

ACADEMIC PROGRAMS



Student Support Services

The Student Services Office at Acsenda provides students with general support and student life information, as well as organizing programs and activities to help facilitate speedy settlement into student life, success in studies and job readiness upon graduation.

For our community of alumni that are spread out over 30 different countries, The Student Services Office helps to foster continued engagement with Acsenda via social media – and for those who remain in BC, organizes recreational and professional activities, and provides career support services. The Acsenda Alumni Association was formed and registered under the Societies Act in 2013.

At Acsenda, students participate in numerous extra-curricular activities including social, professional, recreational and cultural events. Students are also active in the Human Resources, Marketing, International Business, Accounting Clubs and Writing Clubs. Involvement in student clubs or the Acsenda Student Society provides opportunities for students to experientially acquire organizational and leadership skills. In organizing various activities, students interact with industry professionals, develop a network of industry contacts, attend professional seminars or participate in case competitions. SAC further facilitates students' involvement in volunteer work and community projects including mentoring and tutoring other students.

The Manager, Student Services and Retention oversees the student advising process and each student is assigned an Academic Advisor. Academic Advisors meet at least once each term with students to review course selection and provide support and guidance. ASM monitors student academic progress in order to implement intervention strategies for students at risk. In supporting students, a structured process is in place to increase protective measures and reduce factors influencing the educational, emotional and societal growth of students at risk while maximizing their learning opportunities at ASM. Faculty members with training in Counselling are also available to assist students and to make referrals to professional counselling services. Academic support services are also provided through the office of the VP Academic. Students have access to a variety of free services, such as writing workshops, math tutorials, coaching on individual learning strategies, and information literacy workshops. Two of the English for Academic Purposes (EAP) instructors are designated as writing coaches to support students who need assistance at any stage of their program.

Library

The Acsenda School of Management Library offers a wide range of services, resources and research support to all ASM students, faculty, and staff. The Library plays a vital role in ASM's commitment to information literacy. It is primarily an online library with a collection of electronic resources and a modest print collection. Library electronic resources are available at Library workstations and can be accessed remotely 24 hours a day.

Library resources are accessed via Acsenda's Moodle site, MyASM, and include electronic journals, tutorials, helpful links, indexes and databases. A reading room is located on the Vancouver campus, with a librarian to provide reference help in person, by phone, and by email. Wireless Internet access is available in the Library and throughout the campus.

Library Materials

The ASM Library provides a vast range of information resources, services, and research expertise to support the diverse information needs of students and faculty in all disciplines. Our collection includes books, journals, digital videos, digital images, newspapers, magazines, electronic full-text, and data files. The digital resource base is expanding rapidly and includes more than 21,500 electronic journals, and over 180,000 electronic books, over 46,000 digital images, close to 150 digital videos, and hundreds of company profiles, author profiles and biographies, online dictionaries and encyclopedias, plot summaries, economic forecasting, statistical reports and data, industry reports, and SWOT analyses.

As with many institutions, ASM levies a modest library fee each term to enhance the provision of library and information management services.

The ASM Library provides students, faculty, and staff with the following services:

Information and Reference: Under the guidance of expert librarians, library users can seek information and/or reference services in person, via telephone, and/or via email. **ASM Library staff cannot conduct research on behalf of a student** but can provide detailed assistance in finding the best databases, evaluating resources, and honing research skills to increase the relevance and

accuracy of student research.

Circulation: The Library houses a modest print collection, which is accessible by students and faculty at the campus. Please refer to Circulation of Library Materials section for lending limits and details. Items may be renewed once provided there are no holds on that title. The Library provides all ASM students, faculty, and staff access to a full online library of books, newspapers, and journals through various databases including the EBSCO eBook subscription. To borrow material, students must present a valid ASM Student ID card to borrow any ASM Library materials. Reference materials cannot be borrowed.

Computer and Study Space: All students, faculty, and staff are welcome to use the Library's computer and internet access and study space. The Library provides an area of individual or group study. In addition, students, faculty, and staff can photocopy, print, and scan materials in the Library. **Please note that all coping of materials must comply with Canadian Copyright laws and standards.**

Bibliographic Instruction: The Library provides individual and group bibliographic instruction and workshops on a variety of topics and subjects. The Library supports teaching, learning, and research through access to resources and assistance by expert librarians. Workshop topics include APA Style, Plagiarism, Research Skills, Presentation Skills, Database Use, and Literature Reviews. Faculty may request sessions to be held in their classroom. All students and faculty can contact the Library to put a request in for a session to be held on a topic.

Circulation of Library Materials

ASM Library tries to ensure maximum accessibility to its collections by striking a balance between the needs of its users and the restrictions necessitated by the collection size and scope.

Library Cards

A valid library card is required to borrow material. At this time, the student's ASM student ID card is the library card. Only active ASM students, faculty, and staff members can borrow library materials. **For security and privacy reasons, borrowers must not share their library barcode with anyone or use it for any purpose not expressly permitted by the ASM Library.**

External Client Library Borrowing Privileges

At this time, there are no external client library borrowing privileges.

Privacy of Circulation Records

The library holds all circulation records in confidence. Staff will not release to any third party information on the specific titles or subject of those titles a patron has borrowed, or link a borrower's name or other revealing identification with an item out on loan. This includes not providing such information to other borrowers, faculty, police or campus security, credit or collection agencies. This policy covers all current and historical circulation records and Interlibrary Loan transactions.

Exceptions: With the borrower's consent, or under judicial order or search warrant

It is a borrower's responsibility to ensure that personal information is not left displayed on Library's public workstations in a way which makes it accessible to others.

Suspension of Borrowing Privileges & Suspension of ASM Moodle Access

The Library will suspend borrowing privileges and may suspend access to the student's ASM Moodle account when:

- Bills and/or accruing fines reach or exceed \$20.00.
- Materials are overdue for more than 31 days. These items are considered lost and full replacement charges will be added to the borrower's account. Refer to the Replacement Cost section of this policy for additional details. The replacement fees are in addition to any fines that may have accumulated.
- Recalled materials are not returned by the recall due date.

Replacement Costs

Determining a fair and adequate replacement cost for library materials is usually based upon the cost to the Library when the item was originally acquired. There may be consultation with a librarian or staff as needed regarding replacement costs for specialized items.

A borrower may elect to purchase a replacement copy. This must be identical to the original copy and have the same ISBN number or other standard identifying number as determined by library staff member (in the case of A/V materials). A replacement copy must be in new or "like new" condition. A library circulation supervisor will examine the purchased copy and determine its' identical quality. The overdue fine will still be assessed. Items that are billed for replacement remain the property of the ASM Library and must be returned if found. The full amount billed, less any fines, is refunded if the item is returned in good condition within 30 days of the billing date, and upon proof of payment.

A borrower has 90 days to clear their account before replacement costs will be assessed on items returned damaged. Patrons will initially be notified by email if an item(s) was returned damaged or with missing parts. A message through e-mail or mail will also be sent to the patron once the 90 days have elapsed and damaged or incomplete materials will be discarded (replaced).

Due to Audiovisual (A/V) materials' high circulating demand, a borrower has only 30 days to replace accompanying materials to A/V items before costs are assessed.

Loan Regulations

Borrowers are responsible for the return of all items on time and in good condition. The due date for all items borrowed is the date by which items must be returned or renewed.

If an item is recalled, it cannot be renewed and must be returned by the last due date issued on the item being recalled. The borrower will be notified of recalled materials by email or regular mail.

Loans of 1 day or longer are due before closing time on the due date.

Recalls

Borrowers can recall items charged out to other borrowers. Recalling prevents the borrower who has the wanted item from renewing it.

Borrowers who fail to return recalled items by the due date will incur fines and library privileges will be suspended until recalled items are returned.

Course Reserve items cannot be recalled.

Renewals

Items on loan can be renewed via email, in person, by telephone if they have not been recalled by another borrower.

Course Reserve items cannot be renewed

Items must be returned by the due date on the recall notice or fines will accrue and borrowing privileges will be suspended.

Returning Library Materials

All materials must be returned to the Library staff at the ASM Library to ensure the item is checked off from the student's record. In the event Library staff are unavailable, items may be returned to Reception with the borrower's name and student number. Faculty and staff members must leave their name. It is the borrower's responsibility to check with the Library staff that his/her book(s) has been received.

Fines

Bills and/or accruing fines reaching or exceeding \$20.00 will result in the student's account being suspended.

All fines can be paid at the ASM Finance Office.

Students must pay all outstanding library fines in order to receive clearance from the Library during the graduation audit.

A maximum of \$31 per item will be assessed for overdue items. Materials overdue for more than 31 days are considered lost and full replacement charges will be added to the borrower's account, in addition to any fines that may have accumulated.

End of term returns

If materials are not returned by the final day of semester, the library will issue a bill for replacement. Students will not be issued their grades or transcripts and will be blocked from all registration activity (registering, adding, or dropping courses) until outstanding materials have been returned and the account is settled.

English for Academic Purposes (EAP)

EAP

The English for Academic Purposes (EAP) courses are designed for students who want to study at Acsenda but do not yet meet the English proficiency requirement for direct program entry. The EAP courses focus on improving students' English language and academic study skills – to the level necessary to succeed in a business degree program.

Depending on the level of English on entry, the EAP courses can be completed in 3 to 6 months. The programs involve from 10.5 to 17.5 hours of class/contact time (divided over either 3 or 4 days) each week. Students should be prepared to engage in an additional hour of study outside the classroom (homework, review, assignment preparation) for every hour of class time.

Entrance placement for EAPP 090 & EAPP100

You must meet one of the following English requirements:

LEVEL	Acsenda's English Placement Test	IELTS Academic	PBT TOEFL	iBT TOEFL	Cambridge	CAEL	PEARSON TEST Of ENGLISH (PTE) ACADEMIC	OTHER LANGUAGE PARTNER PATHWAY
EAPP 090	60-69%	5.5 (No band lower than 5.0)	520-539	56-68	PET 'B' or higher	Band 50 (no skill lower than 40)	43-50	*
EAPP 100	70-79%	6 (No band lower than 5.5)	540-559	69-83	FCE 'C' or higher	Band 60 (no skill lower than 50)	51-59	*

You must also meet either the [domestic](#) or [international](#) general admission requirements for ADBA and undergraduate programs.

*ASM has several pathway programs articulated with partner institutions; please check with your advisor to verify that these institutions' programs meet the specific entrance requirements of Acsenda – or contact the Director of English.

EAPP 090

EAPP 090 – Listening, Speaking, Reading and Writing 3: This course component helps students develop skills in note-taking, paraphrasing and summarizing, using adapted and authentic readings. Students recognize “evidence” or supporting ideas in academic texts, and demonstrate textual and critical understanding through comprehension tests. Students write a variety of short essays related to the course themes, and understand the purpose of a clear thesis statement and effective introduction and conclusion. Writing exercises provide the forum to apply discipline-specific and general academic vocabulary suitable for academic purposes.

Individually and in pairs, students deliver oral presentations, using computer presentation formats and/or other graphic forms, on topics related to unit themes in a text that follows a sustained-content approach. Students choose a course-related topic through which to create, conduct, and present the results of a survey, learning the fundamentals of primary research, from question-formation to analysis of participant response. Students discuss, expand on, and critique college-level lectures and demonstrate their listening comprehension through in-class content quizzes.

- Length of course: 3 months
- Number of Hours: 126 hours
- Credits: None
- Academic Courses: Students are eligible to enroll in 1 - 3 Credit academic course while completing EAPP 090
- Exit Requirement: Students must achieve a minimum of a C+ average (64%-67%) on each of the two graded components (EAP 096 + 097).

EAPP 100

EAPP 100 is an academic bridge course of studies through which students ensure that their receptive and productive ability is at a standard necessary for successful university degree level studies, and that they understand the level of professional proficiency that will be required of them in the business environment (post-graduation). EAPP 100 is more than a finishing course for competency in English; it also develops and expects productive ability in researched essay writing, critical thinking in responding to texts and lectures, and sound, reasoned delivery in public speaking.

