes additional credit for BUSI 2506.

Prerequisite(s): BUSI 2001, and BUSI 2504 or BUSI 2503 with a grade of C or higher in each.

Lecture three hours a week.

**BUSI 2005 [0.5 credit]****Income Tax Fundamentals**

A foundation course that aims to introduce the fundamental concepts of income tax laws and regulations as significant elements in the planning and decision making process of taxpayers and managers. Problems, issues and planning associated with the Income Tax Act are discussed.

Precludes additional credit for BUSI 3005 and BUSI 4005.

Prerequisite(s): BUSI 1001 or BUSI 1004 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 2101 [0.5 credit]****Organizational Behaviour**

Models of individual and small group behaviour in organizations. Topics include motivation, communication, job design, leadership and group dynamics to provide systematic explanations of employee and managerial behaviour in organizations.

Precludes additional credit for BUSI 2121, BUSI 2702, BUSI 3602.

Prerequisite(s): second-year standing. Restricted to B.Com. students.

Lectures three hours, and tutorial one and a half hours a week.

**BUSI 2121 [0.5 credit]****Introduction to Organizational Behaviour**

Individual and small group behaviors in organizations and management of the same.

Precludes additional credit for BUSI 2101, BUSI 2702, BUSI 3602.

Prerequisite(s): second-year standing.

Lecture three hours a week.

**BUSI 2204 [0.5 credit]****Basic Marketing**

Basic problems and practices in marketing. Marketing planning tools and strategies of firms.

Precludes additional credit for BUSI 2208.

Lecture three hours a week.

**BUSI 2208 [0.5 credit]****Introduction to Marketing**

Overview of the marketing function within the firm.

Introduction to key marketing concepts and principles; business environment analysis, strategic decision making (segmentation, targeting, positioning), marketing mix planning (product, price, place promotion). Analysis of marketing problems using cases and major project.

Includes: Experiential Learning Activity

Precludes additional credit for BUSI 2204.

Prerequisite(s): BUSI 1004, ECON 1000 and one of BUSI 1701, PSYC 1002, SOCI 1005. Restricted to B.Com. or B.I.B. students.

Lecture three hours a week.

**BUSI 2301 [0.5 credit]****Introduction to Operations Management**

Concepts, models, and managerial issues in planning, designing, operating and controlling systems of manufacturing goods or providing services. Emphasis on basic ideas and tools.

Precludes additional credit for BUSI 3300 (no longer offered).

Prerequisite(s): second-year standing and STAT 2606.

Restricted to selected Sprott programs.

Lecture three hours a week.

**BUSI 2400 [0.5 credit]****Foundations of Information Systems**

Management issues associated with information systems in organizations. Definition, description, fundamental technologies impacts and development of information systems, and associated ethical issues.

Prerequisite(s): second-year standing.

Lecture three hours a week.

**BUSI 2402 [0.5 credit]****Business Applications Development**

Introduction to programming. Fundamentals of structured and object-oriented programming using an OO programming language. Treatment of objects, abstraction and inheritance, event-driven programming, iteration, sequence and selection. Consideration of algorithms for searching, sorting, string processing and numerical analysis. Emphasis on the development of business applications.

Precludes additional credit for COMP 1006 and COMP 1406.

Prerequisite(s): second-year standing.

Lecture three hours and tutorial one hour a week.

**BUSI 2503 [0.5 credit]****Introduction to Finance**

Basic issues and practices in finance. Survey of business firms' financing, investment, and payout decisions. Emphasis on understanding the principals, resources and trade-offs in the financial area of a business.

Precludes additional credit for BUSI 2504 and

ECON 3050. No credit for students in B.Com., BIB.

Prerequisite(s): second-year standing.

Lecture three hours a week.

**BUSI 2504 [0.5 credit]****Business Finance I**

Business firms' financing, capital investment, and dividend policy decisions, cost of capital and short-term asset management problems.

Precludes additional credit for BUSI 2503.

Prerequisite(s): ECON 1000 or ECOR 3800, BUSI 1005.

Restricted to selected Sprott programs.

Lecture three hours and tutorial one hour a week.

**BUSI 2505 [0.5 credit]****Business Finance II**

Capital investment and financing decisions in the context of risk and return tradeoffs. Primary and derivative securities, and their role in risk management. Mergers, corporate restructuring, the theory of principal-agent relationships, and financial planning, forecasting, and control.

Prerequisite(s): BUSI 1002 or BUSI 1005, BUSI 2504 with a grade of C or higher in each; ECON 1000 and MATH 1009 with a grade of C- or higher in each.

Lecture three hours a week.

**BUSI 2506 [0.5 credit]****Financial Statement Analysis**

Analysis and interpretation of an entity's financial statements and annual report from a user perspective. Ratio analysis is used to analyze firm performance and make forecasts of future performance.

Precludes additional credit for BUSI 2002.

Prerequisite(s): BUSI 2504 with a grade of C or higher.

Lectures three hours a week.

**BUSI 2601 [0.5 credit]****Business Law**

The legal system and legal ordering as they affect those engaged in business activities. Emphasis on the law of tort, law of contract, agency and bailment, business associations (partnerships/proprietorships/corporations) and real estate.

Lecture three hours a week.

**BUSI 2701 [0.5 credit]****Fundamentals of International Business**

Introduction to the context and operation of international business. Topics include international trade theory, trade agreements and blocs, international finance, global marketing, international human resource management and global strategy.

