

# BUSINESS COURSES AVAILABLE TO INBOUND EXCHANGE STUDENTS

FALL SEMESTER, 2018

## 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 2400 Decision Modeling  
BUSI 2710 Modeling and Implementing Business Processes  
BUSI 3210 Consumer Behaviour  
BUSI 3310 Organizational Behaviour  
BUSI 3401 Operations Management  
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 5301 Organizational Theory  
BUSI 5302 International Business  
BUSI 6052 Marketing for Sustainability  
BUSI 6230 Services Marketing  
BUSI 6241 Digital Marketing  
BUSI 6311 International Human Resources Management  
BUSI 6312 Employee Recruitment and Selection  
BUSI 6510 Investments  
BUSI 6610 Small Enterprise and Regional Development

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](mailto: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.

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#### COURSE LEVEL:

Introductory

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#### REQUIRED PREPARATION:

Introductory mathematics

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#### HELPFUL ADDITIONAL PREPARATION:

None

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#### 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.

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#### COURSE LEVEL:

Introductory

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#### REQUIRED PREPARATION:

None

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#### HELPFUL ADDITIONAL PREPARATION:

None

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YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 2210, BUSI 3210, BUSI 4050, BUSI 6052, BUSI 6230, or BUSI 6241

### 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.

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COURSE LEVEL:

Introductory

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REQUIRED PREPARATION:

None

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HELPFUL ADDITIONAL PREPARATION:

None

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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.

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COURSE LEVEL:

Introductory

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REQUIRED PREPARATION:

Introductory Financial Accounting

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HELPFUL ADDITIONAL PREPARATION:

None

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YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1101 or BUSI 4050

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**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.

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COURSE LEVEL:

Introductory

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REQUIRED PREPARATION:

Introductory Marketing

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HELPFUL ADDITIONAL PREPARATION:

None

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YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:

BUSI 1210, BUSI 3210, BUSI 4050, BUSI 6052, BUSI 6230, or BUSI 6241

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**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.

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COURSE LEVEL:

Intermediate

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REQUIRED PREPARATION:

Calculus and Introductory Statistics

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 3401 or BUSI 4050

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**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.

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**COURSE LEVEL:**

Intermediate

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**REQUIRED PREPARATION:**

None

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 4050

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**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.

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**COURSE LEVEL:**

Intermediate

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**REQUIRED PREPARATION:**

Introductory Marketing

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 1210 or BUSI 2210

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**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.

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**COURSE LEVEL:**

Introductory

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**REQUIRED PREPARATION:**

None

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 4320, BUSI 4050, or BUSI 5301

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**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.

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**COURSE LEVEL:**

Intermediate

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**REQUIRED PREPARATION:**

Introductory Statistics and Decision Modelling

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 2400 or BUSI 4050

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**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.

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**COURSE LEVEL:**

Intermediate

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**REQUIRED PREPARATION:**

None

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 4050

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**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.

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**COURSE LEVEL:**

Introductory

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**REQUIRED PREPARATION:**

None

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

None

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**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.

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**COURSE LEVEL:**

Advanced

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**REQUIRED PREPARATION:**

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

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**HELPFUL ADDITIONAL PREPARATION:**

Business Law, Human Resource Management

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**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

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**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.

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**COURSE LEVEL:**

Intermediate



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**REQUIRED PREPARATION:**

Organizational Behaviour

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 6311 or BUSI 6312

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**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.

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**COURSE LEVEL:**

Intermediate

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**REQUIRED PREPARATION:**

Organizational Behaviour

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**HELPFUL ADDITIONAL PREPARATION:**

Human Resource Management.

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 3310

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**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.

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**COURSE LEVEL:**

Intermediate

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**REQUIRED PREPARATION:**

Introductory Financial Accounting, Introductory Statistics, and Microeconomics

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 1101, or BUSI 6510

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**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.

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**COURSE LEVEL:**

Intermediate

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**REQUIRED PREPARATION:**

Organizational Behaviour

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 3310

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**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.

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**COURSE LEVEL:**

Intermediate

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**REQUIRED PREPARATION:**

Microeconomics and Macroeconomics

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

None

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**BUSI 6052 MARKETING FOR SUSTAINABILITY**

Marketing for Sustainability focuses on the whys and the hows of marketing as a significant part of the solution to the world's sustainability crisis. The primary objective is to prepare students to be change agents in any marketing role or organization, by giving them the tools to develop a vision, strategy, and tactics for making the organization a net contributor to environmental sustainability and human wellbeing.

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**COURSE LEVEL:**

Advanced

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**REQUIRED PREPARATION:**

Introductory Marketing

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 1210 or BUSI 2210

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**BUSI 6230 SERVICES MARKETING**

Services Marketing is intended to examine the marketing of services and the role of services in supporting the marketing of tangible products. The distinction between the marketing of tangibles and intangibles will be stressed. The course will identify and examine the distinct issues which are encountered in the marketing of services and will explore appropriate strategies for implementing services marketing programs, primarily in services organizations, including health care, transportation, telecommunications, education, etc. Specifically,

the course will examine in detail the role of people in delivering services, the importance of service quality as a strategic differentiating tool, and the importance of collaboration between marketing and human resources management in the delivery of services.

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**COURSE LEVEL:**

Advanced

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**REQUIRED PREPARATION:**

Introductory Marketing

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 1210 or BUSI 2210

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**BUSI 6241 DIGITAL MARKETING**

Digital Marketing is designed to acquaint students with Internet and other electronic based marketing efforts. It addresses the use of the Internet as a digital channel and communications medium.

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**COURSE LEVEL:**

Advanced

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**REQUIRED PREPARATION:**

Introductory Marketing

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 1210 or BUSI 2210

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**BUSI 6311 INTERNATIONAL HUMAN RESOURCES MANAGEMENT**

International Human Resources Management develops the skills a business student must have in understanding the processes and practices of international human resource management (IHRM) for a

successful managerial career. The course will equip students with a solid knowledge and understanding of human resource functions and practices that currently prevail in global/international business operations.

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**COURSE LEVEL:**

Advanced

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**REQUIRED PREPARATION:**

Human Resource Management

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 4320

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**BUSI 6312 EMPLOYEE RECRUITMENT AND SELECTION**

Employee Recruitment and Selection is a critical factor in creating high performance work systems. This course examines the role of selection in HRM, legal issues, measurement, selection criteria, job competencies, testing, and interviewing, and making the employment decision.

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**COURSE LEVEL:**

Advanced

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**REQUIRED PREPARATION:**

Human Resource Management

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 4320

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**BUSI 6510 INVESTMENTS**

Investments is a study of investment securities, risks, markets and mechanics; an appraisal of the economy, the industry and the firm; and portfolio management for personal and institutional investments.

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**COURSE LEVEL:**

Advanced

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**REQUIRED PREPARATION:**

Introductory Financial Management

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

BUSI 4500

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**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.

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**COURSE LEVEL:**

Advanced

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**REQUIRED PREPARATION:**

None

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**HELPFUL ADDITIONAL PREPARATION:**

None

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**YOU CANNOT TAKE THIS COURSE AT THE SAME TIME AS:**

None