Students in EAPP 100 read, analyze, and respond orally and in writing to texts, lectures, and a variety of listening forums whose subject matter covers a range of academic discourse found in the humanities and social sciences in addition to the professional business environment. Students practice several forms of academic essay writing, including reports, argumentative and compare and contrast essays. There is a focus on research skills, using the Internet and online databases. Students paraphrase, summarize and synthesize research sources, and organize their information in a form that can be used to write academic papers. Vocabulary-building is another key component of the course. Passive vocabulary is activated through textual exercises, critical discussion and written paraphrase of a variety of authentic texts and topics.

Students review grammar and usage to build strategies that will improve their ability to proofread their own (written) work to eliminate errors in tense, agreement, and idiom (usage). They present (orally) in a variety of formats and topics, use audio-visual support materials effectively, and lead small-group discussions related to themes from extended listening passages in the text(s). Students also develop their skills in understanding the role of content, manner, and method in a formal debate.

By the end of the course, the student will be expected to have mastered the formal components of APA style including citations and references.

- Length of Course: 3 months
- Number of Hours: 168 hours
- Credits: 3 credits
- Academic Courses: Students are eligible to enroll in 1 or 2 academic courses while completing EAPP 100.
- Exit Requirement: Students must achieve a minimum of a C+ average (64%-67%) to be awarded academic credit for EAPP 100.

Information Literacy, Library and Research Skills (LBR099)

All students are required to complete the Information Literacy, Library and Research Skills (LBR099) course, during their first term of registration except those that are admitted into the English for Academic Purposes (EAP) courses. Students on EAP Level 3 upon entry to Acenda will take this course when they start EAPP100. This course consists of two modules.

Module 1: Information Literacy & Research Skills

Module 1 introduces students to information literacy and research skills and the use of the physical and online library resources. Students will learn how to research, select, understand, evaluate, and make effective use of information.

Module 2: APA Citation Style

Module 2 students are introduced to plagiarism, its consequences and the how to properly use APA Citation Style. Successful completion of both modules will give students the necessary skills to be effective in all of ASM's courses.

Bachelor of Business Administration (BBA)

The Acsenda BBA degree program is designed to prepare students fully for careers in today's complex global organizations. The emphasis is on combining theory with practical applications. Faculty are selected both for their strong academic credentials (all faculty members have completed a Master's or doctoral degree in the field in which they are teaching) and their experience as practicing managers. The result is graduates who have the knowledge and the knowhow to meet 21st century job requirements in their chosen fields of specialization.

Program Scope

BBA students study all of the functional areas of business, including accounting, finance, production, marketing, industrial relations, law, business ethics, business strategy, and human resources management. Students become job ready and better prepared academically by taking additional 15-21 upper level credit hours in one of four concentrations: Human Resources Management, Marketing, Accounting, or International Business Management. A General Business Management Option is also available.

Program Length

The BBA degree program is a 120-credit, four-year degree program. Each course is three credits for a total of 40 courses required for graduation. Classes are offered every quarter, year-round. Students can normally take four courses per term. It is therefore possible to complete the degree in 2.5 years, by taking courses every term without a break. Students may apply to take one "approved designated term break" out of four academic terms per year, provided they have completed two consecutive terms after starting their program of study.

BBA Course Requirements - Human Resources Management, Marketing, Accounting, International Business Management, or Generalist Business Management Concentrations

Table 1a: General Framework for the Acsenda BBA Applied to Each Specialty Concentration

Specialty Concentration	Human Resources Management	Marketing Management	Accounting	International Business Management	General Business Management
Course Categories	Courses*	Courses*	Courses*	Courses*	Courses*
I. General Education	7 courses required	7 courses required	8 courses required	7 courses required	7 courses required
II. Business Core	19 courses required	19 courses required	21 courses required	19 courses required	19 courses required
A. Lower Division (100-200 Level)	11	11	13	11	11
B. Upper Division (300-400 Level)	8	8	8	8	8
III. Business Concentration	6 courses required	5 courses required	8 courses required	7 courses required	5 courses required
IV. Electives	8 courses required	9 courses required	3 courses required	7 courses required	9 courses required
A. Lower Division	6	6	2	6	6
B. Upper Division	2	3	1	1	3
TOTAL	40	40	40	40	40

**All BBA courses are 3 credits each*

A detailed application of this framework to each specialty concentration is presented in Tables 2a to 2e. Each of these tables identifies the specific courses and their prerequisites, if any, in each course category for each specialty concentration.

Table 2a: Specialty Concentration Human Resources Management

Bachelor of Business Administration Degree

Human Resources Management Concentration

Recognizing the critical role of Human Resource Managers to the success of any business, the graduates of Human Resources Management (HRM) concentrations continue to be in great demand. The field of human resources management offers a rich set of potential career options including **Recruiting and Placement** jobs such as recruiters, interviewers, head hunters, test administrators, and employment managers. HRM graduates may also land jobs in **Development and Training** where they perform functions as counselors, career planners, training specialists, technical recruitment specialists or orientation specialists. As the ability to satisfy and keep valued employees becomes challenging, more and more companies are now hiring for **Compensation Specialists, Benefits Specialists, and Health, Safety, and Security Specialists**. The existence of strong labour unions also gives HRM graduates the career option of becoming **Employee and Labor Relations Supervisors**.

The Acsenda School of Management BBA in Human Resources Management concentration supports the learning requirements of the **Chartered Professional in Human Resources (CPHR) designation** in areas relating to HR planning and staffing, recruitment and selection, employee training and development, compensation management, employee and labour relations, health and safety and organizational development and change (<http://hrma.ca/cphr/become-a-cphr/the-cphr-path/>).

Acsenda is now partnered with CPHR BC & YK, the pre-eminent association of professional Human Resources practitioners in Western Canada, and which has the sole ability to grant the national CPHR in BC and the Yukon. This partnership facilitates student pursuit of the CPHR professional designation upon graduation.”

Summary of Course Requirements

		Courses	Credits
I.	General Education Courses	7	21
II.	Business Core Courses	19	57
	A. Lower Division	11	
	B. Upper Division	8	
III.	Concentration Courses	6	18
IV.	Electives	8	24
	A. Lower Division	6	
	B. Upper Division	2	
	TOTAL	40	120

General Education Courses			7 courses are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ENGL101	Academic Writing		BADM221	Fundamentals of Economic and Business Statistics	BADM120
ENGL102	Academic Essay	ENGL101	COMM110	Critical Thinking	ENGL101
BADM110	Business Communications	NONE	COMM120	Public Speaking & Presentations	ENGL101 & COMM110
BADM120	Business Math	NONE			

Business Core Courses			19 courses are required		
Lower Division Business Core Courses			All 11 courses listed below are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ACCT101a	Financial Accounting I	BADM120	BIBM101	International Business Management	NONE
ACCT201	Managerial Accounting I	ACCT101a	BMRK231	Marketing	NONE
BADM130	Management Information Systems	NONE	ECON121	Microeconomics	BADM120
BADM201	Managerial Skills	NONE	ECON122	Macroeconomics	BADM120
BADM202	Operations Management	BADM221	FINC101a	Financial Management I	ACCT201a
BHRM231	Human Resources Management	NONE			

Upper Division Business Core Courses (All 8 courses listed below are required)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
BADM301	Business Law	ENGL102 or COMM110	BADM430	Negotiation & Conflict Management	<u>15 Business Core Courses</u>
BADM302	Organizational Behaviour in the Global Workplace	BHRM231	BADM432	Project Management	BADM202
BADM304	Business Society, Ethics & Sustainability	ENGL101	BADM434	Organizational Development and Change	<u>15 Business Core Courses</u>
BADM322	Business & Marketing Research	BADM221, BMRK231 & BIBM101	BADM490	Business Strategy	Graduating Students

Human Resources Concentration Courses			6 courses required		
Subject	Title	Prerequisites			
BHRM331	Strategic Planning for Human Resources	BHRM231			
BHRM332	Recruitment and Selection	BHRM231			
BHRM403	Employee Relations, Workplace Safety and Wellness	BADM302			
BHRM432	Compensation Management	BHRM231			
BHRM434	Cultural Sensitivity and International Human Resources Management	BIBM101 & BMRK231			
BHRM490	HR Management Strategies and Workforce Development Practices	18 CREDITS of HRM			

Electives			8 courses required		
Lower Division Electives (Select a minimum of 6 courses listed below)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
BADM102	Business & Entrepreneurship	None	HIST203	World Civilization II	ENGL101
BADM222	Management Science	BADM221	MUSC100	Music Appreciation	None
BHMT250	Wine & Oenology/WSET	None	POLI102	Introduction to Canadian Politics	None
GEOG210	Canadian Urban Regions	COMM110	POLI202	International Organizations & Corporate Governance	None
HIST201	Canada in the 21st Century	ENGL101	PSYC101	Psychology I	ENGL101
HIST202	World Civilization I	ENGL101	SOCI101	Sociology I	None

Upper Division Electives (Select a minimum of 2 courses listed below)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
POLI301	Environmental Law and Policy	ECON121 & ECON12	BMRK460	Marketing Strategies and Case Analysis	BMRK231
BADM330	Global Entrepreneurship and Venture	BIBM101 & BADM102	BMRK462	Business to Business Marketing	BMRK231
BADM331	Global Citizenship	15 Business Core courses	BIBM332	International Finance	BIBM101 & FI
BADM332	Global Leadership	15 Business Core courses	BIBM432	Global Supply Chain Management and Logistics	BIBM101 & ...

I chose to pursue my BBA at Acsenda because the courses offered were of my interest and would complement my Engineering degree. Adding to that, its location at the heart of downtown Vancouver was very convenient.

In the small school environment at Acsenda, I have ample opportunities to get to know most of my schoolmates and there were no barriers to talk to teachers-- which have helped me tremendously in my studies. The fact that there were so many international students made me understand better how people from different cultures have different perspectives, values and stories to share --which was not only interesting but has also opened my mind and broaden my outlook.

While I am still not 100% sure about my future career plans, for the time being I will apply for a variety of positions, talk to the companies and then decide which would be the best fit for me. Meanwhile, I will also keep running my business offering programming services and maybe eventually start my own MS Excel solutions business.

Caio Maluf, BBA (2016)



**INTERNATIONAL THINKING.
INDIVIDUAL FOCUS.**

Table 2b: Specialty Concentration in Marketing Management

Bachelor of Business Administration Degree

Marketing Management Concentration

Marketing has always been an interesting field of specialization as the demand for graduates in this field continues to dominate job postings. Students specializing in the marketing concentration could expect to find work opportunities in the areas of: brand manager, marketing manager, sales manager, advertising agency client services, sales, franchising, entrepreneurial ventures launching new products or services, public relations manager, social media specialist, TV/radio/print/outdoor media representative and marketing research. Career options in this exciting field of marketing include jobs in Advertising and Public Relations, Market Research, Product and Brand Management, Retailing, and in the non-profit sector including jobs in the arts, government, religious organizations, public health and museums.

The ACSEDA BBA in Marketing integrates real business examples into learning. Students can therefore expect to be introduced to business leaders in the marketing field through guest lectures and class visits to local businesses. Emphasis is placed on the practical application of skills learned through case analysis, individual and team work as well as oral and written presentations, to ensure students are career ready.

