



**Bachelor of Commerce – Digital Business Management
Curriculum 2016 – 2017**

<u>Course #</u>	<u>Course Name</u>	<u>Prerequisite(s)</u>	<u>Credits</u>
<u>Semester 1</u>			
ACCT 1000	Introductory Financial Accounting	None	3
ECON 1000	Microeconomics	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3
LAW 1000	Business Law	None	3
MKTG 1000	Marketing	None	3
<u>Semester 2</u>			
BUS 1500	Business Information Systems	None	3
BUS 1501	Business Communications	None	3
ECON 1500	Macroeconomics	None	3
MGMT 1500	Organizational Behaviour	None	3
STAT 1112	<i>Statistics for Business</i>	None	3
<u>Semester 3</u>			
BUS 2000	Ethics and Values	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3
HRM 2000	Human Resources Management	None	3
MKTG 2000	Customer Service	MKTG 1000	3
STAT 2112	<i>Quantitative Methods for Business</i>	STAT 1112	3
<u>Semester 4</u>			
BUS 2500	e-Commerce	BUS 1500 MKTG 1000	3
BUS 2504	Web Development	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3
FIN 2500	Financial Management	ACCT 1000	3
MGMT 2500	Operations Management	None	3



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<u>Semester 5</u>			
BUS 3001	Business Research Methods	MKTG 1000 STAT 1112	3
BUS 3003	e-Business Information Systems and Technology	BUS 2500	3
BUS 3004	Business Career Development	None	0
DEGE	<i>Degree Breadth Elective</i>	None	3
LAW 3001	Law, Security, and Privacy	None	3
MKTG 2500	Consumer Behaviour	MKTG 1000	3
<u>Semester 6</u>			
DEGE	<i>Degree Breadth Elective</i>	None	3
DIGI 3502	Database Systems	None	3
MGMT 3500	Project Management	MGMT 1500 MGMT 2500	3
MKTG 3500	Digital Marketing	MKTG 2500	3
SCM 3503	Introduction to Supply Chain Management	MGMT 2500	3
DIGI 3099	PAID WORK TERM (Summer)		
<u>Semester 7</u>			
BUS 4005	Business to Consumer	BUS 2500 MKTG 3500	3
DEGE	<i>Degree Breadth Elective</i>	None	3
DIGI 4000	CRM and Data Mining	SCM 3503	3
DIGI 4500	Applied Business Project 1	Completion of Semester 6	3
MGMT 4002	Product Management	MKTG 3500	3
<u>Semester 8</u>			
DEGE	<i>Degree Breadth Elective</i>	None	3
DIGI 4501	Applied Business Project 2	Completion of Semester 7 DIGI 3099	3
DIGI 4502	Current Issues in e-Business and Marketing	Completion of Semester 7 DIGI 3099	3
MGMT 4500	Quality Management	MGMT 2500	3
MGMT 4502	Strategic Management	Completion of Year 3	3