

WINTER 2019 ORIENTATION

BACHELOR OF COMMERCE

Digital Business Management

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WELCOME

Winter 2019

Dear Student:

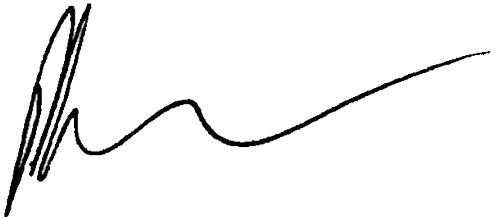
Congratulations and welcome to Humber College! The staff and faculty at The Business School are committed to ensuring each student has access to the educational opportunities and resources available at Humber College. We are here to help you excel both academically and professionally. This is an exciting time as it marks the beginning of your academic career. To ensure your success as a student at Humber College, here are a few important points as you embark on your academic journey:

- **Check your BlackBoard and Humber email account on a regular basis.** Your professors and colleagues will be communicating with you through these accounts.
- **Honestly engage in the learning process.** It is vital to understand Humber College's expectations for academic integrity and fulfill your academic responsibility during your studies with The Business School. Academic integrity is fundamental to the foundation of academic and scholarly work.
- **Familiarize yourself with Humber College's Admission Requirements and Academic Regulations.** This important document outlines the policies and procedures at Humber College. You can view this document on Humber's website.
- **Attend class!** You will learn something new and interesting; it will help you prepare for upcoming assignments, papers, and exams (and even save time studying); and you can get to know your professor and colleagues.
- **Get involved.** Participate in networking events, join a student club, and volunteer at Humber College!

Everyone at The Business School and Humber College is committed to working with you to make your academic career a gratifying and fulfilling experience. If at any time during your studies you experience any problems, please contact your Program Coordinator.

Thank you for choosing Humber College and I wish you all the best in your academic career.

Sincerely,

A handwritten signature in black ink, appearing to read 'Paul Griffin', with a long, sweeping horizontal line extending to the right.

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2018/2019 DEGREES ACADEMIC CALENDAR

WINTER 2019	Bachelor Degrees 14 Week Semester
Public Holiday (New Year)- College Closed	Tuesday, January 1, 2019
College Re-opens	Wednesday, January 2, 2019
Day & Evening Classes Begin	Monday, January 7, 2019
Last Day To Add A Course	Friday, January 11, 2019
Balance Of Winter Fees Due	Friday, January 18, 2019
Last Day To Drop A Course For Refund	Friday, January 18, 2019
Fall Graduation Status Available	Friday, February 8, 2019
Public Holiday (Family Day) - College Closed	Monday, February 18, 2019
Reading Week	February 18-22, 2019
Mid Term Grades Due	Friday, March 1, 2019
Summer 2019 Tuition Deposit Due	Wednesday, March 6, 2019
Last Day to Withdraw From A Course Without Academic Penalty	Friday, March 22, 2019
Registration Opens for Summer 2019	Monday, April 1, 2019
Public Holiday (Good Friday) - College Closed	Friday, April 19, 2019
Last Day of Classes	Friday, April 19, 2019
Final Grades Due	Wednesday, April 24, 2019 at 6:00pm

SUMMER 2019	Bachelor Degrees 14 Week Semester
Day & Evening Classes Begin	Monday, May 6, 2019
Last Day To Add A Course	Friday, May 10, 2019
Balance Of Summer Fees Due	Friday, May 17, 2019
Last Day To Drop A Course For Refund	Friday, May 17, 2019
Public Holiday (Victoria Day) - College Closed	Monday, May 20, 2019
Winter Graduation Status Available	Friday, June 7, 2019
Convocation Week	June 18-21, 2019
Fall 2019 Tuition Deposit Due	Wednesday, June 19, 2019
Mid Term Grades Due	Friday, June 21, 2019
Public Holiday (Canada Day) - College Closed	Monday, July 1, 2019
Last Day To Withdraw From A Course Without Academic Penalty	Friday, July 12, 2019
Registration Opens for Fall 2019	Tuesday July 23, 2019
Public Holiday (Civic Holiday) - College Closed	Monday, August 5, 2019
Last Day of Class	Friday, August 9, 2019
Final Grades Due	Wednesday, August 14, 2019 at 6:00pm

SEMESTER 2 BOOKLIST

ACCT 1000 INTRODUCTORY FINANCIAL ACCOUNTING

Financial Accounting: Tools for Business Decision-Making, 7th Canadian Edition
Kimmel, P., Weygandt, J., Kieso, D., Trenholm, B., & Irvine, W.
Wiley, 2017
ISBN: 978-1-119-44576-0