Summary of Course Requirements

		Courses	Credits
I.	General Education Courses	7	21
II.	Business Core Courses	19	57
	A. Lower Division	11	
	B. Upper Division	8	
III.	Concentration Courses	5	15
IV.	Electives	9	27
	A. Lower Division	6	
	B. Upper Division	3	
	TOTAL	40	120

General Education Courses			7 courses are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ENGL101	Academic Writing-Fundamentals		BADM221	Fundamentals of Economic and Business Statistics	BADM120
ENGL102	Academic Writing-Advanced	ENGL101	COMM110	Critical Thinking	ENGL101
BADM110	Business Communications	NONE	COMM120	Public Speaking & Presentations	ENGL101 & COMM110
BADM120	Business Math	NONE			
Business Core Courses			19 courses are required		
Lower Division Business Core Courses			All 11 courses listed below are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ACCT101a	Financial Accounting I	BADM120	BIBM101	International Business Management	NONE
ACCT201	Managerial Accounting I	ACCT101a	BMRK231	Marketing	NONE
BADM130	Management Information Systems	NONE	ECON121	Microeconomics	BADM120
BADM201	Managerial Skills	NONE	ECON122	Macroeconomics	BADM120
BADM202	Operations Management	BADM221	FINC101a	Financial Management I	ACCT201a
BHRM231	Human Resources Management	NONE			

Upper Division Business Core Courses (All 8 courses listed below are required)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
BADM301	Business Law	ENGL102 or COMM110	BADM430	Negotiation & Conflict Management	<u>15 Business Core Courses</u>
BADM302	Organizational Behaviour in the Global Workplace	BHRM231	BADM432	Project Management	BADM202
BADM304	Business Society, Ethics & Sustainability	ENGL101	BADM434	Organizational Development and Change	<u>15 Business Core Courses</u>
BADM322	Business & Marketing Research	BADM221, BMRK231 & BIBM101	BADM490	Business Strategy	Graduating Students

Marketing Concentration Courses			5 courses required
Subject	Title	Prerequisites	
BMRK332	Consumer Behaviour	BMRK231	
BMRK431	Marketing Communications	BMRK231	
BMRK433	International Marketing Management	BIBM101 & BMRK231	
BMRK434	Effective Selling & Sales Management	BMRK231	
BMRK490	Marketing Management and Strategy	18 CREDITS of MARKETING	

Electives						9 courses required
Lower Division Electives (Select a minimum of 6 courses listed below)						
Subject	Title	Prerequisites	Subject	Title	Prerequisites	
BADM102	Business & Entrepreneurship	None	HIST203	World Civilization II	ENGL101	
BADM222	Management Science	BADM221	MUSC100	Music Appreciation	None	
BHMT250	Wine & Oenology/WSET2	None	POLI102	Introduction to Canadian Politics	None	
GEOG210	Canadian Urban Regions	COMM110	POLI202	International Organizations & Corporate Governance	None	
HIST201	Canada in the 21st Century	ENGL101	PSYC101	Psychology	ENGL101	
HIST202	World Civilization I	ENGL101	SOCI101	Sociology I	None	
Upper Division Electives (Select a minimum of 3 courses listed below)						
Subject	Title	Prerequisites	Subject	Title	Prerequisites	
POLI301	Environmental Law and Policy	ECON121 & ECON122	BMRK460	Marketing Strategies and Case Analysis	BMRK231	
BADM330	Global Entrepreneurship and Venture Management	BIBM101 & BADM102	BMRK462	Business to Business Marketing	BMRK231	
BADM331	Global Citizenship	15 Business Core courses	BIBM332	International Finance	BIBM101 & FINC101a	
BADM332	Global Leadership	15 Business Core courses	BIBM432	Global Supply Chain Management and Logistics	BIBM101 & BADM202	
BHRM403	Employee Relations, Workplace Safety and Wellness				BADM302	

Table 2c: Specialty Concentration in Accounting

Bachelor of Business Administration Degree

Accounting Concentration

The Ascenda School of Management (ASM) BBA program in Accounting is designed for students who pursue a professional qualification and career in accounting. Our students will possess the knowledge, skills, capabilities and influence recognized and valued in Canada and around the world in public practice, commerce, finance, industry, government and other sectors. The program also provides a broad education necessary for our graduates to progress towards a leadership role in any organization.

The program has maintained a quality and up-to-date curriculum based on the most updated industry standards. Its highly qualified pool of faculty has extensive and vital industry experience. Based on the articulation signed between ASM and the Chartered Professional Accountants of British Columbia (CPA BC), ASM students may be exempt from specific CPA preparatory courses. The list of courses articulated with Chartered Professional Accountants (CPA) can be viewed at https://www.bccpa.ca/CpaBc/media/CPABC/Become%20A%20CPA4/Transfer%20Credit%20Guide/6856_-Ascenda-School-of-Management_CPA-Course-Sheets.pdf

ASM's BBA Accounting Concentration is also an ACCA (Association of Chartered Certified accountants) Accredited Program. Completion of Ascenda's BBA Accounting Concentration program provides exemption from some Accountancy Papers and Modules. For more information, please visit www.accaglobal.com.

	Courses	Credits
I. General Education Courses	8	24
II. Business Core Courses	21	63
A. Lower Division	13	
B. Upper Division	8	
III. Concentration Courses	8	24
IV. Electives	3	9
A. Lower Division	2	
B. Upper Division	1	
TOTAL	40	120

General Education Courses			8 courses are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ENGL101	Academic Writing-Fundamentals	EPT	BADM221	Fundamentals of Economic and Business Statistics	BADM120
ENGL102	Academic Writing-Advanced	ENGL101	BADM222	Management Science	BADM221
BADM110	Business Communications	NONE	COMM110	Critical Thinking	ENGL101
BADM120	Business Math	NONE	COMM120	Public Speaking & Presentations	ENGL101 & COMM110
Business Core Courses			21 courses are required		
Lower Division Business Core Courses			All 13 courses listed below are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ACCT101a	Financial Accounting I	BADM120	BIBM101	International Business Management	NONE
ACCT101b	Financial Accounting II	ACCT101a	BMRK231	Marketing	NONE
ACCT201	Managerial Accounting I	ACCT101a	ECON121	Microeconomics	BADM120
BADM130	Management Information Systems	NONE	ECON122	Macroeconomics	BADM120
BADM201	Managerial Skills	NONE	FINC101a	Financial Management I	ACCT201a
BADM202	Operations Management	BADM221	FINC101b	Financial Management II	FINC101a
BHRM231	Human Resources Management	NONE			

Upper Division Business Core Courses (All 8 courses listed below are required)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
BADM301	Business Law	ENGL102 or COMM110	BADM430	Negotiation & Conflict Management	<u>15 Business Core Courses</u>
BADM302	Organizational Behaviour in the Global Workplace	BHRM231	BADM432	Project Management	BADM202
BADM304	Business Society, Ethics & Sustainability	ENGL101	BADM434	Organizational Development and Change	<u>15 Business Core Courses</u>
BADM322	Business & Marketing Research	BADM221 BMRK231 & BIBM101	BADM490	Business Strategy	Graduating Students
Electives			3 courses required		
Lower Division Electives (Select a minimum of 2 courses listed below)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
BADM102	Business & Entrepreneurship	None	MUSC100	Music Appreciation	None
GEOG210	Canadian Urban Regions	COMM110	POLI102	Introduction to Canadian Politics	None
HIST201	Canada in the 21st Century	ENGL101	POLI202	International Organizations & Corporate Governance	None
HIST202	World Civilization I	ENGL101	PSYC101	Psychology I	ENGL101
HIST203	World Civilization II	ENGL101	SOCI101	Sociology I	None
Upper Division Electives (Select a minimum of 1 course listed below)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
POLI301	Environmental Law and Policy	ECON121 & ECON122	BMRK460	Marketing Strategies and Case Analysis	BMRK231
BADM330	Global Entrepreneurship and Venture Management	BIBM101 & BADM102	BMRK462	Business to Business Marketing	BMRK231
BADM331	Global Citizenship	15 Business Core courses	BIBM332	International Finance	BIBM101 & FINC101a
BADM332	Global Leadership	15 Business Core courses	BIBM432	Global Supply Chain Management and Logistics	BIBM101 & BADM202
BHRM403	Employee Relations, Workplace Safety and Wellness				BADM302

Accounting Concentration Courses		8 courses required
Subject	Title	Prerequisites
ACCT301	Managerial Accounting II	ACCT201
ACCT331	Intermediate Financial Accounting I: Assets	ACCT101b
ACCT332	Intermediate Financial Accounting II: Liabilities & Equity	ACCT331
TAXN401	Taxation	ACCT332
ACCT431	Advanced Financial Accounting: Consolidations & Advanced Topics	ACCT332
ACCT432	Advanced Managerial Accounting	BADM221 & ACCT201b
ACCT433	External Auditing I	ACCT332
ACCT435	Accounting Theory and Practice	FINC101b & ACCT332

Table 2d: Specialty Concentration in International Business Management

Bachelor of Business Administration Degree

International Business Management Concentration

Since globalization has become an inevitable force in any business operation, graduates of the BBA-International Business Management program may search for jobs available in internationally-oriented organizations ranging from local businesses engaged in international trade, licensing or financial agreements, multinational enterprises, banks and other international financial institutions, various governmental organizations and companies having subsidiaries in other countries. Most of the companies offer handsome salary packages along with other lucrative facilities. Career options for graduates in International Business Management include jobs in the following areas: International Trade, Supply Chain Management, International Marketing and Sales, Triple Bottom Line (3BL) and Corporate Social Responsibility (CSR), Entrepreneurship and Consulting, International Finance and Accounting, and Sustainable Business.

Ascenda is a FITT (Forum for International Training) Accredited Educational Partner and graduates of our BBA-International Business Management (IBM) Program will have advanced standing towards the Certified International Trade Professional (CITP®|FITP®) designation requirements. CITP is an internationally recognized designation that signifies professionals who have competencies in international trade that are of the highest standard. All IBM concentration students must be registered with FITT as-student members. A registration fee applies. Please contact the Registrar's Office and visit www.fitt.ca for more detailed information.

Summary of Course Requirements

	Courses	Credits
I. General Education Courses	7	21
II. Business Core Courses	19	57
A. Lower Division 11		
B. Upper Division 8		
III. Concentration Courses	5	15
IV. Electives	9	27
A. Lower Division 6		
B. Upper Division 1		
TOTAL	40	120

General Education Courses			7 courses are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ENGL101	Academic Writing-Fundamentals	Admission EPT	BADM221	Fundamentals of Economic and Business Statistics	BADM120
ENGL102	Academic Writing-Advanced	ENGL101	COMM110	Critical Thinking	ENGL101
BADM110	Business Communications	NONE	COMM120	Public Speaking & Presentations	ENGL101 & COMM110
BADM120	Business Math	NONE			
Business Core Courses			19 courses are required		
Lower Division Business Core Courses (All 11 courses listed below are required)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ACCT101a	Financial Accounting I	BADM120	BIBM101	International Business Management	NONE
ACCT201	Managerial Accounting I	ACCT101a	BMRK231	Marketing	NONE
BADM130	Management Information Systems	NONE	ECON121	Microeconomics	BADM120
BADM201	Managerial Skills	NONE	ECON122	Macroeconomics	BADM120
BADM202	Operations Management	BADM221	FINC101a	Financial Management I	ACCT 201a
BHRM231	Human Resources Management	NONE			