Precludes additional credit for BUSI 1701, BUSI 2703.

Prerequisite(s): BUSI 1800.

Lecture three hours a week.

**BUSI 2702 [0.5 credit]****Introduction to International Management**

Applies principles of organizational behavior and organizational theory to the operations of international businesses. Includes discussion of appropriate strategies and structures. Introduces concepts of cross-cultural communication.

Precludes additional credit for BUSI 2101, BUSI 2121, BUSI 3602.

Prerequisite(s): second-year standing in B.I.B. and BUSI 1701.

Lectures three hours a week.

**BUSI 2703 [0.5 credit]****Introduction to International Business**

Introduction to contemporary businesses in a complex economy, their role in society and their history.

Examination of the various functions that come together to define a business with an emphasis on all forms of business communications.

Precludes additional credit for BUSI 1701, BUSI 2701.

Prerequisite(s): second-year standing. No credit for students in B.Com. or BIB.

Lectures three hours per week.

**BUSI 2800 [0.5 credit]****Entrepreneurship**

Overview of the basics of entrepreneurship, with emphasis on idea generation and identification, team building, business models, initial strategies and feasibility. A number of organization types will be studied.

Prerequisite(s): second-year standing.

Lecture three hours a week.

**BUSI 2995 [0.0 credit]****Business Career Preparation II**

An intermediate course in the knowledge and tools required for a career in Business.

Includes: Experiential Learning Activity

Prerequisite(s): BUSI 1995.

Participation in employability events and initiatives throughout the year.

**BUSI 3001 [0.5 credit]****Accounting for Business Combinations**

Accounting problems associated with business combinations, with attention to the preparation of consolidated financial statements. Discussion may extend to financial reporting and diversified companies, reorganizations, etc. Selection of topics may vary from year to year.

Prerequisite(s): BUSI 2002 with a grade of C- or higher.

Lecture three hours and tutorial one hour a week.

**BUSI 3005 [0.5 credit]****Taxation I**

Federal income tax laws and regulations and their impact on an individual's financial and business decisions. Problems, issues and planning associated with the Income Tax Act and concerned with the computation of taxable income and taxes payable by an individual are discussed. Precludes additional credit for BUSI 2005.

Prerequisite(s): BUSI 2001 with a grade of C- or higher.  
Lecture three hours a week.

**BUSI 3007 [0.5 credit]****Auditing I**

Auditing theory, methodology and application. Precludes additional credit for BUSI 4007 (no longer offered).

Prerequisite(s): BUSI 2001.  
Lecture three hours a week.

**BUSI 3008 [0.5 credit]****Intermediate Management Accounting and Control**

The use of accounting information for cost control and performance evaluation. Emphasis is on cost accumulation systems, performance evaluation, control models and analytical tools.

Prerequisite(s): BUSI 1002 or BUSI 1005 with a grade of C- or higher in each.  
Lecture three hours a week.

**BUSI 3102 [0.5 credit]****Introduction to Human Resources Management**

Human Resource Management function in large formal organizations. Topics include human resources planning, recruitment, selection, performance evaluation, career development and training, compensation and benefits and the role of the professional personnel manager.

Prerequisite(s): second-year standing and one of BUSI 2101, BUSI 2121, BUSI 2702, BUSI 3602, or PSYC 2801.  
Lectures three hours a week.

**BUSI 3103 [0.5 credit]****Introduction to Organization Theory**

Macro-organization theory. Structuring of organizations in a complex global economy. Effects of the external environment, technology, culture and organizational goals on the structure, processes and effectiveness of the organization.

Prerequisite(s): second-year standing and one of BUSI 2101, BUSI 2121, BUSI 2702, or PSYC 2801.  
Lectures three hours a week.

**BUSI 3104 [0.5 credit]****Managing Individual Performance**

Managing the performance of self and others. Topics include self awareness, motivation, leadership, communication, diversity, and creativity. Extensive use is made of self-assessments and experiential learning.

Prerequisite(s): BUSI 2101, BUSI 2121, BUSI 2702, or PSYC 2801 with a grade of C or higher.  
Lecture three hours a week.

**BUSI 3105 [0.5 credit]****Managing and Motivating Teams**

Principles of working in and managing teams. Topics include self-awareness, team formation, team development, team dynamics, team leadership and team motivation.

Prerequisite(s): BUSI 2101, BUSI 2121, BUSI 2702, or PSYC 2801 with a grade of C or higher.  
Lecture three hours a week.

**BUSI 3106 [0.5 credit]****Managing Conflict and Negotiation**

Analysis of the sources and forms of conflict and effective approaches to managing conflict. Exploration of the effectiveness of various strategies of negotiations.

Prerequisite(s): BUSI 2101, BUSI 2121, BUSI 2702, or PSYC 2801 with a grade of C- or higher.  
Lecture three hours a week.

**BUSI 3117 [0.5 credit]****Developing Creative Thinking**

Increases student skills in areas beyond technical expertise, with a focus on the importance of fluidity, risk taking, and idea generation. Emphasis on creativity as a process, with exposure to various techniques and concepts including Design Thinking at multiple levels (individual, group, organization).

Prerequisite(s): third-year standing and one of BUSI 2101 or BUSI 2702 with a grade of C- or higher; or permission of the Sprott School of Business.  
Lecture three hours a week.

**BUSI 3119 [0.5 credit]****Sustainability and the Role of Business**

Concepts of sustainability within business and management contexts. Complex relationships among business, society and the environment and explores the nature of business in today's world where addressing environmental and social issues is becoming increasingly important.