ECON 1000 MICROECONOMICS

Principles of Microeconomics, 7th Canadian Edition
Mankiw, N. G., Kneebone, R. D., & McKenzie, K. J.
Nelson Education, 2017
ISBN: 978-0-176-59197-7

Study Guide for Use with Principles of Microeconomics, 7th Canadian Edition
Manouchehri, S., & Fortura, P.
Nelson Education, 2017
ISBN: 978-0-176-74540-0

LAW 1000 BUSINESS LAW

Critical Concepts of Canadian Business Law, 6th Edition
Weir, J., & Smyth, F.
Pearson Education, 2015
ISBN: 978-1-269-97041-9

MKTG 1000 MARKETING

Marketing: An Introduction, 6th Edition
Armstrong, G., Kotler, P., Trifts, V., & Buchwitz, L. A.
Pearson Education, 2017
ISBN: 978-0-134-09580-6

BACHELOR OF COMMERCE – DIGITAL BUSINESS MANAGEMENT CURRICULUM 2018/2019

COURSE CODES	COURSE NAME	PREREQUISITE(S)	CREDITS
SEMESTER 1			
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
SEMESTER 2			
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
SEMESTER 3			
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
SEMESTER 4			
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

COURSE CODES	COURSE NAME	PREREQUISITE(S)	CREDITS
SEMESTER 5			
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
BDGE	<i>Business Degree Elective</i>	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3
MKTG 2500	Consumer Behaviour	MKTG 1000	3
SEMESTER 6			
BDGE	<i>Business Degree Elective</i>	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3
DIGI 3502	Database Systems	None	3
MKTG 3500	Digital Marketing	MKTG 2500	3
SCM 3503	Introduction to Supply Chain Management	MGMT 2500	3
DIGI 3099	PAID WORK TERM (Summer)		
SEMESTER 7			
BDGE	<i>Business Degree Elective</i>	None	3
BUS 4005/BUS 4006	Business to Consumer/Mobile Development	BUS 2500 MKTG 3500	3
DEGE	<i>Degree Breadth Elective</i>	None	3
DIGI 4000/DIGI 4001	CRM and Data Mining/Data Science for Business Analytics	SCM 3503	3
MGMT 4002	Product Management	MKTG 3500	3
SEMESTER 8			
BDGE	<i>Business Degree Elective</i>	None	3
DEGE	<i>Degree Breadth Elective</i>	None	3
DIGI 4501	Applied Business Project	Completion of Semester 7	3
DIGI 4502	Current Issues in e-Business and Marketing	Completion of Semester 7	3
MGMT 4500	Quality Management	MGMT 2500	3

HUMBER SERVICES

OFFICE OF THE REGISTRAR

The Office of the Registrar will play a vital role as a Humber student. They are responsible for admitting and registering students, maintaining student academic records (i.e. transfer credits and transcripts), and provide education support via financial aid, including bursaries, scholarships, and OSAP. Most of the services that the Office of the Registrar provides can be accessed via MyHumber. Visit www.humber.ca/myhumber to log in to your MyHumber account or visit the Office of the Registrar in WEL106 between 8:30 a.m. – 4:30 p.m. Monday through Friday.

ACADEMIC REQUIREMENTS AND REGULATIONS

Humber College's Academic Requirements and Regulations outline the policies and procedures that apply to all students, faculty, and staff. Please take the time to review the Academic Requirements and Regulations as it describes the processes involved in resolving student issues, including academic misconduct. You can find the document at www.humber.ca/admissions/office-registrar/academicregulations

PARKING AND LOCKERS

Parking permits and lockers can be purchased online via your MyHumber account.

HUMBER STUDENTS FEDERATION (HSF)

Humber Students Federation (HSF) represents all full-time students at both campuses providing services, clubs, events and advocacy for Humber students. Please visit www.ignitestudentlife.com for more information on the services available to you, including Health and Dental Insurance.

PHOTO ID

You can upload a digital photo and request your student card through your MyHumber account. Photo ID cards are mailed to the home address on your account, so it is important to ensure that your address and information are correct on MyHumber. If you have lost or did not receive your card, please visit Customer Service in WEL106.

FINANCIAL AID/OSAP

Students who have been approved to receive OSAP will receive their funds if the MFSAA has been submitted. If you have questions regarding OSAP or other financial aid issues, please visit www.humber.ca/admissions/financial-aid or the Financial Aid Office in WEL106 between 8:30 a.m. – 4:30 p.m. Monday through Friday.