Upper Division Business Core Courses			All 8 courses listed below are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
BADM301	Business Law	ENGL102 or COMM110	BADM430	Negotiation & Conflict Management	15 Business Core Courses
BADM302	Organizational Behaviour in the Global Workplace	BHRM231	BADM432	Project Management	BADM202
BADM304	Business Society, Ethics & Sustainability	ENGL101	BADM434	Organizational Development and Change	15 Business Core Courses
BADM322	Business & Marketing Research	BADM221 BMRK231 & BIBM101	BADM490	Business Strategy	Graduating Students
Electives			9 courses required		
Lower Division Electives (Select a minimum of 6 courses listed below)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
BADM102	Business & Entrepreneurship	None	MUSC100	Music Appreciation	None
BADM222	Management Science	BADM221	POLI102	Introduction to Canadian Politics	None
GEOG210	Canadian Urban Regions	COMM110	POLI202	International Organizations & Corporate Governance	None
HIST201	Canada in the 21st Century	ENGL101	PSYC101	Psychology I	ENGL101
HIST202	World Civilization I	ENGL101	SOCI101	Sociology I	None
HIST203	World Civilization II	ENGL101			
Upper Division Electives (Select a minimum of 3 course listed below)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
POLI301	Environmental Law and Policy	ECON121 & ECON122	BHRM403	Employee Relations, Workplace Safety and Wellness	BADM302
BADM330	Global Entrepreneurship and venture Management	BIBM101 & BADM102	BMRK460	Marketing Strategies and Case Analysis	BMRK231
BADM331	Global Citizenship	15 Business Core courses	BMRK462	Business to Business Marketing	BMRK231
BADM332	Global Leadership	15 Business Core courses			
International Business Management Concentration Courses			5 courses required		
Subject	Title	Prerequisites			
BIBM331	International Trade Management	BIBM101 BADM322 & ECON122			
BIBM332	International Finance	BIBM101 & FINC101a			
BIBM432	Global Supply Chain Management and Logistics	BIBM101 & BADM202			
BMRK433	International Marketing Management	BIBM101 & BMRK231			
BIBM490	Global Business Strategy	18 CREDITS OF INTERNATIONAL BUSINESS			
<i>Students upon successful completion of the BBA-International Business Management Degree program must pass the FITT Qualifying Examination within the required time period to receive the FITT Diploma and to apply for the CITP Professional Designation after having one year of related work experience.</i>					

Table 2e: General Business Management Option

Bachelor of Business Administration Degree

General Business Management

The General Business Management Concentration is available to those students who are pursuing a broader perspective of the business world, without focusing specifically upon any one area of administration. While these students will not develop an in-depth understanding of one of the four areas of concentration, they are expected to have an acceptable understanding of Marketing, Human Resources Management and International Business Management. The General Business Management Concentration consists of the standard Lower Level and Upper Level course requirements. It also requires students to complete five courses with a minimum of one from Marketing, Human Resources Management and International Business Management.

Summary of Course Requirements

	Courses	Credits
I. General Education Courses	7	21
II. Business Core Courses	19	57
1. Lower Division	11	
2. Upper Division	8	
III. Concentration Courses	5	15
IV. Electives	9	27
A. Lower Division	6	
B. Upper Division	3	
TOTAL	40	120

General Education Courses			7 courses are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ENGL101	Academic Writing-Fundamentals	EPT	BADM221	Fundamentals of Economic and Business Statistics	BADM120
ENGL102	Academic Writing-Advanced	ENGL101	COMM110	Critical Thinking	ENGL101
BADM110	Business Communications	NONE	COMM120	Public Speaking & Presentations	ENGL101 & COMM110
BADM120	Business Math	NONE			
Business Core Courses			19 courses are required		
Lower Division Business Core Courses			(All 11 courses listed below are required)		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ACCT101a	Financial Accounting I	BADM120	BIBM101	International Business Management	NONE
ACCT201	Managerial Accounting I	ACCT101a	BMRK231	Marketing	NONE
BADM130	Management Information Systems	NONE	ECON121	Microeconomics	BADM120
BADM201	Managerial Skills	NONE	ECON122	Macroeconomics	BADM120
BADM202	Operations Management	BADM221	FINC101a	Financial Management I	ACCT201a
BHRM231	Human Resources Management	NONE			

Upper Division Business Core Courses			All 8 courses listed below are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
BADM301	Business Law	ENGL102 or COMM110	BADM430	Negotiation & Conflict Management	15 Business Core Courses
BADM302	Organizational Behaviour in the Global Workplace	BHRM231	BADM432	Project Management	BADM202
BADM304	Business Society, Ethics & Sustainability	ENGL101	BADM434	Organizational Development and Change	15 Business Core Courses
BADM322	Business & Marketing Research	BADM221 BMRK231 & BIBM101	BADM490	Business Strategy	Graduating Students
General Business Management Concentration Courses			5 courses required		
Subject	Title	Prerequisites			
<i>Choose minimum of ONE from the following BMRK Concentration courses</i>					
BMRK332	Consumer Behaviour	BMRK231			
BMRK431	Marketing Communications	BMRK231			
BMRK433	International Marketing Management	BIBM101 & BMRK231			
BMRK434	Effective Selling & Sales Management	BMRK231			
<i>Choose minimum of ONE from the following BIBM Concentration Courses</i>					
BIBM331	International Trade Management	BIBM101 & ECON122			
BIBM332	International Finance	BIBM101 & FINC101a			
BIBM432	Global Supply Chain Management and Logistics	BIBM101 & BADM202			
BMRK433	International Marketing Management	BIBM101 & BMRK231			
<i>Choose minimum of ONE from the following BHRM Concentration Courses</i>					
BHRM331	Strategic Planning for Human Resources	BHRM231			
BHRM332	Recruitment and Selection	BHRM231			
BHRM432	Compensation Management	BHRM231			
BHRM434	Cultural Sensitivity and International Human Resources Management	BHRM231 & BIBM101			
Electives			9 courses required		
Lower Division Electives (Select a minimum of 6 courses listed below)					
Subject	Title	Prerequisites	Subject	Title	Prerequisites
BADM102	Business & Entrepreneurship	None	HIST203	World Civilization II	ENGL101
BADM222	Management Science	BADM221	MUSC100	Music Appreciation	None
BHMT250	Wine & Oenology/WSET2	None	POLI102	Introduction to Canadian Politics	None
GEOG210	Canadian Urban Regions	COMM110	POLI202	International Organizations & Corporate Governance	None
HIST201	Canada in the 21st Century	ENGL101	PSYC101	Psychology I	ENGL101
HIST202	World Civilization I	ENGL101	SOCI101	Sociology I	None

Upper Division Electives (Select a minimum of 3 courses listed below)

Subject	Title	Prerequisites	Subject	Title	Prerequisites
POLI301	Environmental Law and Policy	ECON121 &ECON122	BMRK460	Marketing Strategies and Case Analysis	BMRK231
BADM330	Global Entrepreneurship and Venture Management	BIBM101 & BADM102	BMRK462	Business to Business Marketing	BMRK231
BADM331	Global Citizenship	15 Business Core courses	BIBM332	International Finance	BIBM101 & FINC101a
BADM332	Global Leadership	15 Business Core courses	BIBM432	Global Supply Chain Management and Logistics	BIBM101 & BADM202
BHRM403	Employee Relations, Workplace Safety and Wellness				BADM302

Bachelor of Hospitality Management (BHM)

The Acsenda BHM degree program integrates the principles and practices of business management with an in-depth application of the skills and knowledge of the global hospitality industry. An international internship allows students the opportunity to link classroom learning to the hospitality business environment.

Program Scope

BHM students from diverse cultures and academic backgrounds have an opportunity to study together and develop for leadership in the global hospitality industry – leadership that is characterized by the aggressive initiative, enthusiasm, skill and know-how to provide clients with a superior hospitality experience delivered through a sustainable business model.

Program Length

The BHM is a 123-credit (39 courses), four-year degree program. There are 37 courses that are 3 credits each and 2 courses that are 6-credits each for a total of 39 courses required for graduation. Courses are offered every quarter, year-round. A full course load is four courses per term. Students are considered full time if they take a minimum of 3 courses per term. Students may apply to take one “approved designated term break” out of four academic terms per year, provided they have completed two consecutive terms after starting their program of study.

BHM Course Requirements - Hospitality Management

Specialty	Hospitality Management
Course Categories	Courses
I. General Education	6 courses required
II. Business Core	14 courses required
A. Lower Division (100-200 Level)	8
B. Upper Division (300-400 Level)	6
III. Hospitality Management BGHL Core Courses	12 courses required
IV. Hospitality Management Capstone Course (6-credit)	1 course required
V. Internship – Hospitality Management (6-credit)	1 course required
VI. Electives	5 courses required in total
A. Lower Division	1-2
B. Upper Division	3-4
TOTAL	39

Table 1b: General Framework for the Acsenda BHM Applied to the Hospitality Management degree.

A detailed application of this framework to the BHM degree is presented in Tables 2f. This table identifies the specific courses and their prerequisites, if any, in each course category for the BHM degree.

Table 2f: Bachelor of Hospitality Management (BHM)

Bachelor of Hospitality Management Degree

Hospitality Management

The Bachelor of Hospitality Management (BHM) program is designed to produce graduates with an excellent understanding of the principles and practices of business management and an in-depth understanding of their application in the Global Hospitality industry. The framework of the program includes the standards of both the B.C. Hospitality Management Diploma Program Standard Curriculum and the B.C. Hospitality Management Degree Curriculum.

The BHM Degree, specifically designed to focus on Hospitality Management, integrates BHM courses with Bachelor of Business Administration courses to provide students with an expanded opportunity to explore the skills, competencies and knowledge critical to a successful management career in the hospitality industry. The BHM program has an international internship that allows students the opportunity to link classroom learning to the hospitality business environment. Elective courses in the BHM allow students to pursue their particular interest in the areas of Accounting, Human Resources Management, International Business and Marketing Management.

	Courses	Credits
I. General Education Courses	5	15
II. Business Core Courses	14	42
A. Lower Division	8	
B. Upper Division	6	
III. Hospitality Management BGHL Core Courses	13	39
IV. Hospitality Management Capstone Course (6-credit)	1	6
V. Internship – Hospitality Management (6-credit)	1	6
V. Electives (choose from 4 Lower Division, 13 Higher Division)	5	15
A. Lower Division	2	
B. Upper Division	3	
TOTAL	39	123

General Education Courses			All 6 courses are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ENGL101	Academic Writing		BADM120	Business Math	NONE
BADM102	Business & Entrepreneurship	NONE	BADM221	Fundamentals of Economic and Business Statistics	BADM120
BADM110	Business Communications	NONE			
Business Core Courses			All 14 courses are required		
Lower Division Business Core Courses			8 courses listed below are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
ACCT101a	Financial Accounting I	BADM120	BMRK231	Marketing	NONE
ACCT201	Managerial Accounting I	ACCT101a	ECON121	Microeconomics	BADM120
BADM130	Management Information Systems	NONE	ECON122	Macroeconomics	BADM120
BHRM231	Human Resources Management	NONE	FINC101a	Financial Management	ACCT201a

Upper Division Business Core Courses			6 courses listed below are required		
Subject	Title	Prerequisites	Subject	Title	Prerequisites
BHMT304	Business Law (including Innkeepers Law)	ENGL101	BADM322	Business & Marketing Research	BADM221 BMRK231 & BIBM101
BADM302	Organizational Behaviour in the Global Workplace	BHRM231	BMRK434	Effective Selling & Sales Management	BMRK231
BADM304	Business Society, Ethics & Sustainability	ENGL101	BADM490	Business Strategy	Graduating Students
Hospitality Management BHMT Core Courses			14 courses required		
Subject	Title	Prerequisites			
Lower Division (5 core courses)					
BHMT101	Introduction to Hospitality Management	NONE			
BHMT202a	Food & Beverage I	BHMT101			
BHMT202b	Food & Beverage II	BHMT202a, FINC101a			
BHMT203	Accommodations Management	BHMT101			
BHMT204	Cost Control	BHMT202a, FINC101a			
BHMT250	Wine & Oenology/WSET	BHMT101			
Upper Division (7 core courses)					
BHMT301	Technology and Information Management	BMRK231, BMRK231			
BHMT302	Facility and Security Management	BHMT101			
BHMT303	Hospitality Operations & Supply Chain Management	BHMT101, FINC101a			
BHMT306	Sustainable Development Corporate Responsibility	BHMT203, BHMT302			
BHMT401a	Revenue Management	BHMT203, ACCT201			
BHMT401b	Revenue Management II	BHMT401a			
BHMT402	Creating Value in the Hospitality Economy	81 credits of core and foundation courses			
Hospitality Management Capstone Course and Internship (2 core courses – 6-credit each)					
BHMT440	Internship – Hospitality Management	60 core and foundation credits			
BHMT490	Capstone Hospitality and Business Strategy II	90 credits of core and foundation courses			

Electives						5 courses required (select 5)
Lower Division Electives (select one)						
Subject	Title	Prerequisites	Subject	Title	Prerequisites	
ACCT101b	Financial Accounting II	ACCT101a	COMM110	Critical Thinking	ENGL101	
ACCT301	Managerial Accounting II	ACCT201	BIBM101	International Business Management	NONE	
Upper Division Electives (select four)						
Subject	Title	Prerequisites	Subject	Title	Prerequisites	
ACCT331	Intermediate Financial Accounting I: Assets	ACCT101b	BIBM331	International Trade Management	BIBM101, ECON122	
BADM331	Global Citizenship	15 Business Core courses	BIBM332	International Finance	BIBM101, FINC101a	
BADM332	Global Leadership	15 Business Core courses	BIBM431	Legal Aspects of International Business	BIBM101, BADM301h	
BHRM331	Strategic Planning for Human Resources	BHRM231	BMRK332	Consumer Behaviour	BMRK231	
BHRM332	Recruitment and Selection	BHRM231	BMRK431	Marketing Communications	BMRK231	
BHRM432	Compensation Management	BHRM231	BMRK433	International Marketing Management	BIBM101, BMRK231	
BHRM434	Cultural Sensitivity & International Human Resources Management				BHRM231 BIBM101	

Table 3: Course Descriptions

Course Descriptions

The courses offered by Acsenda School of Management are entered below in alphabetical order according to subject code. The course notations are: subject codes, course number, credit, course title and prerequisite, which are defined in the following example:

ACCT101a (3): Financial Accounting I: ACCT represents the subject code for accounting; 101 is the course number; (a) indicates a course to be taken as a prerequisite to a specified corresponding course; (3) indicates course credits. The course name or “Title” is entered to the upper right of the course description. Prerequisites are shown directly below the subject code and number.

