

BUSINESS COURSES AVAILABLE TO INBOUND EXCHANGE STUDENTS

WINTER SEMESTER, 2019

AVAILABLE COURSES

BUSI 1101 Principles of Accounting
BUSI 1210 Introduction to Marketing Strategy
BUSI 1600 Introduction to Entrepreneurship
BUSI 2101 Managerial Accounting
BUSI 2210 Introduction to Marketing Tactics
BUSI 2220 Personal and Business Branding with Social Media
BUSI 2400 Decision Modeling
BUSI 2710 Modeling and Implementing Business Processes
BUSI 3210 Consumer Behaviour
BUSI 3310 Organizational Behaviour
BUSI 3401 Operations Management
BUSI 3630 Venture Creation
BUSI 3700 Information Systems
BUSI 4000 Business Law I
BUSI 4050 Strategic Management 1
BUSI 4320 Human Resource Management
BUSI 4330 Introduction to Labour Relations
BUSI 4500 Financial Management I
BUSI 5020 Topics In Resource-Based-Industries Management
BUSI 5210 Marketing Communications
BUSI 5217 Professional Selling
BUSI 5220 Marketing Research
BUSI 5301 Organizational Theory
BUSI 5302 International Business
BUSI 5500 Financial Management II
BUSI 6026 Social Enterprise in Newfoundland and Labrador
BUSI 6048 Diversity and Inclusion at Work
BUSI 6217 Salesforce Management
BUSI 6550 International Finance
BUSI 6610 Small Enterprise and Regional Development
BUSI 6700 Data Management
BUSI 7005 International Strategic Management

BUSI 7410 Project Management
BUSI 7500 Advanced Finance
BUSI 7510 Options and Futures

Business exchange students may also be able to take courses from other Faculties and Schools at Memorial University of Newfoundland. Please contact international.business@mun.ca for more information.

COURSE DETAILS

Note: Full course outlines are available on request

BUSI 1101 PRINCIPLES OF ACCOUNTING

Principles of Accounting emphasize the concepts and issues of introductory financial accounting as they relate to the Canadian conceptual framework, and will also address the strengths and weaknesses of financial reporting at an introductory level. The student will be introduced to the accounting process and analysis of the balance sheet, income statement, and the statement of cash flows.

COURSE LEVEL:

Introductory

REQUIRED PREPARATION:

Introductory mathematics

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 2101, BUSI 4050, or BUSI 4500

BUSI 1210 INTRODUCTION TO MARKETING STRATEGY

Introduction to Marketing Strategy introduces students to the concepts, analyses, and activities that comprise marketing strategy, and provides practice in assessing and solving strategic problems in marketing. The course is also a foundation for BUSI 2210 Introduction to Marketing Tactics, and for advanced electives in marketing. Topics include: marketing strategy, environmental analysis, competitive analysis, customer behaviour, marketing research, segmentation, targeting, and positioning.

COURSE LEVEL:

Introductory

REQUIRED PREPARATION:

None

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 2210, BUSI 3210, BUSI 4050, BUSI 5210, BUSI 5217, BUSI 5220, or BUSI 6217

BUSI 1600 INTRODUCTION TO ENTREPRENEURSHIP

Introduction to Entrepreneurship provides students with a basic understanding of entrepreneurship and its vital role in innovation and economic development. The course will explore and critique the entrepreneurship phenomenon while fostering the development of an entrepreneurial mindset and the skills and knowledge necessary for participating in the entrepreneurial process. The course will examine opportunity identification and evaluation, creative problem solving, the ability to recognize entrepreneurial potential, risk-taking, exercising initiative and personal responsibility to achieve goals, the process of launching new ventures, local and international entrepreneurial ventures, and various paths to firm ownership. The course approaches entrepreneurship as a way of thinking and acting that can be useful in any organizational setting.

COURSE LEVEL:

Introductory

REQUIRED PREPARATION:

None

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 4050

BUSI 2101 MANAGERIAL ACCOUNTING

Managerial Accounting provides an overview of the use of financial data for managerial decision making. The student will be introduced to basic budgeting and analysis techniques for both service-oriented and manufacturing businesses.

COURSE LEVEL:

Introductory

REQUIRED PREPARATION:

Introductory Financial Accounting

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1101 or BUSI 4050

BUSI 2210 INTRODUCTION TO MARKETING TACTICS

Introduction to Marketing Tactics introduces students to the concepts, analyses, and activities that comprise marketing tactics, and provides practice in making decisions about tactical problems in marketing. The course is also a foundation for advanced electives in marketing. Topics include: product management, pricing, marketing communications, channels of distribution, implementation, and budgeting.