Prerequisite(s): third year standing.  
Lecture three hours a week.

**BUSI 3204 [0.5 credit]****Digital Marketing**

Introduction and assessment of key new marketing tools and approaches, including internet marketing, relationship marketing, direct marketing; effective adoption and implementation of these tools and approaches across industries and organizations.

Prerequisite(s): BUSI 2204 or BUSI 2208 with a grade of C- or higher.  
Lecture three hours a week.

**BUSI 3205 [0.5 credit]****Marketing Communications**

Promotion as communication process and marketing tool. Integrating advertising, direct/digital marketing, interactive media, sales promotion, public relations, personal selling through strategic planning (research, budgeting, organizing, creative and media strategy), execution, and campaign evaluation. Regulatory, ethical, social issues considerations.

Prerequisite(s): BUSI 2208 or BUSI 2204 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 3207 [0.5 credit]****Marketing Research**

Concepts essential for understanding and conducting applied marketing research. Methods for collecting, analyzing, and interpreting data relevant to marketing decision-making. Experience in research techniques through case studies, exercises and project.

Includes: Experiential Learning Activity

Precludes additional credit for BUSI 3100.

Prerequisite(s): BUSI 2204 or BUSI 2208 with a grade of C or higher; STAT 2607 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 3208 [0.5 credit]****Business-to-Business Marketing**

Theories and practice of marketing in business-to-business markets with emphasis on high technology businesses, including strategic marketing management, buyer behaviour and competitive analysis, sales management, new product management, and international issues.

Prerequisite(s): BUSI 2204 or BUSI 2208 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 3209 [0.5 credit]****Consumer Behaviour**

Introduction to the application of psychological theories and methodologies to consumer behaviour. How consumer behaviour is shaped by internal influences. Topics include perception, learning, memory, motivation, affect, personality, the self, attitudes and decision-making. Precludes additional credit for BUSI 4206 (no longer offered).

Prerequisite(s): third-year standing, and BUSI 2204 or BUSI 2208 with a grade of C or higher.

Lecture three hours a week.

**BUSI 3301 [0.5 credit]****Supply Chain Fundamentals**

Managing networks of organizations from suppliers to end-users. Planning and coordination of all activities involved in procurement, conversion, and logistics in the global environment.

Precludes additional credit for BUSI 4303 (no longer offered).

Prerequisite(s): second-year standing; BUSI 2301 with a grade of C or higher each and STAT 2606 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 3305 [0.5 credit]****Logistics and Transportation**

Overview of logistics and transportation concepts, their roles in creating overall supply chain value. Strategic management and integration on the global basis of core activities, functions, and processes; network design and planning, performance metrics, recent trends in logistics and transportation.

Prerequisite(s): third-year standing; BUSI 2301 with a grade of C or higher, and STAT 2606 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 3308 [0.5 credit]****Simulation Methods in Business**

Concepts of computer simulation through case studies, worked examples and hands-on project experience. Generation of random variables, input modeling, model design, analysis of output, and experimental design. Emphasizes static simulations with spreadsheets and discrete-event simulations with specialized software.

Includes: Experiential Learning Activity

Prerequisite(s): third-year standing; BUSI 2301 with a grade of C or higher and one of ECON 2202 or STAT 2607 with a grade of C- or higher.

Lecture three hours and tutorial two hours a week.

**BUSI 3309 [0.5 credit]****Project Management**

Identification, selection, initiation, and organization of projects; risk assessment; project scheduling, performance monitoring and control, and termination. Emphasizes on foundations, principles and supporting techniques.

Precludes additional credit for BUSI 4308.

Prerequisite(s): third-year standing, BUSI 2301 and STAT 2606.

Lecture three hours a week.

**BUSI 3400 [0.5 credit]****Data and Information Management**

Information management, database administration, Entity-Relationship Model, database development life cycle: planning, analysis, design, implementation, and maintenance of database management systems. Construction of a database. Introduction to SQL, distributed databases, object-oriented databases, and data warehousing.

Precludes additional credit for COMP 3005.

Prerequisite(s): BUSI 2400 with a grade of C or higher.

Lecture three hours and tutorial one hour a week.

**BUSI 3401 [0.5 credit]****Applications Development for Online Environments**

Analysis, design and implementation of electronic business systems. Topics include advanced object-oriented programming, advanced SQL programming, XML, using ASP.NET, MTS and SQL Server.

Precludes additional credit for BUSI 4401 (no longer offered).

Prerequisite(s): BUSI 2402 and BUSI 3400, or COMP 3005 (with a grade of C- or higher in each).

Lecture three hours a week.

**BUSI 3402 [0.5 credit]****Systems Analysis and Design**

Methods of analysis of computer-based information systems. The systems development life cycle, planning, analysis, design, implementation and maintenance. Structured and object-oriented methods will be used. Use of a CASE tool.

Precludes additional credit for SYSC 3100, BUSI 3403, (no longer offered) and BUSI 3404 (no longer offered).

Prerequisite(s): one of BUSI 2400, or COMP 2404, or SYSC 2004 (with a grade of C or higher).

Lecture three hours and tutorials one hour a week.

**BUSI 3405 [0.5 credit]****Enterprise Architecture**

Exploration of the significance of cross-functional business processes in the context of e-business transformation. Includes process analysis and modeling techniques.

Also considers the application of enterprise resource planning systems, workflow technologies, intranets, and extranets to facilitate process flows inside and outside the organization.