Subject Codes:

ACCT	Accounting	ENGL	English
BADM	Business Administration	FINC	Financial Management
BHMT	Hospitality Management	GEOG	Geography
BHRM	Human Resources Management	HIST	History
BIBM	International Business	MUSC	Music
BMRK	Marketing	POLI	Political Science
BMTH	Basic Mathematics	PSYC	Psychology
BPFL	Portfolio	SOCI	Sociology
COMM	Communication	TAXN	Corporate Taxation
ECON	Economics		

Course Numbering:

####490	Strategy Class
####330-359	Concentration Major, 3 rd year
####430-490	Concentration Major , 4 th year
####360-389	Elective courses from Concentration area, 3 rd year
####460-489	Elective courses from Concentration area, 4 th year

ACCT101a (3) <i>Prerequisites: BADM120</i>	Financial Accounting I
An introduction to basic financial accounting for proprietorships in service and merchandising businesses; this includes the recording of financial transactions and preparation of basic financial statements. Accounting for assets is also discussed in detail.	
ACCT101b (3) <i>Prerequisites: ACCT101a</i>	Financial Accounting II
This course is a continuation of ACCT 101a. This course continues the review of the accounting principles and concepts and the basics of IFRS. Key topics include corporation and partnership accounting, current and long-term liabilities, short and long-term investments, statement of cash flows, and financial statement analysis.	
ACCT201 (3) (ACCT201a prior to Sept 30th, 2017) <i>Prerequisites: ACCT101a</i>	Managerial Accounting I
The purpose of this course is to familiarize students with both traditional and modern approaches to cost and managerial accounting concepts. Key topics include job-order costing; activity based costing; cost-volume-profit analysis; master budgeting; flexible budgeting; variance analysis; inventory costing and relevant cost analysis.	

ACCT301 (3) (ACCT 201b prior to Sept 30th, 2017)**Managerial Accounting II**

Prerequisites: ACCT201

A continuation of ACCT 201a. The purpose of this course is to introduce the student to alternative systems and analytical techniques used in managing and controlling business operations. Key topics include pricing decisions, balanced scorecard and strategic profitability analysis, cost allocation, process costing, inventory management and capital budgeting.

ACCT331 (3)**Intermediate Financial Accounting I: Assets**

Prerequisites: ACCT201b

This intermediate financial accounting course builds on the basic understanding that students would have acquired in the introductory accounting courses and will focus on the asset side of the statement of financial position. In the first part of the course, students cover financial reporting and accounting concepts; income statement and statement of financial position presentation; the statement of cash flows; revenue and expense recognition; and the interest concepts of future and present value. In the second half, students cover current monetary balances; inventory and cost of goods sold; investments and financial instruments; and property, plant and equipment.

An underlying theme of the course is how various readers use financial statement information and what they want to know. Students learn how investors, creditors, and other users synthesize disclosures of accounting policy choice, measurement methods, and restatements from prior years into their investment and lending decisions. The predictive value of the financial statements to users is explored through the income statement presentation of discontinued operations, extraordinary items, and restatements, and through the balance sheet presentation of financial instruments.

In examining the inherent contradiction between the theoretical foundation of the accrual basis of accounting and the statement of cash flows, students become critical thinkers about the role of accounting standards in improving the quality of earnings information available to financial statement users.

ACCT332 (3)**Intermediate Financial Accounting II:
Liabilities & Equity**

Prerequisites: ACCT331

A continuation of ACCT331. This course covers an in-depth study of liabilities and equities. Key topics include legal and financial aspects of partnerships and corporations; current and long-term liabilities; shareholders' equity; complex debt and equity instruments; leases; accounting for income taxes; pension and other post-employment benefits; accounting changes; cash flow statement; and the analysis of financial statements. Computer software is used to illustrate concepts and give students valuable hands-on experience

ACCT431 (3)**Advanced Financial Accounting:
Consolidations & Advanced Topics**

Prerequisites: ACCT332

This financial accounting course offers students an in-depth look at six principal areas of advanced financial accounting: standard setting in Canada and internationally, financial instruments and income tax allocation, long-term inter-corporate investments, consolidation, foreign currency translation and the translation and consolidation of foreign subsidiaries, and not-for-profit and public sector accounting. Computer spreadsheets are used to demonstrate concepts and give students practice in advanced financial accounting.

ACCT432 (3)**Advanced Managerial Accounting**

Prerequisites: ACCT201b & BADM221

This course equips students with a conceptual understanding of the design and use of management accounting information and the role of the management accountant. Students learn to perform analyses to support managerial decisions, design and implement effective management control systems, and develop an awareness of the moral responsibilities of management accountants. Topics include: strategic decision making, customer profitability analysis, capital budgeting, time drivers, supply-chain analysis, agency theory, responsibility accounting & transfer pricing, performance measures, and emerging issues. The importance of understanding ethical issues in management accounting is stressed. Computer spreadsheets are used to illustrate concepts and provide practical, hands-on experience.

ACCT433 (3)**External Auditing I**

Prerequisites: ACCT332

This introductory course offers students thorough coverage of the auditing concepts and procedures of external auditing. After completing this course, students will be familiar with key topics including reporting; professional standards and ethics; legal liability; audit objectives, evidence, and documentation; planning and analysis; materiality and risk; internal control; audit sampling; and computer auditing. The functions and procedures related to the revenue and collection cycle, acquisition and

expenditure cycle, inventory and capital asset balances, production and payroll cycle, and finance and investment cycle are studied. Completion of the audit, including evaluation and communication of findings, is also studied.

ACCT435 (3)**Accounting Theory and Practice**

Prerequisites: FINC 101b & ACCT 332

This advanced course looks at current issues and problems in the field of financial accounting. Topics covered include the contributions of economics, finance, and other disciplines to accounting theory; the practical and theoretical problems of the present value model; foreign exchange accounting; hedging; the process and issues of standard setting; agency theory; and other topics related to specific industries or sectors of the economy.

BADM102 (3)**Business & Entrepreneurship**

Prerequisites: None

The course provides an overview of the Canadian business environment, forms of organizations, the management function, and an introduction to the functional areas of business management. It discusses ways to start, manage and grow a business, all within the context of a sound business plan.

BADM110 (3)**Global Business Communications**

Prerequisites: None

In the increasingly global business economy, effective communication skills are one of the most important determinants of career success. This course introduces students to a wide range of concepts essential to communicating effectively in business settings. Coverage includes all of the important written message formats, as well as oral communication (presentations), critical thinking, nonverbal communication, the use of new communications technologies, and successful job application and interview techniques.

BADM120 (3)**Business Math (formerly College Business Math)**

Prerequisites: None

The purpose of this course is to introduce the students to business mathematics. These include a review on numbers (fraction, percent and decimals) and solving linear equations or proportions. Then it will be the basic statistics concepts, payroll, markup, markdown, and inventory control. Next, students will explore the finance- simple and compound interest, annuity and amortization. The course will be completed by introducing the accounting and its applications – depreciation and financial statements. This course is to prepare the students for statistics, accounting, management science, and other business courses that require applications of business mathematics.

BADM130 (3)**Management Information Systems**

Prerequisites: None

This course assumes a degree of computer literacy, accounting knowledge, and problem solving ability. The course builds on these student strengths to develop a managerial appreciation for information systems and their uses in business and other organizations in the areas of financial control, marketing, production, and customer service.

BADM201 (3)**Managerial Skills**

Prerequisites: None

The course is designed so that students self-assess their skill level, learn correct behavioural principles from course materials and real life experiences, practice the skill in the classroom, and transfer their learning to the real world through behavioural assignments. The specific skills the student should learn include self-awareness, personal stress and time management, supportive communication, and oral and written presentations in the personal category; coaching, counseling, supportive communication; gaining power and influence; motivating others; managing conflict; and conducting interviews in the interpersonal category; and empowering and delegating; building effective teams and teamwork; and conducting meetings in the group category

BADM202 (3)**Operations Management**

Prerequisites: BADM221

This course is designed to provide the student with knowledge of the latest theories and practices of operations management employed by world class manufacturing organizations. Topics include Total Quality Management, Material Requirements Planning, Just-In-Time inventory and supply chain management, synchronous manufacturing, theory of constraints, work simplification, and operations research. Lean manufacturing concepts will be stressed.