COURSE LEVEL:

Introductory

REQUIRED PREPARATION:

Introductory Marketing

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1210, BUSI 3210, BUSI 4050, BUSI 5210, BUSI 5217, BUSI 5220, or BUSI 6217

BUSI 2220 PERSONAL AND BUSINESS BRANDING WITH SOCIAL MEDIA

Personal and Business Branding with Social Media develops students' ability to design and refine on-line personal brands and display brands through social media channels.

COURSE LEVEL:

Introductory

REQUIRED PREPARATION:

None

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

None

BUSI 2400 DECISION MODELING

Decision Modeling provides an introduction to: spreadsheet modeling; linear optimization and the related topics of integer, assignment, and transportation models; and decision analysis including payoff matrices, decision trees, and Bayesian revision. All topics will be taught within the context of business applications.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

Calculus and Introductory Statistics

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 3401 or BUSI 4050

BUSI 2710 MODELING AND IMPLEMENTING BUSINESS PROCESSES

Modeling and Implementing Business Processes introduces techniques for understanding and modelling business processes and implementing them in modern enterprise systems. Course work will be project-based; students will create small-scale business applications, including web-based applications, using current design and development methodologies and tools.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

None

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

None

BUSI 3210 CONSUMER BEHAVIOUR

Consumer Behaviour deals with concepts related to factors which influence the purchase and consumption behaviour of individuals including culture, social class, reference groups, perception, learning, motivation, personality and lifestyle. The unique aspects of groups and organizational buyers will also be examined.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

Introductory Marketing

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1210 or BUSI 2210

3310 ORGANIZATIONAL BEHAVIOUR

Organizational Behaviour focuses on the study of individual and group processes in formal organizations. The student is introduced to the nature of work, the systematic approach to the study of behaviour, organizational roles and socialization, motivation, leadership, communication, and group dynamics.

COURSE LEVEL:

Introductory

REQUIRED PREPARATION:

None

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 4320, BUSI 4050, BUSI 5301, or BUSI 6048

BUSI 3401 OPERATIONS MANAGEMENT

Operations Management teaches fundamental concepts, methods, tools, and techniques to understand, analyze, and effectively manage as well as improve operations in business organizations. The course covers operations competitiveness and strategy, productivity, forecasting, capacity planning, material requirements planning, waiting lines analysis, project management, inventory management, quality control and its improvement, and supply chain management.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

Introductory Statistics and Decision Modelling

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 2400 or BUSI 4050

BUSI 3630 VENTURE CREATION

Venture Creation covers the business creation process from the idea conception stage to the launch stage. Students learn how to search for, screen and evaluate opportunities, and to plan and assemble the required resources, including the preparation of an actual business plan. Alternatives to new venture creation, such as purchasing an existing business and purchasing a franchise, are also explored. Extensive group work is required.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

None

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

None

BUSI 3700 INFORMATION SYSTEMS

Information Systems examines the operational and strategic importance of information systems in organizations. Topics include: types of systems; business requirements and information systems planning; approaches to acquiring information systems; managing information systems resources; and ethics, security and privacy issues in information management.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

None

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 4050 or BUSI 6700

BUSI 4000 BUSINESS LAW I

Business Law I is a course dealing with the law relating to certain aspects of business activity; includes introductory material on the nature of law and legal processes, together with a detailed study of certain aspects of the law of contract, examination of the general principles of the law of agency as they affect business operations; introduction to selected topics in company and partnership law.

COURSE LEVEL:

Introductory

REQUIRED PREPARATION:

None

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

None

BUSI 4050 STRATEGIC MANAGEMENT 1

Strategic Management 1 introduces students to the strategic management approach. The course builds upon the knowledge and concepts developed in Business 1000 and prepares students for later business courses in their programs, especially Business 7000. Through experience and analysis in and of real or reality-based situations and issues, students will develop critical and integrative thinking and information literacy. Activity and action components of the strategic management process are the basis for student learning. The purpose of this course is to recognize the importance of situational analysis and strategy in the management process, including business functional and organizational integrative thinking, and decision-making regarding courses of action, resource allocation, and leadership.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Entrepreneurship, Introductory Financial and Managerial Accounting, Introductory Marketing, Decision Modeling, Organizational Behaviour, Operations Management, and Information Systems

HELPFUL ADDITIONAL PREPARATION:

Business Law, Human Resource Management

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1101, BUSI 1210, BUSI 1600, BUSI 2101, BUSI 2210, BUSI 2400, BUSI 3310, BUSI 3401, or BUSI 3700

