

GENERALIST, B. COMM., HONOURS

Degree Requirements

Foundation Courses

All students must complete the following 24 credit hours of Foundation courses and achieve a minimum grade of "C" in each:

- MATH 1524 (Preferred) (see Note below) (3 credit hours)
- STAT 1000 (3 credit hours) or STAT 1150 (3 credit hours)
- ECON 1010 (3 credit hours)
- ECON 1020 (3 credit hours)
- 6 credit hours of Non-Business Electives (see Note below)
- 3 credit hours of Written English "W" course
- GMGT 1010 (3 credit hours)

Note: MATH 1524 is the preferred MATH course for Asper students.

However, students who have completed one of:

- MATH 1230 or MATH 1500 or MATH 1510 or the former MATH 1520 are also required to complete:
- MATH 1300 or MATH 1310 or MATH 1210 or MATH 1220 as 3 credit hours of Non-Business Electives

Single Major Course Requirements for Direct Entry, Track 1 and Track 2 Students

The tables below list the Core courses that all Business students must complete. The courses are listed by year in a suggested sequence. Students normally complete the Core courses in the sequence shown.

To determine which additional courses to take each year (i.e., non-Core courses) students should consult the listing of course requirements for each year of their chosen Major.

Course	Title	Hours
Year 1		
ECON 1010	Introduction to Microeconomic Principles	3
ECON 1020	Introduction to Macroeconomic Principles	3
MATH 1524	Mathematics for Management and Social Sciences ¹	3
3 credit hours from one of the following STAT courses:		3
STAT 1000	Basic Statistical Analysis 1	
STAT 1150	Introduction to Statistics and Computing ²	
6 credit hours of Non-Business Electives or 3 credit hours Non-Business Electives plus MATH 1300 or MATH 1310 or MATH 1210 or MATH 1220 ³		6
3 credit hours of Written English "W" ⁴		3
GMGT 1010	Business and Society	3
GMGT 2070	Introduction to Organizational Behaviour ⁵	3
MKT 2210	Fundamentals of Marketing ⁵	3
Hours		30
Year 2		
ACC 1100	Introductory Financial Accounting	3
ACC 1110	Introductory Managerial Accounting	3

ENTR 2030	Introduction to Entrepreneurship: Business and Social Perspectives	3
FIN 2010	Introduction to Finance ⁶	3
GMGT 1000	Writing Skills for Business	1.5
GMGT 2010	Business Communications ⁷	3
HRIR 2440	Human Resource Management	3
IDM 1010	Communication for Career Management	1.5
IDM 1020	Data Software for Business ⁸	1.5
IDM 2020	Introduction to Business Analytics ⁹	3
SCM 1000	Introduction to Project Management ¹⁰	1.5
SCM 2160	Operations Management	3

Hours 30

Year 3

IDM 2010	Indigenous Peoples and Canadian Business	3
IDM 3010	Sustainable Business	3
SGMT 2200	Global Management	3

Hours 9

Years 3-4

Select a Major and Business Elective courses¹¹ 27

12-18 credit hours of a Major

9-15 credit hours of Business Electives

18 credit hours of Business or Non-Business Electives¹² 18

Hours 45

Year 4

GMGT 3300	Business Law	3
GMGT 4010	Strategic Management	3

Hours 6

Total Hours 120

¹ MATH 1524 is preferred. The following substitutions are allowed: MATH 1230, MATH 1500, MATH 1510, or the former MATH 1520. For students who have not completed MATH 1524, see note 3

² For the Finance Major, STAT 1150 is preferred for Finance majors but [STAT 1000 and STAT 2000] can be used to meet the prerequisite requirements for this Major, see note 3.

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- Students who have not completed MATH 1524 must use 3 of the required 6 credit hours of Non-Business Electives to complete one of MATH 1300, MATH 1310, MATH 1210, or MATH 1220.
- Finance Majors who complete STAT 1000 are recommended to use 3 of the required 6 credit hours of Non-Business Electives to complete STAT 2000.
- Actuarial Mathematics Majors are recommended to complete MATH 1700 as 3 of the required 6 credit hours of Non-Business Electives.
- Indigenous Business Studies Majors are recommended to complete INDG 1220 and/or INDG 1240 as 3 or 6 credit hours of the Non-Business Electives.
- See the requirements for each Major for full details, including required grades for Major courses.