Prerequisite(s): BUSI 2400 and BUSI 3103 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 3500 [0.5 credit]****Applied Corporate Finance**

An examination of the major issues in corporate finance and applied financial management. Topics include: introduction to portfolio theory, the capital asset pricing model, cost of capital, capital structure and dividend policy, lease financing, capital budgeting under uncertainty, mergers and consolidations.

Prerequisite(s): BUSI 2505 with a grade of C+ or higher, STAT 2606 and ECON 2009 with a grade of C- or higher in each.

Lecture three hours a week.

**BUSI 3502 [0.5 credit]****Investments**

Procedures and methods of investment analysis. Stock and bond markets. Government regulation of securities markets. Valuation of common stocks and fixed income securities. Options, warrants, convertibles and commodities.

Prerequisite(s): BUSI 2505 with a grade of C+ or higher, STAT 2606 and ECON 2009 with a grade of C- or higher in each.

Lecture three hours a week.

**BUSI 3512 [0.5 credit]****Derivatives**

Derivative instruments and their use for speculation and hedging. Analysis of different markets where instruments trade, and their characteristics. Pricing models highlighted to determine how individuals and corporations can better manage risk; exotics and newer innovations.

Precludes additional credit for BUSI 4512 (no longer offered).

Prerequisite(s): BUSI 2505 with a grade of C+ or higher, STAT 2606 and ECON 2009 with a grade of C- or higher in each.

Lecture three hours a week.

**BUSI 3600 [0.5 credit]****Entrepreneurial Strategies**

Within the changing environment, an examination of entrepreneurial strategies related to different functional areas for new ventures and small businesses.

Prerequisite(s): BUSI 2800 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 3602 [0.5 credit]****Designing Organizational Systems: An Overview**

Key models and theories of organizational strategy, structure, processes, effectiveness, and individual and group behavior in organizations. Organizational structure, goals, and effectiveness; leadership, motivation and job design.

Precludes additional credit for BUSI 2101, BUSI 2702, BUSI 2121. No credit for students in B.Com. or B.I.B. programs.

Prerequisite(s): third-year standing in the B.P.A.P.M. program.

Lecture three hours a week.

**BUSI 3611 [0.5 credit]****Managing the Family Enterprise**

How family businesses are different, what makes them different and how to effectively manage these differences. Challenges arising from the tension between family and business pressures from governance, management and succession planning perspectives.

Prerequisite(s): BUSI 1005 or BUSI 1002, and BUSI 2101 or BUSI 2121 or BUSI 2702, and third year standing.

Lecture three hours a week.

**BUSI 3629 [0.5 credit]****Corporate Governance and Strategy**

The role of governance in organizations. Mission and vision statements, values and objectives. Shaping, implementation and evaluation of corporate strategy. Management of risk and environmental analysis.

Precludes additional credit for BUSI 4609, BUSI 4709.

Prerequisite(s): Enrolment in the Post-Baccalaureate Diploma in Accounting, or BUSI 1001 and BUSI 1002, or equivalents. No credit in B.Com. or B.I.B.

Lecture three hours a week.

**BUSI 3700 [0.5 credit]****Cross-cultural Communication**

Principles of communication across cultural boundaries are applied to both interpersonal and commercial interactions. Critical incidents and commentary are analyzed. Students submit periodic reports, evaluated by the instructor at Carleton.

Prerequisite(s): restricted to B.I.B. students who are participating in an academic exchange.

Online course.

**BUSI 3703 [0.5 credit]****International and Comparative Management**

The management of large organizations spanning national boundaries, including domestic firms with international markets, and multinational corporations. Difficulties of maintaining communication and control in international operations in disparate cultural settings.

Prerequisite(s): second-year standing and BUSI 2101 or BUSI 2702 with a grade of C or higher.

Lecture three hours a week.

**BUSI 3704 [0.5 credit]****The Environment of International Business**

Theories linking environmental factors and business strategy as a basis for study of some major factors and institutions shaping international business strategy. International trade patterns, regionalization, shifts in international finance, research and development and transnational data flows.

Prerequisite(s): third-year standing, and BUSI 2101 or BUSI 2702 with a grade of C or higher and ECON 1000 with a grade of C- or higher in each.

Lecture three hours a week.

**BUSI 3705 [0.5 credit]****International Buyer Behaviour**

Behaviour of end-consumers, business and government buyers, and investors in the international context. National, cross-national, and subnational segments and behaviour differences. Adaptation vs. standardisation strategies in the context of socio-psychological, legal, technological, international procurement rules, and other constraints and opportunities.

Prerequisite(s): third-year standing, BUSI 2204 or BUSI 2208, and BUSI 2702 or BUSI 3703.

Lecture three hours a week.

**BUSI 3706 [0.5 credit]****International Business Negotiations**

Introduction to theory and practice of negotiation in the international business context. Analysis of techniques of conflict resolution and improving ways to reach agreements.

Prerequisite(s): second-year standing and BUSI 2701 or BUSI 2702 with a grade of C- or higher in each.

Lecture three hours a week.

**BUSI 3800 [0.5 credit]****Business Case Analysis**

Analysis, solution and presentation of complex business issues through cases.

Includes: Experiential Learning Activity

Prerequisite(s): minimum 7.0 Major CGPA in B.Com. or B.I.B. and permission of the Sprott School of Business.

Lecture three hours and tutorial one hour a week.