BUSI 4320 HUMAN RESOURCE MANAGEMENT

Human Resource Management introduces the student to the design, operation and management of HRM processes, their evaluation, and their contribution to employee and organization effectiveness. The principal processes considered are staffing, development, employment relations, and compensation. Consideration of the influence of relevant organizational and external conditions on HRM is included. The course views the management of human resources as the joint responsibility of line and HRM managers.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

Organizational Behaviour

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 3310 or BUSI 6048

BUSI 4330 INTRODUCTION TO LABOUR RELATIONS

Introduction to Labour Relations provides an introduction to the field of industrial and labour relations in Canada, with primary emphasis on the labour-management relationship. Students will be introduced to the basic elements of an industrial relations system, including the participants, their roles and relationships, the social, economic, legal and political environment in which the participants interact, and the process and outcomes of collective bargaining. Students may be exposed to various role playing exercises that are applicable to industrial and labour relations.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

None

HELPFUL ADDITIONAL PREPARATION:

Human Resource Management.

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

None

BUSI 4500 FINANCIAL MANAGEMENT I

Financial Management I is designed to introduce the student to the role of financial management in business, financial analysis techniques, working capital management, and long-term and short-term financing.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

Introductory Financial Accounting, Introductory Statistics, and Microeconomics

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1101, BUSI 5500, BUSI 6550, BUSI 7500, or BUSI 7510

BUSI 5020 TOPICS IN RESOURCE-BASED-INDUSTRIES MANAGEMENT

Topics in Resource-Based-Industries Management enables students to engage with resource-based industry companies and agencies through an integrated working knowledge of the sector and its operations. Topics include: an overview of the oil and mining industries, regulation, social license concerns, human resources issues, procurement, and contracting. The course provides opportunities for student involvement with industry leaders and events through the use of guest speakers.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Completion of 30 North American credit hours (60 ECTS) in Business, Economics, or Management courses.

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

None

BUSI 5210 MARKETING COMMUNICATIONS

Marketing Communications provides a theoretical background on the nature, role and principles of marketing communications; and develops analytical and decision-making skills in planning, executing, evaluating and controlling marketing communications campaigns.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Introductory Marketing

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1210 or BUSI 2210

BUSI 5217 PROFESSIONAL SELLING

Professional Selling provides a detailed introduction to and application of the principles of personal selling. The course introduces the basic concepts of professional selling, including customer analysis, communication skills, effective openings and closings, and customer relations. Selling skills and concepts are developed through the extensive use of sales exercises, role-plays and presentations.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Introductory Marketing

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1210 or BUSI 2210

BUSI 5220 MARKETING RESEARCH

Marketing Research is designed to acquaint the student with the use of marketing research as an aid to management. This is a comprehensive survey of the scope and methods of marketing research.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Introductory Statistics and Introductory Marketing

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1210 or BUSI 2210

BUSI 5301 ORGANIZATIONAL THEORY

Organizational Theory focuses on the organization, its environment, and its subsystems. From providing a basic appreciation of the role and practice of research in organizations, study extends to measures of organizational effectiveness, determinants of structure and design, power and politics, intergroup conflicts and conflict resolution, and organizational development and change.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

Organizational Behaviour

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 3310

BUSI 5302 INTERNATIONAL BUSINESS

International Business is designed to introduce students to the issues of international business: these are the processes of cultural confrontation and compromise; the problems of competitive sovereignty involving multinational corporations and the governments of host societies; the organization, structure, operation and control of diverse international businesses; and, finally, the role of multinational enterprise as a catalyst in economic development and resource employment, in particular, the North-South context. The relevance of

international business as an area of study to the Canadian economy is discussed. The course is both conceptual and empirical in content.

COURSE LEVEL:

Intermediate

REQUIRED PREPARATION:

Microeconomics and Macroeconomics

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 7005

BUSI 5500 FINANCIAL MANAGEMENT II

Financial Management II is an extension of BUSI 4500. Capital investment decision-making using discounted cash flow methodology; investments under certainty; financial structure and leverage; analysis of money and capital markets; further examination of long-term external financing.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Introductory Financial Management

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 4500 or BUSI 7500

BUSI 6026 SOCIAL ENTERPRISE IN NEWFOUNDLAND AND LABRADOR

Social enterprises are organizations that pursue social goals using business principles. There are a growing number of social and environmental problems on the planet, such as poverty and climate change, that cannot be solved by governments or civil society alone. Social enterprises hold promise for helping tackle some of

these problems as they harness the energy of entrepreneurship and direct it towards the challenges humanity faces. This course examines social enterprises in Newfoundland and Labrador.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Prior completion of 30 North American credit hours (60 ECTS) in Business, Economics, or Management courses.