⁴ Choose any course from the list of approved Written English Courses, with the exception of ARTS 1110, GMGT 1010 and GMGT 2010.

⁵ GMGT 2070 and MKT 2210 can be taken in Year 2 if entering with 24 credit hours.

⁶ FIN 2200 may be substituted for FIN 2010.

⁷ It is highly recommended that all students take GMGT 1000 prior to GMGT 2010. Non-Asper students officially pursuing a Management Minor or in programs in which GMGT 2010 is mandatory or an elective may take GMGT 2010 without the GMGT 1000 prerequisite, with departmental permission.

⁸ Students admitted in September 2023 and after who have completed MIS 2000 or MIS 2001 with a minimum grade of D may use MIS 2000 or MIS 2001 (3 credit hours) as a substitute for IDM 1020 (1.5 credit hours). These students will graduate with 121.5 credit hours.

⁹ IDM 2020 or the former MIS 2000 or MSCI 2150 if completed before Fall 2023 (but not both). IDM 2020 with a grade C or higher is required to graduate with a business Analytics Major.

¹⁰ The former SCM 3280 may be substituted for SCM 1000.

¹¹ Major and Business Electives must total 27 credit hours. Business Electives must be at the 2000 Level or higher. See Major descriptions for full details.

¹² A minimum of 9 credit hours of Business Electives or Non-Business Elective courses must be at the 2000 level or higher; the remaining must be at the 1000 level or higher.

Specific Requirements for the Major

The Generalist Major consists of 12 credit hours that must include one course from the required list of courses from four different Majors (i.e., Options that are not part of a Major's required course requirements are not eligible for the Generalist Major).

Select 12 credit hours from the following:

Course	Title	Hours
Accounting		
ACC 3040	Cost Accounting (C)	3
ACC 3110	Intermediate Accounting -Assets (C)	3
ACC 3120	Intermediate Accounting- Equities (C)	3
ACC 4030	Accounting Theory (C)	3
Actuarial Mathematics		
ACT 2120	Interest Theory	3
ACT 3130	Actuarial Models 1	3
ACT 3230	Actuarial Models 2	3
ACT 3340	Valuations for Actuarial Practice	3
ACT 4010	Regression Modeling and Time Series in Actuarial Science	3
ACT 4020	Short Term Actuarial Mathematics I	3
ACT 4030	Short Term Actuarial Mathematics II	3
ACT 4040	Statistical Learning in Actuarial Science	3
Business Analytics		
MIS 3020	Programming for Business Analytics	3
MIS 3500	Database Management Systems	3
Entrepreneurship and Innovation		
ENTR 3060	Creativity and Entrepreneurial Thinking	3
Finance		
FIN 2420	Financial Risk Management ¹	3
FIN 3410	Investments ¹	3
FIN 3480	Corporate Finance Theory and Practice ¹	3
FIN 4400	Financial Management Practices	3
Human Resource Management/Industrial Relations		
HRIR 3450	Labour and Employment Relations	3

Indigenous Business Studies		
INDG 3120	Exploring Indigenous Economic Perspectives	3
INDG 4320	Indigenous Economic Leadership	3
Supply Chain Management and Logistics		
SCM 2230	Introduction to Supply Chain Management	3
Marketing		
MKT 3220	Marketing Research	3
MKT 3230	Consumer Behaviour	3
MKT 3248	Digital Marketing	3
MKT 3390	Integrated Marketing Communications	3
MKT 4210	Strategic Marketing	3
Strategy and Global Management		
LEAD 4010	Leading Change	3
SGMT 3060	Strategic Thinking and Cross-Functional Management	3
SGMT 3070	Current Issues in Strategy and Global Management	3

¹ STAT 2000 (C) is required as a prerequisite for FIN 2420, FIN 3410, and FIN 3480.

Double Major Course Requirements for Direct Entry, Track 1 and Track 2 Students

The tables below list the Core courses that all Business students must complete. The courses are listed by year in a suggested sequence. Students normally complete the Core courses in the sequence shown.

To determine which additional courses to take each year (i.e., non-Core courses) students should consult the listing of course requirements for each year of their chosen Major.