**BUSI 3810 [0.5 credit]****Business Development**

Business development, growth and expansion through financing activities and new customer acquisition.

Prerequisite(s): BUSI 2800 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 3820 [0.5 credit]****Practicum in Business Design**

Students will apply entrepreneurial concepts and engage in designing an entrepreneurial project. Students will prepare in groups a business plan, including in-depth analysis and recommendations.

Includes: Experiential Learning Activity

Prerequisite(s): BUSI 2800 with a grade of C- or higher, and third-year standing.

Lecture three hours a week.

**BUSI 3995 [0.0 credit]****Business Career Preparation III**

An advanced course in the knowledge and tools required for a career in Business.

Includes: Experiential Learning Activity

Prerequisite(s): BUSI 2995.

Participation in employability events and initiatives throughout the year.

**BUSI 3999 [0.0 credit]****Co-operative Work Term**

This course covers the deliverables associated with the co-op work term such as the site visit, work term report submission and employer evaluation.

Includes: Experiential Learning Activity

Prerequisite(s): This course is for students on a university approved co-op work term.

**BUSI 4002 [0.5 credit]****Advanced Accounting Problems**

Discussion, analysis, and integration of accounting, auditing, and income tax issues and problems encountered in professional practice. This course builds upon and integrates the knowledge and skills developed in preceding courses.

Prerequisite(s): fourth-year standing and BUSI 2002 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4003 [0.5 credit]****Accounting Theory**

Evolution of accounting theory with emphasis on concepts of income and current issues.

Precludes additional credit for BUSI 4000 (no longer offered).

Prerequisite(s): BUSI 2002, BUSI 2504, and one of ECON 2202 or STAT 2607 with a grade of C- or higher in each.

Lectures three hours a week.

**BUSI 4005 [0.5 credit]****Taxation II**

An intensive review of federal income tax laws and regulations as significant elements in the planning and decision making process of taxable Canadian corporations. Emphasis on the tax planning function of corporate management and the associated accounting and reporting aspects.

Precludes additional credit for BUSI 2005.

Prerequisite(s): BUSI 3005 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4008 [0.5 credit]****Advanced Management Accounting and Control**

Builds on concepts covered in management and cost accounting courses. Integrates relevant issues from other functional areas: strategic uses of cost management, budgeting, and performance evaluation systems in managerial planning and control.

Prerequisite(s): BUSI 3008 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4104 [0.5 credit]****Strategic Human Resources Management**

Systems, strategies and practices used to effectively leverage human capital in organizations. How to think strategically about managing human assets, and what must be done to successfully implement these systems, strategies and practices.

Prerequisite(s): BUSI 3102 and BUSI 3103 (with a grade of C- or higher in each).

Lecture three hours per week.

**BUSI 4105 [0.5 credit]****Managing Change**

An overview of current thinking about change management. Topics covered include understanding the forces for and barriers to change, diagnosing the environment around change and implementing change.

Prerequisite(s): third-year standing and BUSI 2101 or BUSI 2702 or BUSI 3602 with a grade of C- or higher.

Lectures three hours a week.

**BUSI 4108 [0.5 credit]****Organizational Learning**

Contemporary training and development challenges facing individuals, organizations, and communities and the role of information technology in enhancing individual and collective skills development, capabilities, core competencies, intellectual capital and competitiveness.

Prerequisite(s): BUSI 3103 or BUSI 3602 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4111 [1.0 credit]****Training and Development**

Emphasizes contingency approach to training and development; relevant to organizations of all sizes and resource capacities. Effective training and development is conceptualized as a process that integrates extensive front and back-end planning, implementation, and evaluation activities.

Prerequisite(s): third-year standing and BUSI 2101 (or BUSI 2121 or BUSI 2702) with a grade of B- or higher and permission of the Sprott School of Business.

Lecture three hours and tutorial one hour per week.

**BUSI 4112 [0.5 credit]****Organizational Leadership**

Critical examination of theories of leadership and trends in contemporary research; discussion of practical methods for building leadership capacity.

Includes: Experiential Learning Activity

Prerequisite(s): third-year standing and BUSI 2101 or BUSI 2702 or BUSI 3602 with a grade of C- or higher.

Lecture and field work as needed.



**BUSI 4129 [0.5 credit]****Managing the Arts**

Challenges of managing arts organizations with emphasis on the changing environment of arts consumption and funding. Tensions arising from blending artistic and aesthetic dimensions with functional considerations when judging organizational and personal issues form a continuing theme.

Prerequisite(s): third year standing.

Also offered at the graduate level, with different requirements, as MGMT 5129, for which additional credit is precluded.

Lecture three hours a week.

**BUSI 4201 [0.5 credit]****Marketing Metrics**

An overview of essential marketing metrics used for enhancing marketing decisions. The course consists of seven core modules: share metrics, margins and profits, pricing, product and portfolio management, sales force management, promotion profitability, and customer profitability.

Prerequisite(s): BUSI 1005 and BUSI 2208.

Lecture three hours a week.

**BUSI 4203 [0.5 credit]****Marketing In Not-for-Profit Organizations**

Theories and practices of marketing in not-for-profit organizations including government. Similarities and differences between marketing in not-for-profit and for-profit organizations, and the key issues faced by marketers in developing marketing strategies in not-for-profit organizations.

Prerequisite(s): third-year standing and BUSI 2204 or BUSI 2208 with a grade of C or higher.

Lecture three hours a week.