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

None

BUSI 6048 DIVERSITY AND INCLUSION AT WORK

Business and demographic trends are converging to make workforce diversity an increasingly important topic for organizations. As the labour market becomes more heterogeneous, it is becoming increasingly important to recognize and effectively manage diverse workplaces. However, while this diversity brings with it great opportunities, it also presents a number of challenges. This course will examine the issues of diversity in the workplace from the perspective of a number of social categories including their social, political, legal, and economic impacts on organizations. Through this we will learn about the basic theoretical perspectives that inform our understanding of these categories examine the implicit differences in power and privilege associated with these groups. All in the effort to become better able to navigate the complex issues involved in workplace diversity.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Organizational Behaviour and Human Resource Management.

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 3310 or BUSI 4320

BUSI 6217 SALESFORCE MANAGEMENT

Salesforce Management examines the elements of an effective salesforce as a key component of the organization's total marketing effort. The course will apply theory relating to salesforce management from a manager's point of view. Topics include the sales process, the relationship between sales and marketing salesforce structure, territory design, use of technology to improve salesforce effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Introductory Marketing

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1210 or BUSI 2210

BUSI 6550 INTERNATIONAL FINANCE

International Finance examines the additional risks and profitable opportunities that arise for the firm when it extends its operations into international markets. Specific topics will include the determination of exchange rates, the international monetary system, balance of payments, the foreign exchange market, international money and capital markets, the parity conditions, accounting exposure, economic exposure, transactions exposure, political risk, and global financing. Knowledge of these topic areas will give further understanding with respect to operating within the constraints of the international marketplace.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Introductory Finance

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 4500

BUSI 6610 SMALL ENTERPRISE AND REGIONAL DEVELOPMENT

Small Enterprise and Regional Development explores the potential and constraints on efforts to foster small enterprise formation and expansion as a means to promote regional economic development. It critically examines government initiatives to promote small business as the panacea for depressed regional economies, and reviews changes in the global economy and the organization of production which may enhance small business competitiveness. Both Canadian and international cases are studied, with theoretical and empirical findings related to the Newfoundland context.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

None

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

None

BUSI 6700 DATA MANAGEMENT

Data Management is based on the premise that data is a valuable resource which needs to be managed effectively to provide accurate, complete, timely, relevant, and accessible information to support decision making. Topics may include: enterprise data modelling, logical database design, database management systems, query languages, transaction management and concurrent access, and security.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Information Systems

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 3700

BUSI 7005 INTERNATIONAL STRATEGIC MANAGEMENT

International Strategic Management examines corporate strategy and strategic management in enterprises whose interests extend across national boundaries. International business managers and consultants must be able to formulate business strategy in environments that are affected by different politics, cultures, laws, economics, among other factors. The adept international business strategist will have a competitive edge if able to be at home in looking at international issues through a multidisciplinary prism. This course strives to help students to develop such an edge by providing an opportunity to acquire the knowledge and skills necessary to understand and make strategic decisions in the international business environment.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

International Business

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 5302

BUSI 7410 PROJECT MANAGEMENT

Project Management introduces appropriate methodology and theory for selecting, planning and managing projects. This includes the project portfolio selection, the initial creation of a plan in terms of the breakdown of the tasks, construction of the relationships and dependencies inherent in any plan, and controlling the execution of the activities according to the plan as the project proceeds. Emphasis will be placed on resource allocation, leveling and management, critical path analysis, risk analysis, accounting for uncertainties and time-cost trade offs. The role of the project manager and project team as well as issues related to multi-project management will also be addressed.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Introductory Statistics, Decision Modeling, and Operations Management

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 2400 or BUSI 3401

BUSI 7500 ADVANCED FINANCE

Advanced Finance examines advanced developments in finance. Several topics will be selected, researched and discussed. These topics shall vary as financial practices change.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Intermediate Financial Management

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 4500 or BUSI 5500

BUSI 7510 OPTIONS AND FUTURES

Options and Futures is an extension of BUSI 6510 Investments which will introduce the student to the workings of the options and futures markets. Specific topics will include the institutional structure of the markets, option pricing, strategies such as straddles and spreads, hedging, spot/forward/futures markets, speculation, risk transference and market efficiency considerations.

COURSE LEVEL:

Advanced

REQUIRED PREPARATION:

Introductory Financial Management and Investments

HELPFUL ADDITIONAL PREPARATION:

None

YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 4500