

BUSINESS ADMINISTRATION BUSINESS MANAGEMENT (Marketing) 410. D0

SEMESTER 1 (Autumn)			SEMESTER 2 (Winter)		
		HRS			HRS
410-111	Accounting 1	3-1	410-211	Accounting 2	3-1
410-122	Introduction to Business	2-2	410-222	Marketing	3-1
410-132	Business Computer Applications 1	0-4	410-232	Business Computer Applications 2	0-4
410-141	Business Information & Research	2-2	410-241	Business Law	2-1
603-101	English	2-2	603-102 OR 603-103	English	2-2
602-10_	French	2-1	345-101 OR 345-102	Humanities	3-1
109-101 OR 109-102	Physical Education	1-1		Complementary	3-0
7 Courses		25	7 Courses		26
SEMESTER 3 (Autumn)			SEMESTER 4 (Winter)		
		HRS			HRS
201-316	Business Data Analysis	3-1	410-427	Consumer Behaviour	2-1
383-301	Business Economics	3-0	410-438	Integrated Marketing	2-2
410-322	HR Mgt. & Supervision	2-2		Communications	
410-342	Leadership & Team Mgt.	1-2	410-457	Marketing Research	2-2
410-361	Personal Financial Planning	2-1	410-467	Retailing	2-2
410-371	E-Commerce & Direct Marketing	2-2			
603-102 OR 603-103	English	2-2	345-101 OR 345-102	Humanities	3-0
109-101 OR 109-102	Physical Education	1-1	602-HS_	French	2-1
			109-103	Physical Education	1-1
8 Courses		27	7 Courses		23
SEMESTER 5 (Autumn)			SEMESTER 6 (Winter)		
		HRS	NOTE: Due to the 3-week stage, no other courses can be taken this semester.		
410-537	Management	3-1			
410-557	Entrepreneurship	2-2			
410-567	Sales Management & Customer Service	2-2			
410-577	Advanced Topics in Marketing	2-2			
603-HSA	English	2-2	410-547	International Marketing	2-1
345-HSC	Humanities	3-0	410-617	Accounting by Computers 1	1-2
	Complementary	3-0	410-637	Negotiations	1-2
7 Courses		26	410-647	Marketing Project	1-2
			410-667	Stage and Integration into the Workforce	2-7
			602-672	Communications d'affaires	3-0
			6 Courses		24

In addition to passing the above courses, students must pass the **ENGLISH EXIT EXAM** and the **COMPREHENSIVE ASSESSMENT**.