AWARDS AND SCHOLARSHIPS

The Business School offers many scholarships and awards annually. Many of The Business School awards are faculty-based or in-course awards that are awards students receive while studying at Humber. Students are not required to apply for faculty-selected or in-course awards. Faculty members nominate students to the Dean, who then finalizes and approves the nomination. The Business School also offers two types of application-based awards. We have 7 awards featured on The Business School webpage under Student Support. These special awards are available to full-time, returning Business School students. Students are encouraged to apply in January with an annual due date of May 31st. The second type of application-based awards are available through students' MyHumber account. These awards are typically available in August with an annual due date of September 30th. For more information, please visit business.humber.ca/resources-placement/about/business-school-awards

ATHLETICS AND RECREATION

Students with a valid Photo ID card can access Humber's Athletic Centre at 3246 Lake Shore Blvd. Various recreational activities, both individual and team-oriented, have been planned to meet the needs and interests of students.

CAREER CENTRE

Students can obtain assistance to improve their resume, participate in mock interviews, and search for jobs, both on and off campus. Please visit the Career Centre in WEL105.

COUNSELING AND STUDENT DEVELOPMENT SERVICES

A wide variety of services in a private setting with professional counselors are available to students. Services available include academic/university advising, career guidance, and support in dealing with personal or mental health issues. Please visit The Counseling Department in WEL202.

CHILD CARE

Humber College's Child Care Centre is designed to accommodate the child care needs of students, staff and community members. Applications should be made as early as possible as there is usually a waiting list.

ACCESSIBILITY LEARNING SERVICES

A wide range of services are available to assist students in overcoming some of the obstacles or barriers that they may be experiencing from a type of disability that has an impact on their learning. These services are free and confidential. If a student has a disability, is wondering if they have a disability, or would simply like further information they should visit WEL202 or www.humber.ca/student-life/swac/accessible-learning

PEER TUTORING

One-on-one assistance for students having difficulties with a specific course is available to any fulltime or part-time student. The registration is free and student can receive a maximum of three hours of tutoring per week after attending a brief orientation session.

HEALTH SERVICES

Nurses are always available to assist with the health and wellness of students and staff. Assessments, referrals, treatment for minor illnesses, and doctor's appointments are among some of the services available. Students should bring their Student ID card when they visit the Health Centre in WEL202 and if they have a doctor's appointment they should also bring their health card.

INTERNATIONAL OFFICE

For most international students, our office is considered "Home Base." We are able to assist students in becoming comfortable throughout their stay at Humber and answer questions they may have about health insurance, accommodations, banking, Canadian life, etc. Social events are planned so that international students have the opportunity to meet each other and visit many attractions in Ontario. For further information, visit the International Office in H100A or visit online at international.humber.ca

PUBLIC SAFETY (SECURITY)

The Department of Public Safety Security Services is dedicated to ensuring all students, staff and visitors are safe at Humber College 24 hours a day. Security reception is located in M106.

THE WORK ALONE PROGRAM

The Work Alone Program is available to all students, staff, and faculty who are studying or working late, past the standard business hours. Individuals may advise security that they will be staying on campus late and a security guard will periodically check up on the individual. Please note that you must alert the security guard when you are leaving if you request this service.

R.A.D. TRAINING

Rape.Aggression.Defence (R.A.D. Training) is a basic self-defense course offered for free to all women at Humber College. For more information, please visit www.humber.ca/publicsafety

H.E.A.R.T. PROGRAM

The Humber Emergency Auto Response Team (H.E.A.R.T.) program is designed to assist staff, students, faculty, and visitors who are experiencing vehicle problems while at Humber. H.E.A.R.T. can provide emergency contact information, loan a gas can, assist with a battery boost, and provide a lock de-icer.

BOOKSTORE

Students can order textbooks online at www.humberlakeshoreshop.ca or visit the bookstore on campus.

FOOD SERVICES

Humber Food Services has a passion for providing quality food and services with a focus on freshness, satisfaction, and value. This is reflected in the freshly prepared menus and the hallmark brands such as Booster Juice, Mr. Sub, Pizza Pizza, Tim Hortons, Extreme Pita and much more. Humber College also offers meal plans. Please visit www.dineoncampus.ca/humber for more information and details.

LIBRARY

Not only does the Library offer the standard library services, it also assists students with disabilities in obtaining textbooks transcribed on tape or Braille. A wide variety of audio-visual equipment in the Media Centre is available for students to borrow for class projects and classroom presentations. Students should bring their student photo ID card to the Library's circulation desk to activate their library card. The photo ID/library card is required before library materials or media equipment can be borrowed. To access the library's web database, please visit www.library.humber.ca

CAMPUS MAP



Humber Lakeshore Campus Parking