**BUSI 4205 [0.5 credit]****International Marketing Strategy**

The marketing function in international markets from a strategic and managerial perspective. Environments of foreign markets in relation to marketing research, international branding and positioning, and product, price, distribution, and communication strategies. International expansion methods and foreign market evaluation and selection.

Prerequisite(s): third-year standing and BUSI 2204 or BUSI 2208 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4208 [0.5 credit]****Marketing Management**

In depth analysis and applications of the managerial aspects of marketing. Marketing strategy development and implementation theory and practice.

Prerequisite(s): third year standing, BUSI 2208 and one of BUSI 3205 or BUSI 3207 with a grade of C or higher in each.

Lecture three hours a week.

**BUSI 4209 [0.5 credit]****Consumer Culture Theory**

Consumer behaviour from a macro and interpretive approach, as a social and cultural phenomenon; the relationships between consumers, the marketplace and cultural meaning.

Precludes additional credit for BUSI 4206 (no longer offered).

Prerequisite(s): third year standing and BUSI 3209 with a grade of C or higher.

Lecture three hours a week.

**BUSI 4229 [0.5 credit]****Marketing in the Arts and Culture Sectors**

Advanced study of marketing within the arts and culture sectors. Facilitates sophisticated understanding of the knowledge and skills required for marketing managers to respond to changing market environments in order to bring arts and culture offerings to their target audiences.

Prerequisite(s): third year standing and BUSI 2204 or BUSI 2208 with a grade of C or higher.

Also offered at the graduate level, with different requirements, as MKTG 5229, for which additional credit is precluded.

Lecture three hours a week.

**BUSI 4301 [0.5 credit]****Decision Models for Managers**

Management science concepts for decision-making with less risk and better outcomes. Emphasis on practical applications in the context of SCM. Model formulation and solving, solutions interpretation and managerial insights. Role of management science in achieving sustainable competitive advantage.

Precludes additional credit for BUSI 2300, ECON 4005.

Prerequisite(s): third-year standing and BUSI 2301 with a grade of C or higher, and one of ECON 2202 or STAT 2607 with a grade of C- or higher.

**BUSI 4302 [0.5 credit]****Management of Quality**

Quality concepts and methods surrounding the definition, mapping, implementation, improvement of business processes in organizations and global supply chains.

Prerequisite(s): third-year standing, BUSI 2301 with a grade of C or higher and STAT 2606 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4304 [0.5 credit]****Procurement and Contracting**

Core supply chain procurement processes in the private and public sectors involved in the acquisition of goods and services, including sourcing, purchasing, contracting, supplier collaboration and relationship development and management. Emphasis on concepts, principles, practices, and techniques.

Prerequisite(s): third-year standing; BUSI 2301 with a C grade or higher.

Lecture three hours a week.

**BUSI 4331 [0.5 credit]****E-Supply Chain Technology and Management**

The strategic and operational issues of SCM driven by information and communication technologies (ICT). Internet-enabled technology to support the SCM processes both within the firm and across the supply chain in sourcing, producing and delivering.

Precludes additional credit for BUSI 4431 (no longer offered).

Prerequisite(s): third year standing and BUSI 2301 and BUSI 2400 with a grade of C or higher in each.

Lecture three hours a week.

**BUSI 4400 [0.5 credit]****IS Strategy, Management and Acquisition**

Comprehensive treatment of current trends and management issues associated with information systems within organizations of local, national and international scope. Issues and techniques of information systems planning, administration, resource management and new technology adoption. Case studies are used.

Includes: Experiential Learning Activity

Prerequisite(s): fourth-year standing, BUSI 2400 and BUSI 3103 (or BUSI 3602) with a grade of C- or higher in each.

Lecture three hours a week.

**BUSI 4404 [0.5 credit]****IT Infrastructure**

Challenges and issues managers face in assembling the infrastructure for IT service delivery. IT Service levels, data communications, networks (LAN, MAN, WAN, wireless), internetworking, SOA, web services, SaaS, server and storage virtualization, network security, business continuity and disaster recovery.

Prerequisite(s): third-year standing and BUSI 2400 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4406 [0.5 credit]****Business Analytics**

Evolution of decision support systems. Business intelligence. Data mining and warehousing. Web analytics. Mobile apps for business analytics. Strategic use of information systems for competitive advantage.

Prerequisite(s): third-year standing and BUSI 2400 with a grade of C or higher.

Lecture three hours a week.

**BUSI 4408 [0.5 credit]****Social Analytics**

Covers the process, tool and techniques necessary to acquire, clean and analyze text that has been generated on social platforms. Social network analysis, sentiment analysis, topic extraction, co-occurrence analysis.

Prerequisite(s): BUSI 2400, BUSI 2208, STAT 2607, 3rd year standing. Restricted to students enrolled in B.Com, BIB.

Also offered at the graduate level, with different requirements, as ITIS 5408, for which additional credit is precluded.

Lecture three hours a week.

**BUSI 4500 [0.5 credit]****Advanced Corporate Finance**

An in-depth examination of some of the major theoretical issues in corporate finance. This course requires analyses and presentations of both articles from the finance literature and case studies.

Includes: Experiential Learning Activity

Prerequisite(s): BUSI 3500, BUSI 3502, BUSI 3512 with a grade of C- or higher in each and STAT 2607 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4502 [0.5 credit]****Portfolio Management**

Analysis of investment requirements for individuals and institutional investors: liquidity, risk and return; portfolio design, construction, management and control; performance measurement; capital market theory.