<p>BADM221 (3) <i>Prerequisites:</i> BADM120</p> <p>This course is to provide the elementary level of descriptive Statistics and a part of intermediate level of inferential Statistics. These include a review on the numerical measure and graphical displays. Then it will be an introduction to probability, three discrete probability distributions (binomial, hypergeometric and Poisson distributions), three continuous probability distributions (uniform, normal and exponential distributions). Next, students will learn the inferential Statistics - sampling methods, confidence intervals, one- and two-sample testing hypotheses, analysis of variance, regression and time series. This course will assist students in classifying and analyzing research and economic data and in testing assumptions about the underlying nature if the data provided before testing hypotheses.</p>	<p>Fundamentals of Economic and Business Statistics</p>
<p>BADM222 (3) <i>Prerequisites:</i> BADM221</p> <p>The purpose of this course is to provide an introduction to applied modeling and business problems including linear and non-linear programming, goal programming, decision making under uncertainty, queuing models, inventory management, and time series analysis.</p>	<p>Management Science</p>
<p>BADM301 / BHMT304 (BADM301h prior to July 2nd, 2019) (3) <i>Prerequisites:</i> ENGL102 or COMM110</p> <p>The course emphasizes the development and application of legal principles and concepts and their application to Canadian Businesses. The general areas covered are: law of torts, contract law, forms of business, special contractual law (employment, labour, bailment, sale of goods, restrictive trade, and insurance), real property, and debtor-creditor relationships.</p> <p>For BHM students, special lectures and research assignments in this course will address the core legal responsibilities of Hotels, Restaurants and related operations to ensure a safe environment for their guests and their belongings. From bedbugs to botulism: prevalent lawsuits in the industry will be reviewed and an in depth understanding of what preventative steps need be taken to limit exposure and mitigate repercussions. Law of the internet and ecommerce as it affects hospitality businesses will also be reviewed.</p>	<p>Business Law (h- including Innkeepers Law)</p>
<p>BADM302 (3) <i>Prerequisites:</i> BHRM231</p> <p>This course surveys the field of organizational behaviour and provides frameworks for analyzing people and their attitudes and behaviour in organizations. The course covers individual (e.g. motivation, decision making, values, attitudes), interpersonal, and group phenomena (e.g. leadership, norms, power and influence). These psychological constructs are related to such concerns as job design, reward systems, decision making, and productivity. This course is global in its content and orientation.</p>	<p>Organizational Behaviour in the Global Workplace</p>
<p>BADM304 (3) <i>Prerequisites:</i> ENGL101</p> <p>This course allows the student to explore decision-making in the midst of moral ambiguity and environmental uncertainty. Moral reasoning in an organizational milieu and the understanding of the mechanics of organizational reputation is explored. This course brings into sharper focus the discussion on environmental sustainability that equips students with the strategic concepts they will need to know as they face the future consequences such as climate change and global warming and energy availability.</p>	<p>Business Society, Ethics & Sustainability</p>
<p>BADM322 (3) <i>Prerequisites:</i> BADM221, BMRK231 & BIBM101</p> <p>The Business and Marketing Research course is based on a six-step process that includes: problem definition; nature and scope of research objectives; research design and statistical analysis; field work procedures; data preparation and analysis; and the development of formal reports with research objectives that are compatible with corporate business strategy. This course also covers the basic elements of experimental and observational research and introduces the students to fields of qualitative and quantitative research methods, now to select the effective methods to acquire, analyse and present data. This course specifically adds a special emphasis on the role of marketing research in management decision making, marketing research ethics and the management of marketing research results.</p>	<p>Business & Marketing Research</p>
<p>BADM330 (3) <i>Prerequisites:</i> 15 Business Core courses</p> <p>This course looks carefully into how the global entrepreneur seeks out and conducts new and innovative business activities across national borders. The course also familiarizes students with the fundamental concepts and tools necessary to implement an effective global financial management strategy.</p>	<p>Global Entrepreneurship & Venture Management</p>

BADM331 (3) **Global Citizenship**
Prerequisites: 15 Business Core courses

This introductory course utilizes the international diversity of the classroom to develop the knowledge and skills required to work and live in a diverse world. Students explore personal and social responsibility in their personal lives, in their communities, and in the global and local work environments. Through passionate debate of the issues and concerns, students explore influencers on the global marketplace such as politics, culture, economics and environmental issues. Students develop communication, social action and conflict resolution skills.

BADM332 (3) **Global Leadership**
Prerequisites: 15 Business Core courses

This course studies the emerging business leaders and the implications of global thinking, appreciation of diversity, & technological breakthroughs. The course explains what it will mean to lead in an era where intellectual capital is the dominant source of value; how to lead people whose backgrounds and values may be radically dissimilar; and why achieving personal self-mastery is now a fundamental prerequisite for leading others. From the evolution of "federated," semi-autonomous organizational structures to the personal leadership challenges now arising from globalism, this course offers insights into the new challenges of leadership—and what it will take to meet them.

BADM430 (3) **Negotiation & Conflict Management**
Prerequisites: 15 Business Core Courses

The purpose of this course is to understand the theory and processes of negotiation as it is practiced in a variety of settings. It is designed to be relevant to the broad spectrum of negotiation problems that are faced by managers and professionals including sales and purchasing negotiations as well industrial relations negotiations. Theories of conflict, the structure of conflict and the content of conflict will be stressed. Intervention strategies for conflict resolution will also be examined.

BADM432 (3) **Project Management**
Prerequisites: BADM202

This course covers the management of projects and the managerial techniques utilized by successful project managers. The following subjects are included in this course: project operations, planning and quality assurance, mission statements, objectives and goals, project budgeting, funding and control, feasibility analysis, manpower planning, negotiation and contract procurement, project plans and their relationship to business plans.

BADM434 (3) **Organizational Development and Change**
Prerequisites: 15 Business Core courses

The course provides students with the discipline's defining conceptual frameworks and the technologies used in the practice of organization development. A major emphasis is on understanding the relationship between the OD practitioner's role and key players in the client system as the OD cycle unfolds. The practitioner's "mind set" is experienced as students are challenged to frame organizational issues and identify how to enter and intervene in dynamic organizational settings.

BADM490 (3) **Business Strategy**
Prerequisites: 90 credits of core and foundation courses

This is a capstone course designed to help students integrate their learning in marketing, organizational behavior, accounting, and finance by developing and analyzing corporate strategy using real cases. The student is placed in the position of general manager, owner, or consultant and asked to identify strengths, weaknesses, opportunities, and threats and to devise an action plan for the company.

The integrated learning process will enable students to clearly understand that policy and strategy impacts everyone in an organization at every level. Policy and Strategic Management addresses pivotal questions of why some organizations and managers are successful and others fail. This course will look at success and failure and learn from both. The course takes a practical applied view of how policy and strategy in organizations function in the real world. Integrating these elements will require rigor in order to develop the leadership and management competencies required for analysis, strategic thinking and decision-making to effectively manage and lead changing contexts, relationships and tasks.

BHMT101 (3) **Introduction to Hospitality Management**
Prerequisites: None

This course is a survey of the hospitality and tourism industry, with reference to the historical development, growth, and organization. The management process and the scope of the industry today are examined. An overview of the scale, scope, and organization of the industry will be examined with particular focus on understanding the scope of the industry involves understanding who the major players are and what market segments their brands serve. Students gain an understanding of how

work is performed and how activities are coordinated within and between hotel departments. An emphasis will be placed on the development and management of resources. Finally, issues related to the Political, Economic, Social, Cultural, and Environmental aspects of tourism will be identified and examined. This course also helps students learn how to identify niche market needs and motivations locally, nationally and internationally.

BHMT202a (3) Food & Beverage I

Prerequisites: None

This course will give students competency in the key issues of managing food & beverage (F&B) divisions in today's high-cost environment and how to structure F&B divisions for profitability. Students will learn to develop revenue generation strategies for all revenue centres plus pricing and managing direct costs of food, beverage and operating supplies. Each operating expense centre including tablewares, laundry, cleaning products and chemicals, etc. will be taught to ensure complete understanding of this complex area.

BHMT202b (3) Food & Beverage II

Prerequisites: BGHL202a

This "hands-on" course centres on the application of managerial functions to the production of food in quantity with emphasis on principles of food production, service, catering and events in a commercial setting. Students will work in teams and apply management and supervisory skills needed in a restaurant setting as well as a food production and delivery system; demonstrate competence in the operation of foodservice equipment in a safe and efficient manner; demonstrate in-depth knowledge of menu planning, production planning, ordering, receiving and scheduling staff; develop a comprehensive and critical understanding of monitoring quality control in the production and service of food products as well as monitoring cost controls. FoodSafe levels 1 and 2 plus Serving it Right (server plus licensee) certification will be obtained.

BHMT203 (3) Accommodations Management

Prerequisites: None

The course is a study of the nature of unit operations in the various sectors of the lodging industry and of the functions and systems of lodging operations. The intent of this course is to explore and analyze the principles and practices of lodging management and related sales activities. The management of and interaction among various divisions of lodging operations are addressed, including general management front office/housekeeping/engineering divisions, food and beverage operations, sales and marketing, accounting and finance. Focus of the course is on communication both within and among departments, divisions, and most importantly, with the customer. Topics will include organization structure and responsibilities, socio-technical systems, and legal and security aspects.

BHMT204 (3) Cost Control

Prerequisites: FINC101a, BGHL202

This course will cover most areas of cost-controls in a hotel, restaurant, convention centre and spas. Comprehensive tracking of the extensive inventory of ingredients and products that go into final products and services is key to profitability. Whether mixing a cocktail in a bar or a body treatment in the spa, tight controls over ordering, storing, issuing and service will either make or break the business. Integrated and monitored controls are critical, while managing spillage/spoilage, inventory rotation, dormant asset management and disposal are all steps along the way. Wine cellar ROI analysis, futures contracts, CVP analysis, and monitoring accountability will be learned.

BHMT250 (3) Wine and Oenology/WSET2

Prerequisites: NONE

This course consists of two components. The first, and most significant, is the Wine and Spirits Education Trust (WSET) Award in Wines & Spirits Level 2. The second component is a group presentation and written project for submission that links the wine and oenology learning to food and beverage. Students must pass both components to earn credit for the course.

This course is specifically designed for those students who have a professional interest in wine and wine management. Students will gain a thorough knowledge of wine and spirits with a deep focus on grape varieties and on learning how to compare and contrast them when grown under different conditions. Successful completion of the course will provide students with a WSET 2 Certification. This is an elective course for students in the degree programs. Mandatory textbook fee includes a course kit and the professional exam.

BHMT301 (3) Technology and Information Management

Prerequisites: BMRK231

In some cases, business models must be adapted to the local market. This course is an introduction to the complexities of operating globally and identifying obstacles/solutions that are available for managing organizations with the goal of making them

more competitive and efficient. There is an emphasis on Customer Information Management, Customer Relationship Management and Management Information Systems. Students will identify and analyze existing information resources. Additionally they design, evaluate and integrate effective interfaces and information management systems to increase benefits to the organization and to optimize customer value opportunities. They examine the impact of technology upon the individual and organizations; consider the competitive and organizational implications, technology evolution and the quality control of information systems sources and the related services.

BHMT302 (3)**Facility and Security Management**

Prerequisites: BGHL101

This course will introduce systems and protocol for overseeing various hospitality physical plants from restaurants to hotels and convention centers. The course will focus on equipment inventory and preventative maintenance, outsourced service contracts, warranties, insurance/risk management, and life cycles of major equipment and capital replacement planning. Energy monitoring and conservation is a significant part of the course.

As well, given the obligation to provide Safety and Security to guests and employees alike, students will learn the importance of how to take a proactive assessment of safety and security risks –then develop preventative steps to maximize the guest experience and minimize exposure to owners and operators. Student will obtain a preliminary St John’s Ambulance first aid level 1 certificate. Security equipment and monitoring devices will be reviewed to deliver a comprehensive understanding of options available. Integrity of keys, electronic locking devices, fraud exposure, electronic intrusion and other external factors will be studied. Basic study of fire, earthquake and other disaster response procedures will be undertaken. Development, documentation and training on contingency plans will be undertaken.

BHMT303 (3)**Hospitality Operations & Supply Chain Management**

Prerequisites: BGHL101

In this course, students will learn how to analyze, manage, and improve service processes throughout the value chain, ultimately to add value to the firm and understanding and maintaining brand standards throughout the value chain. Students will apply the tools needed for decision-making in operations management to optimize key drivers: costs, revenues, customer satisfaction, and productivity. They will be able to diagnose the supply chain management (SCM) of a firm, propose better operations solutions and plan production according to the value chain selected in a total quality management (TQM) environment. They will be able to measure the impact of their decisions, including new investments and reorganization of day-to-day operations, on value creation.

BHMT306 (3)**Sustainable Development Corporate Responsibility**

Prerequisites: None

The tourism industry is growing exponentially throughout the world, mostly in BRIC countries, where historically, little care has been placed on the repercussions of both urban and rural construction, traffic and emissions. There are grassroots movements to make governments aware of the impact that these economic drivers bring, yet unless developers are motivated financially and morally to build and operate sustainable operations, there will be serious repercussions. From LEED to ISO certifications, awareness and ultimately credits, owners and operators must be motivated to balance the economic gains with environmental impact. Students will become versant in the LEED system –and how it applies to both construction and ongoing operations. They will work through the criteria of leading edge global environmental policy and evaluate how it can be applied to hospitality and tourism in BRIC countries.

BHMT401a (3)**Revenue Management I**

Prerequisites: ACCT201a, BGHL203

Hotels, restaurants and event space are heavily vested in revenue management. An understanding of how rate and occupancy within market segments affect the bottom line will be examined. Distribution channels and leading forecasting plus revenue management programs will be reviewed for effectiveness in the decision making by the revenue manager. Comprehensive, integrated and monitored controls are key to the financial and operational success of most hospitality operations. Monitoring of potential-costs, managing spillage/spoilage, inventory rotation, dormant asset management and disposal, wine cellar ROI analysis, futures contracts, CVP analysis, feasibility of departmental promotions and monitoring accountability will be learned.