Prerequisite(s): BUSI 3500, BUSI 3502 and BUSI 3512 with a grade of C- or higher in each and STAT 2607 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4503 [0.5 credit]****Applied Portfolio Management**

Participants of the Sprott Student Investment Fund will be exposed to equity research, analysis, valuation, and portfolio composition. The course allows fund members to fully understand stock selection and fund management, and expose them to the methods and techniques used by industry.

Includes: Experiential Learning Activity

Prerequisite(s): BUSI 3502 and permission of the Sprott School of Business.

Workshops three hours a week.

**BUSI 4504 [0.5 credit]****International Finance**

Management of corporate finance as it is affected by the requirements of international business. Issues related to international acquisitions, global investments, volatile exchange rates and hedging techniques. Role of international markets in financing corporate activity.

Precludes additional credit for BUSI 3504 (no longer offered) and BUSI 3505 (no longer offered).

Prerequisite(s): BUSI 2505 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4505 [0.5 credit]****Global Financial Markets and Institutions**

Comprehensive view of the world's financial markets and institutions. The primary focus will be on the purpose and practice of financial institutions, and the specifics of the financial instruments available to the firm and investor.

Prerequisite(s): BUSI 2505 with a grade of C+ or higher, STAT 2606 and ECON 2009 with a grade of C- or higher in each.

Lecture three hours a week.

**BUSI 4510 [0.5 credit]****Mergers and Acquisitions**

The theory and practice of mergers and acquisitions; the best ways to analyze, design and implement mergers and acquisitions transactions. A highly practical planning-based approach to managing the acquisition process will be employed.

Prerequisite(s): BUSI 3500 and BUSI 3502 with a grade of C- or higher in each, and STAT 2607 with a grade of C- or higher.

Lecture three hours per week.

**BUSI 4511 [0.5 credit]****Fixed Income Analysis**

Valuation of fixed income securities and interest rate derivatives including bonds, mortgage- and asset-based securities. Analytic tools used in bond portfolio and interest rate risk management including yield curve construction, duration and convexity, and term structure models.

Prerequisite(s): BUSI 3502, BUSI 3512 with a grade of C- or higher in each, and STAT 2607 with a grade of C- or higher.

Lecture three hours a week.

**BUSI 4515 [0.5 credit]****Micro Finance**

Theory and practice of microfinance, its achievements and current challenges; basic skills needed to manage microfinance institutions. The future of microfinance and of financing for development in general. A mix of cases and lectures will be used.

Includes: Experiential Learning Activity

Prerequisite(s): BUSI 2505 with a grade of C+ or higher, STAT 2606 and ECON 2009 with a grade of C- or higher in each, fourth year standing and enrollment in the Global Financial Management and Systems concentration in the BIB.

Also offered at the graduate level, with different requirements, as FINA 5515, for which additional credit is precluded.

Lecture three hours a week.

**BUSI 4601 [0.5 credit]****Business Ethics**

Use of ethical reasoning to analyze business decisions. The ethical content of these decisions. The role of ethics in business situations. Practice in ethical reasoning. Major ethical systems.

Precludes additional credit for BUSI 4705.

Prerequisite(s): fourth-year standing B.Com. Note that B.Com. concentration in International Business students require BUSI 4705.

Lectures three hours a week.

**BUSI 4602 [0.5 credit]****Women in Management**

Organizational and personal challenges arising from changing gender roles and the increased participation of women in management and professional organizational roles.

Also listed as WGST 4815.

Prerequisite(s): third-year standing, BUSI 3103, and one of: BUSI 2101 or BUSI 2702 with a grade of C- or higher in each; or WGST 1808 [1.0] with a grade of C- or higher.

Lectures three hours a week.

**BUSI 4607 [0.5 credit]****Management of Technology and Innovation**

Integration of technology and strategy; design of technological strategy; development of new business around new technology; and management of corporate research and development, including pre-competitive consortia.

Prerequisite(s): third-year standing, and BUSI 2204 or BUSI 2208, and BUSI 3103 with a grade of C- or higher in each.

Lecture three hours a week.

**BUSI 4608 [0.5 credit]****Canadian Business History**

The place of business in Canadian society, economics and politics. The internal dynamics of Canadian business (organization, strategy, the rise of the manager), and its external implications (competition, foreign investment, business- government relations).

Also listed as HIST 3205.

Prerequisite(s): fourth-year standing in B.Com. or B.I.B.

Lectures three hours a week.

**BUSI 4609 [0.5 credit]****Strategic Management**

Analysis and evaluation of the organization's corporate and business strategies; integration and synthesis of knowledge acquired in the program by application of acquired functional skills to strategic decision making. Precludes additional credit for BUSI 4709.

Prerequisite(s): fourth-year standing in all B.Com. and successful completion of all 2000- and 3000- level courses in the Major requirement. Note that B.Com. concentration in International Business students require BUSI 4709.

Lectures three hours a week.

**BUSI 4704 [0.5 credit]****The Business Environment in Europe**

The economic, political, legal, and cultural environment for doing business in the European Union and other regions in Europe. Patterns of foreign trade and investment, market characteristics, science and technology, regulation and European integration, and business culture.

Also listed as EURR 4704.

Precludes additional credit for EURR 4006 (no longer offered), BUSI 4604 (no longer offered).

Prerequisite(s): third-year standing.

Seminar three hours a week.

**BUSI 4705 [0.5 credit]****Ethics and Cross-cultural Interaction**

Perceptions and behaviors that characterize interactions among individuals from various cultural backgrounds, with emphasis on ethical issues that may arise when business crosses cultural boundaries. Various systems, both organizational and individual, for dealing with contrasting expectations are discussed.

Precludes additional credit for BUSI 4601.

Prerequisite(s): fourth-year standing in B. Com.

(International Business Concentration) or B.I.B., and BUSI 2702 or BUSI 3703.

Lecture three hours a week.

**BUSI 4706 [0.5 credit]****International Human Resource Management**

Theoretical and process issues in the recruitment, selection, training, evaluation and repatriation of personnel in multi-country organizations. Issues are examined from the perspective of organizations, expatriates and local employees of multinational firms.

Prerequisite(s): third-year standing, BUSI 3102, and one of BUSI 2702 or BUSI 3703.

Lecture three hours a week.

**BUSI 4707 [0.5 credit]****Regionalism and Globalization**

Trends in globalization versus supra- and sub-national regionalism. Role of international institutions (e.g. OECD, WTO). Strategy adaptation and integration within and across trade blocs (e.g. NAFTA, EU, Mercosur, ASEAN). Strategies for sub-national markets with similarities across different countries.

Prerequisite(s): third-year standing in B.Com., B.I.B., or Minor in Business, and BUSI 2701 or BUSI 2702.

Lectures three hours a week.

**BUSI 4708 [0.5 credit]****International Expansion and Operations**

Internationalization process. Methods of international expansion including exporting, greenfield investment, acquisition, joint venture, and licensing. Theories of international market selection, investment location, and market service.

Prerequisite(s): fourth-year standing, and BUSI 2702 or BUSI 3703.

Lecture three hours a week.

**BUSI 4709 [0.5 credit]****Strategic Management for International Business**

Development and implementation of strategies within and across international markets. Emphasis on developing strategic perspectives that incorporate the environment, the state of the industry, and the capabilities of the firm. Integrates skills, concepts and theories learned in functional areas.

Precludes additional credit for BUSI 4609.

Prerequisite(s): fourth-year standing in B.Com.

(International Business Concentration) or B.I.B., and successful completion of all 2000- and 3000-level courses in the Major requirement.

Lectures three hours a week, tutorial one hour a week.

**BUSI 4710 [0.5 credit]****International New Ventures**

Challenges facing entrepreneurs in the creation and growth of competitive knowledge-based new international ventures or 'born globals'. Identification of opportunities abroad, strategies and logistics, sourcing, international deal making and business models.

Prerequisite(s): BUSI 2702 or BUSI 3703, and third-year standing.

Lecture three hours a week.

**BUSI 4717 [0.5 credit]****Managing Globalization in Emerging Economies**

Critical examination of the managerial and institutional issues of globalization from the perspectives of emerging economies. Indigenous and international institutions' role in the evolution of a competitive and inclusive global economy and society. Discerning lessons of experience for newly globalizing societies.

Precludes additional credit for BUSI 4902 (no longer offered).

Prerequisite(s): fourth year standing in B.Com, BIB, or Minor in Business, ECON 1000.

Lectures three hours a week.

**BUSI 4719 [0.5 credit]****Practicum in International Business**

Students will engage in an approved international experience, abroad or within Canada, that fosters the development of a global mindset. This experience will allow students to integrate and apply the material learned in previous International Business courses.

Includes: Experiential Learning Activity

Prerequisite(s): third-year standing in B.Com. International Business concentration and permission of the Sprott School of Business.

**BUSI 4810 [0.5 credit]****Practicum in Business Creation**

Students apply concepts and engage in groups to implement the design of an entrepreneurship project per their business plan developed in BUSI 3820. The projects provide opportunities for experiential learning.

Includes: Experiential Learning Activity

Prerequisite(s): BUSI 3820.

Lectures three hours per week.

**BUSI 4901 [0.5 credit]****Topics in Business I**

A selected topics course may be offered. Topics may vary. Consult the School's website for available topics and prerequisite information. Eligibility for this course to serve as an option for specific concentrations is to be established by the School.

Prerequisite(s): Vary based on section. Please refer to [sprott.carleton.ca/registration](http://sprott.carleton.ca/registration) for section specific prerequisites.

Lecture three hours a week.

**BUSI 4902 [0.5 credit]****Topics in Business II**

A selected topics course may be offered. Topics may vary. Consult the School's website for available topics and prerequisite information. Eligibility for this course to serve as an option for specific concentrations is to be established by the School.

Prerequisite(s): Vary based on section. Please refer to [sprott.carleton.ca/registration](http://sprott.carleton.ca/registration) for section specific prerequisites.

Lecture three hours a week.

**BUSI 4904 [1.0 credit]****Directed Studies I**

Reading course on select topics. Students interested in pursuing this course need to contact a faculty member to discuss a proposed directed study.

Prerequisite(s): fourth-year standing in B.Com. or B.I.B. and permission of the School of Business.

**BUSI 4905 [0.5 credit]****Directed Studies II**

Reading course on select topics. Students interested in pursuing this course need to contact a faculty member to discuss a proposed directed study.

Prerequisite(s): fourth-year standing in B.Com. or B.I.B. and permission of the School of Business.

**BUSI 4995 [0.0 credit]****Business Career Preparation IV**

An advanced course in the knowledge and tools required for a career in Business.

Includes: Experiential Learning Activity

Prerequisite(s): BUSI 3995.

Participation in employability events and initiatives throughout the year.