BHMT401b (3)**Revenue Management II**

Prerequisites: BGHL401a

This is a simulation-based course that will integrate all Revenue Centres, for example spas, parking, communications, laundry and valet. Student will analyze and gain a full understanding on how these revenue centres can add to the bottom line, at little or no cost, through analysis of margins, commissions and other contribution structures. This course enables students to appraise the consequences of marketing decisions (notably pricing and distribution) on value-creation for a hospitality company. They will

apply revenue management principles by analyzing the associated systems, methods and applications for effective hotel management. The participants will use revenue optimization techniques which are suitable for decision-making in hotel or restaurant chains. Through the use of revenue management software they will learn to integrate revenue management analysis and decisions into hotel management. Upon successful completion of this unit, students will have acquired the necessary competencies to evaluate the financial impact of marketing decisions (particularly pricing and distribution) and to model, execute, and manage revenue optimization processes for hotels and restaurants at the business unit level. Through the use of the simulation decision-making, problem-solving, team-building skills will broaden the understanding of hotel and restaurant metrics.

BHMT402 (3)**Creating Value in the Hospitality Economy**

Prerequisites: 90 credits of core and foundation courses

What is the reward for value orientation on consumers in the hospitality industry? Understanding the importance of brand consistency and integrity and the drive for customer satisfaction plus loyalty will be accomplished, as well as evaluating/adapting global standards for local appropriateness. There are forces driving the changes within the major segments of the hospitality industry (like globalization, IM, sociological and economic). Students will evaluate changing markets and consumer behaviour in order to identify value opportunities for the next 5-10 years. Students will learn how to create SOP's that align with Brand Standards to enhance productivity, appropriateness and competitive advantages. After successful completion, students will be able to identify and prioritize value opportunities through IM and market research and transform them into value-added and innovative hospitality concepts through profitable customer experiences.

BHMT440 (6)**Internship – Hospitality Management**

Prerequisites: 60 core and foundation credits

The primary purpose of the internship is to offer work experience and skill development in an enterprise enabling the student's theoretical knowledge to be augmented through practical career-related work experience and to prepare students for the world of work. Each student will be required to complete a 6 month (6 credits) internship in order to graduate. In cases of prior industry experience of a minimum one-year, the student may write and submit an internship report and subject to approval, may receive credit toward completion of BGHL440.

BHMT490 (6)**Capstone Hospitality and Business Strategy II**

Prerequisites: 90 credits of core and foundation courses

Across the program, students have become familiar with the practical and operational management aspects of the hospitality industry. It is now time for students to integrate their previous learning and work experiences in order to think strategically about the complex environment where they will compete. Students will scan the environment and utilize their findings to appraise contemporary strategic decisions made by the industries' leading corporations. They will also participate in guest lectures and workshops with experts of the hospitality and tourism sector. These experts will coach the student teams through the strategic decision-making process and evaluate their propositions for maximizing shared value. Finally, students will apply their acquired knowledge to prepare, present, and defend a strategic plan that solves an actual countries' hospitality sector most pressing strategic challenge: forecasting the future of the industry and creating a strategy to fit it.

BHRM231 (3)**Human Resources Management**

Prerequisites: None

This is a survey course that introduces managers to the functions and practices of human resources management. These functions include human resources and succession planning, recruitment, selection, job design and analysis, training and development, compensation, health and safety, performance appraisal, collective bargaining, and union contract administration.

BHRM331 (3)**Strategic Planning for Human Resources**

Prerequisites: BHRM231

This course is designed to provide students with an overview of the staffing function including internal and external hiring and training and development planning based on an HR plan for a firm that is tied to its corporate strategy. The student should be able to understand the relationship between business strategy and human resource planning and staffing; apply relevant employment law to staffing situations; understand the principles of measurement and know how they apply to the staffing equation.; use job analysis to solve these staffing issues; apply a variety of techniques to planning for a stable and productive workforce; apply various selection techniques to achieve a desirable person/job match; and develop a coherent staffing strategy and management approach.

BHRM332 (3)**Recruitment and Selection**

Prerequisites: BHRM231

This course is designed to provide students with an understanding between planning and staffing. It provides an overview of the organizational staffing function including internal and external hiring and training and development planning based on an HR plan that is tied to corporate strategy.

This course provides an up-to-date review of methods and technologies that are used to recruit and select employees in Canadian organizations, including the inherent challenges they face with the rapidly changing workforce demographics. Contemporary practices related to attracting, hiring and deploying human resources in ways that meet professional and legal employment standards will be examined in depth.

BHRM403 (3) *formerly BADM403**Employee Relations, Workplace Safety & Wellness**

Prerequisites: BADM302

The course covers the impetus for collective action and the basis for union management relations and follows a logical flow: collective bargaining, collective agreement, grievances, and arbitration, followed by the alternatives – strikes and lockouts. The modern issues – globalization, free trade, deregulation, privatization, reduction of public debt, and industrial re-organization are woven into each topic area. The course also discusses how management promotes and maintains the highest degree of physical, mental and social well-being of workers.

BHRM432 (3)**Compensation Management**

Prerequisites: BHRM231

This course is based on the strategic choices available to manage compensation in organizations. These choices, which confront managers in Canada and around the world, are introduced in the Total Compensation Model. This model provides an integrating framework that is used throughout the course. Major compensation issues are discussed in the context of current theory, research, and practice. The practices illustrate new developments as well as established approaches to compensation decisions.

BHRM434 (3)**Cultural Sensitivity & International Human Resources Management**

Prerequisites: BHRM231 & BIBM101

Since globalization became an inevitable phenomenon, business is increasingly conducted with and through people from various cultural backgrounds. A keen awareness and a high degree of cross culture competence in management is therefore key to the career success of both present and aspiring managers/professionals. This course focuses on the role of Human Resources professionals in dealing with the cultural, geographical and logistical challenges, operating in an increasingly interconnected and complex world, where people are the key source of sustainable competitive advantage. The central issues confronting HR professionals in multinational organizations include designing, coordinating and implementing critical global HR processes to support global business strategies as well as facilitating development of organizational capabilities that could yield strategic advantages. Other challenges related to International Human Resources Management include development of cross-cultural knowledge and skills, managing global teams and networks, global leadership development, talent management, change management and competing with integrity in global business.

BHRM490 (3)**Human Resources Management Strategy & Workforce Development Practices**

Prerequisites: 18 credits in HRM

This is a capstone course in Human Resources (HR) designed to help students apply their HR knowledge to real situations. The student is placed in the position of HR Manager and asked to make strategic HR decisions for the company. The student should be able to identify the salient components of the HR system that need to be addressed in a real situation; to develop alternative approaches based on a company's business plan, and provide benchmarks for evaluating a successful HR strategy. The student would be expected to integrate the recruitment, selection, training, management development, planning, compensation, and organizational development issues and identify the key components that need to be changed or developed. This course also provides the knowledge and skill in applying training processes in organizations; strategic planning of training and development; learning, motivation and performance; needs analysis; training design; evaluation of training; and training methods, development and implementation.

BIBM101 (3)**International Business Management**

Prerequisites: None

This course is designed to provide basic conceptual framework that enable students to understand the international environments and the various management issues of global businesses. At the end of this course, students should be able to learn key concepts, tools, and frameworks of international business management.

BIBM331 (3)**International Trade Management***Prerequisites: BIBM101, ECON122 & BADM322*

This course provides a comprehensive overview of key aspects of global business in the 21st century and explores the language of macroeconomics and wealth of nations. It provides important information on the key elements of the global business environment whether participant is looking for general information, seriously considering getting involved or already participating in global trade.

The course emphasizes forward thinking and a positive perspective, it highlights the considerable effort that any business in any region of the world, must commit to succeed. We believe that if this effort is properly executed, it will represent a fundamental “best practice” approach that goes beyond borders. In creating contemporary material for product development and regulatory compliance, this course not only describes the current state of the environment, but also helps identify ongoing transformation of global business and corporate social responsibility such as ethical sourcing, people’s rights and workplace diversity, it is of paramount importance that any “advice” be relative to the knowledge that any business in the world should assimilate to be a successful global trader.

BIBM332 (3)**International Finance***Prerequisites: BIBM101 & FINC101a*

This course provides a comprehensive overview of international finance. Topics include: multi-national financial management, international monetary system, foreign exchange markets, international parity conditions, foreign currency derivatives and swaps, transaction exposure, exchange and hedging, balance of payments, foreign exchange rate determination, translation exposure, operating exposure, global cost and availability of capital, multi-national capital budgeting, international trade finance, and corporate governance.

BIBM431 (3)**Legal Aspects of International Business***Prerequisites: BIBM101 & BADM301*

This course includes the exploration of the legal content of multinational business operations, comparative law and regulation as established in the U.S., Canada, and other selected Asian and European nations, and the legal liability in global commerce.

BIBM432 (3)**Global Supply Chain Management
and Logistics***Prerequisites: BIBM101 & BADM202*

This course explores the practical applications of contracts, dispute resolution, pricing terms, negotiation terms and communications, transportation, documentation, insurance, information resources, government regulations and international trade regulations. Students will explore logistics, including transportation, inventory management, purchasing, warehousing and customer service and the complexities of these functions in the international marketplace.

BIBM490 (3)**Global Business Strategy***Prerequisites: 18 credits of International Business courses*

This course assesses the turbulent environment in which international businesses operate and the approaches to strategy formulation and implementation for global and transnational businesses. It examines the barriers to market entry, the different market entry strategies, and possible international partnership agreements. Students address the functional and operational management of companies and fuse together the theoretical and empirical aspects of international management, business finance, leadership and growth, legal requirements, business ethics and triple bottom line, management issues and problems, viewing them from the global perspective.

BMRK231 (3)**Marketing***Prerequisites: None*

This introductory marketing course covers the basic components of a marketing system including product, price, promotion and distribution decisions. Students are introduced to marketing strategy, the marketing environment, marketing research, consumer and business buying behaviour, segmentation, targeting and positioning, branding, new product development, pricing strategies, distribution channels and the concept of integrated marketing communications

BMRK332 (3)**Consumer Behaviour***Prerequisites: BMRK231*

This course is intended to focus the student’s attention on what it means to be a consumer in a market-oriented society and to develop skills as a marketer in meeting consumer needs and developing marketing strategy. The student will be able to identify and discuss the major ideas and processes that characterize the consumer behaviour field; identify a product and its product class; describe the value chain of a product; identify the typical consumer choice dimensions and typical advertising appeals; assess the effectiveness of a particular company’s marketing approach; and describe the likely future of a particular product or product class

BMRK431 (3)**Marketing Communications***Prerequisites: BMRK231*

The Marketing Communications process is at the heart of positioning and selling products and services in both business to consumer (B2C) and business to business (B2B) markets. This course puts emphasis on integrated marketing communications (IMC) and the importance of messaging and utilizing multiple media vehicles in order to achieve specific communications objectives and reach defined target groups. The role of the internet in shaping marketing tasks is emphasized throughout the course.

The student should be able to explain the marketing concept and how the Business Plan, Marketing Plan, and Communications Strategy inter-relate; distinguish between integrated marketing and integrated marketing communications; describe how culture, demographics, social class, and social group affect marketing communications; identify the major legal issues that affect integrated marketing communication; discuss how the source, the message and the audience affect persuasive communication; describe what makes advertising, sales promotion, publicity, direct marketing, or personal selling effective and how to budget the activities, and the specific tests that could be used to evaluate effectiveness. Particular emphasis will be placed on understanding digital and social media tools in the context of use in an integrated marketing communications plan. Students will be given the opportunity to attend a class trip to a local advertising agency towards the end of the course.

BMRK433 (3)**International Marketing Management***Prerequisites: BIBM101 & BMRK231*

The objective of this course is to provide an opportunity for students to understand the global marketing planning process and to develop skills in problem solving and decision-making. At the end of this course, students are expected to be able to develop a comprehensive global marketing strategy for a product or service to deal with specific or general issues related to it. The focus of this course is global marketing analysis and marketing planning on an international scale.

BMRK434 (3)**Effective Selling & Sales Management***Prerequisites: BMRK231*

An in-depth study of the sales function including the role of salespeople, sales agents, distributors, and other marketing channel members involved in supporting the sales process. Covers the skills and innovations needed to successfully develop, implement and manage sales activities. Political, legal and ethical issues are explored.

BMRK460 (3)**Marketing Strategies & Case Analysis***Prerequisites: BMRK231*

Understanding marketing strategies through case analysis simulation is an essential skill for those who plan to work in the marketing field. This course offers an opportunity to develop and fine tune assessment skills both as an individual and as a group member of a management team. Students will be expected to utilize professional writing, presentation and public speaking in this course. Emphasis is on a practical application of skills. Students who demonstrate success in this course may be selected as members of the Ascenda BBA team to compete at the annual Vanier Case Challenge. Final selection for the team will be at the discretion of the team coach.

BMRK462 (3)**Business-to-Business Marketing***Prerequisites: BMRK231*

Business-to-business marketing differs from consumer marketing in that demand analysis is typically easier and the purchaser is typically more rational. The course focuses on developing and marketing value to other organizations by strategically aligning the organization's resources and the resources of other channel members to deliver value solutions to customers.

BMRK490 (3)**Marketing Management and Strategy***Prerequisites: 18 credits in Marketing*

This is a capstone course in marketing designed to help students apply their marketing knowledge to real situations. Superior marketing strategies are essential for business success as the world's economies continue to change. The market and the customers that comprise the market are the starting point in marketing strategy formulation. Students will have the opportunity to develop strategy analysis, planning, and control skills by applying marketing strategy concepts and methods in class discussions, through case analysis and through creating a marketing plan for a product or service.

BMTH099 (0)**Basic Mathematics***Prerequisites: MATH11 or equivalent*

This course is designed for students who need to upgrade their mathematical skills in preparation for quantitative courses in Business, Management and other research courses in ASM. Students, who had been away from mathematical disciplines for several years, are also recommended to take this course for refreshing their mathematical skills and concepts. The review topics begin with the basic numeracy concepts in business and management: fractions, decimals, and percentages. Students will recap or learn to solve linear equations in Algebra. Topics of exponents and logarithms are introduced, including solving simple exponential equations and logarithmic equations. A chapter of Statistics is also included for the preliminary study in Business Statistics: drawing and interpreting circle graphs, bar graphs and line graphs, and calculating the central measures of sets of data. Lastly, students will learn how to use technological tools (Excel and calculators) to assist them working on manipulating formulas and displaying statistical graphs.

COMM110 (3)**Critical Thinking**

Prerequisites: ENGL101

This course is designed to help students improve their analytical thinking skills in business settings. The theory and practice of critical thinking will be presented, with an emphasis on its application to business decision making. Topics include benefits of and obstacles to effective thinking, structuring arguments to avoid logical fallacies, and the use of the scientific method to make business decisions. Exercises in analyzing business problems and formal presentations will be used to help students develop practical skills.

COMM120 (3)**Public Speaking & Presentations**

Prerequisites: ENGL101 & COMM110

This course aims to provide the training and skills to speak with confidence and to deliver compelling messages through speeches and presentations. Critical thinking and strategic planning are emphasized. Students are encouraged to think through and about the public speaking process and are urged to consider the diversity of audiences, occasions, and speakers and to choose a specific purpose, a relevant topic, and the appropriate material to make their speeches successful.

EAPP100 (3)**English for Academic Purposes**

Prerequisites: IELTS 6.0 or EAP Level 3

EAPP 100 is an academic bridge course of studies through which students ensure that their receptive and productive ability is at a standard necessary for successful university degree level studies, and that they understand the level of professional proficiency that will be required of them in the business environment (post-graduation). EAPP 100 is more than a finishing course for competency in English; it also develops and expects productive ability in researched essay writing, critical thinking in responding to texts and lectures, and sound, reasoned delivery in public speaking (presentations).

ECON121 (3)**Microeconomics**

Prerequisites: BADM120

This course provides an introduction to the principles of microeconomics in the context of what is happening in Canada and the world. The focus is on the market economy and its operation and on the appropriate role of government and the market in organizing economic activity. Such issues as market successes and market failures, income redistribution, environment, and health care are analyzed throughout the course.

ECON122 (3)**Macroeconomics**

Prerequisites: BADM120

The main points included in macroeconomic theory include national income and fiscal policy; money; banking; monetary policy; inflation, unemployment, international economics and trade. This course focuses on the Canadian economy and the government's and the Bank of Canada's policies.

ENGL101 (3) <i>Prerequisites: English Diagnostic Test</i>	Academic Writing -Fundamentals
This course is designed to help students develop university-level academic writing skills. Students will learn strategies for mastering lengthy and often complex scholarly materials. Students will also develop their abilities to construct scholarly arguments including rhetoric, style and arrangement of ideas. In written assignments, students will apply the principles of scholarly argument to organize and explain their ideas and persuade the reader.	
ENGL102 (3) <i>Prerequisites: ENGL101</i>	Academic Writing -Advanced
This course is designed to help students to extend their critical and analytical skills. Students will use their critical reading skills to develop an awareness of the relationship between style and meaning. Students will be required to read a selection of texts in order to explore some of the forms of the essay and the ways in which different writers use this form to explore a theme and influence the reader.	
FINC101a (3) <i>Prerequisites: ACCT 201a</i>	Financial Management I
This introductory course in Finance builds on the student's accounting and economics knowledge and develops skills in financial analysis, financial forecasting, and financial management as well as knowledge in such financial instruments as stocks, bonds, convertibles, and warrants as they are used in the financial markets of Canada.	
FINC101b (3) <i>Prerequisites: FINC101a</i>	Financial Management II
This course is a continuation of FINC 101a. The course introduces the general theoretical and practical aspects of financial management. Key topics covered include cost of capital, capital budgeting, valuation of stocks and bonds, options, and the use of derivatives in risk management.	
GEOG210 (3) <i>Prerequisites: COMM110</i>	Canadian Urban Regions
This course is designed to help students extend their critical thinking, analytical and research skills and apply them to the study of urban regions in Canada and the world. Given that most students will be international students who arrive in Vancouver and experience primarily the environment of the lower mainland (GRVD), this course is also a means to create an understanding of Canada's transformation from a French/British colony to a vital, dynamic highly urbanized country. The students will explore the growth and changes in Canadian cities over time and their place in the global context. Canada with its small populations and huge geographic extent presents unique challenges to the growth of its urban regions. The study of the transformation of Canadian cities can help students come to understand the wider issues that cities around the world face. Case studies will be examined in depth to gain further insight into the processes of growth and changes within an urban environment. In-class readings will further extend the knowledge about the growth of urban centres around the world.	
HIST201 (3) <i>Prerequisites: ENGL101</i>	Canada in the 21st Century
This course covers the whole of Canadian History and its peoples from pre-contact times to the Present, integrating the social, cultural, political, and economic history into a coherent overarching narrative. Particular emphasis is put on the pre-contact inhabitants of the Canadian land-mass and the French-English struggle for mastery of Canada. The course covers Canada's post-1945 experience, including its policies of bilingualism and multiculturalism and human rights, and the challenges that the Canadian model faces today.	
HIST202 (3) <i>Prerequisites: ENGL101</i>	World Civilization I
This course covers the historical experience and the moral, political and religious values of the different world civilizations and helps students to develop a keen knowledge of, and sensitivity to, various global traditions, experiences, and customs. This course focuses on the modern era, from the Discovery of the New World to the post 9/11 world.	
HIST203 (3) <i>Prerequisites: ENGL101</i>	World Civilization II
This course covers the historical experience and the moral, political and religious values of the different world civilizations and helps students to develop a keen knowledge of and sensitivity to, various global traditions, experiences, and customs. This course focuses on the rise of civilizations across the world from their Prehistoric origins to the End of the Renaissance.	

LBR099 (0) Information Literacy, Library & Research Skills (formerly Strategies for Success)

Prerequisites: None

This course is mandatory for all students in their first term in Acsenda that are not enrolled into the EAP courses. There are two modules in this course. Module 1 introduces students to information literacy and research skills and the use of the physical and online library resources. Students will learn how to research, select, understand, evaluate, and make effective use of information. Module 2 students are introduced to plagiarism, its consequences and the how to properly use APA Citation Style. Successful completion of both modules will give students the necessary skills to be effective in all of ASM's courses.

MUSC100 (3) Music Appreciation

Prerequisites: None

This course is designed to encourage students to explore alternative ways of thinking, listening and feeling. Students will be introduced to the fundamentals of music, including melody, harmony, rhythm, form and how these elements evolved throughout history shaped by cultures and political events. A sample of composers and their compositions from each music period will be studied: Antiquity (0-1400); Renaissance (1400-1600); Baroque (1600-1760); Classical (1730-1820); Romantic (1815-1910); and Contemporary (1900-2014). Reference to major historical and political events will be shared to provide a broader context in which music evolved.

POLI102 (3) Introduction to Canadian Politics

Prerequisites: None

This course introduces students to key institutions and processes of Canadian politics. Topics include political culture; the Canadian constitution, including the Charter of Rights and Freedom; the law-making process; and elections. When discussing these topics, students are encouraged to take a critical view to highlight the open-ended and subjective nature of politics.

POLI202 (3) International Organizations & Corporate Governance

Prerequisites: BIBM 101

This course is designed to explore non-governmental, inter-governmental and financial institutions as well as select foundations such as the World Bank, the World Trade Organization, OPEC, and the Asia Development Bank. It will emphasize, in particular, their *raison-d'être*, and the key challenges they face. Special emphasis would be placed on their alliances such as NAFTA, MERCOSUR, and the EU. This course provides a comprehensive guide to the world body's institutions, procedures, policies, specialized agencies, historic personalities, initiatives, and involvement in world affairs. It presents the UN in its evolving role in this new era since the Cold War and shows its responsibilities for meeting challenges to the global community. The course also studies the corporate Governance provides the structure through which corporations set and pursue their objectives, while reflecting the context of the social, regulatory and market environment

POLI301 (3) Environmental Law and Policy

Prerequisites: ECON121 & ECON122

This course is designed to introduce students to the most important environmental challenges of our time, with a focus on Canada. The course explores public policy solutions based on environmental economics. Topics discussed include an overview of environmental economics; sustainable development; causes and potential public policy solutions to air and water pollution; and global aspects of pollution.

PSYC101 (3) Psychology I

Prerequisites: ENGL101

This course is an introduction of the basic concepts of human behaviour. The study will include, but not be limited to: abnormal psychology; applied psychology; concepts of learning; human development; and major personality theories. An emphasis will be placed on: abnormal psychology; human sexuality; intelligence; social psychology and states of consciousness.

SOCI101 (3) Sociology I

Prerequisites: None

This course explains the major classic and contemporary sociological perspectives to understand the tools of sociology. This course enables the students to describe sociology, the development of sociology, and the four dimensions of culture, symbolic interactionism & stratification, the concepts of racial and ethnic minorities, family and marriage, religion, power and authority within a Canadian context.

Prerequisites: ACCT 332

This first level taxation course is aimed at providing students with introduction to the Canadian income tax system. It aims to:

- a. Ensure a good understanding of the general principles and concepts of the Canadian Income Tax Act ("ITA") as encountered by most individual and corporate taxpayers.
- b. Develop professional skills in the application of ITA principles and concepts to solve tax problems of individuals and corporations.
- c. Introduction to basic principles of income tax planning
- d. Introduction to the Goods and Services Tax.