Course	Title	Hours
Year 1		
ECON 1010	Introduction to Microeconomic Principles	3
ECON 1020	Introduction to Macroeconomic Principles	3
MATH 1524	Mathematics for Management and Social Sciences ¹	3
3 credit hours from one of the following STAT courses:		3
STAT 1000	Basic Statistical Analysis 1	
STAT 1150	Introduction to Statistics and Computing ²	
6 credit hours of Non-Business Electives or 3 credit hours Non-Business Electives plus MATH 1300 or MATH 1310 or MATH 1210 or MATH 1220 ³		6
3 credit hours of Written English "W" ⁴		3
GMGT 1010	Business and Society	3
GMGT 2070	Introduction to Organizational Behaviour ⁵	3
MKT 2210	Fundamentals of Marketing ⁵	3
		Hours
		30
Year 2		
ACC 1100	Introductory Financial Accounting	3
ACC 1110	Introductory Managerial Accounting	3
ENTR 2030	Introduction to Entrepreneurship: Business and Social Perspectives	3
FIN 2010	Introduction to Finance ⁶	3
GMGT 1000	Writing Skills for Business	1.5
GMGT 2010	Business Communications ⁷	3

HRIR 2440	Human Resource Management	3
IDM 1010	Communication for Career Management	1.5
IDM 1020	Data Software for Business ⁸	1.5
IDM 2020	Introduction to Business Analytics ⁹	3
SCM 1000	Introduction to Project Management ¹⁰	1.5
SCM 2160	Operations Management	3
Hours		30
Year 3		
IDM 2010	Indigenous Peoples and Canadian Business	3
IDM 3010	Sustainable Business	3
SGMT 2200	Global Management	3
Hours		9
Years 3-4		
Select two Majors and Business Elective courses ¹¹		45
12-18 credit hours of courses for the first Major		
12-18 credit hours of courses for the second Major		
0-3 credit hours of Business Electives. 3 credit hours of Business Electives are required if two 12 credit hour majors are declared.		
9-18 credit hours of Business or Non-Business Electives ¹²		
Hours		45
Year 4		
GMGT 3300	Business Law	3
GMGT 4010	Strategic Management	3
Hours		6
Total Hours		120

may take GMGT 2010 without the GMGT 1000 prerequisite, with departmental permission.

⁸ Students admitted in September 2023 and after who have completed MIS 2000 or MIS 2001 with a minimum grade of D may use MIS 2000 or MIS 2001 (3 credit hours) as a substitute for IDM 1020 (1.5 credit hours). These students will graduate with 121.5 credit hours.

⁹ IDM 2020 or the former MIS 2000 or MSCI 2150 if completed before Fall 2023 (but not both). IDM 2020 with a grade C or higher is required to graduate with a Business Analytics Major.

¹⁰ The former SCM 3280 may be substituted for SCM 1000.

¹¹ Major and Business Electives must total 27 credit hours. Business Electives must be at the 2000 Level or higher. See Major descriptions for full details.

¹² A minimum of 9 credit hours of Business Electives or Non-Business Elective courses must be at the 2000 level or higher; the remaining must be at the 1000 level or higher.

¹ MATH 1524 is preferred. The following substitutions are allowed: MATH 1230, MATH 1500, MATH 1510, or former MATH 1520. For students who have not completed MATH 1524, see note 3.

² For Finance major, STAT 1150 is preferred for Finance majors but [STAT 1000 and STAT 2000] can be used to meet the prerequisite requirement for this Major, see note 3.

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- Students who have not complete MATH 1524 must use 3 of the required 6 credit hours of Non-Business Electives to complete one of MATH 1300, MATH 1310, MATH 1210, or MATH 1220.
 - Finance Majors who complete STAT 1000 are recommended to use 3 of the required 6 credit hours of Non-Business Electives to complete STAT 2000.
 - Actuarial Mathematics Majors are recommended to complete MATH 1700 as 3 of the required 6 credit hours of Non-Business Electives.
 - Indigenous Business Studies Majors are recommended to complete INDG 1220 and/or INDG 1240 as 3 or 6 credit hours of the Non-Business Electives.
 - See the requirements for each Major for full details, including required grades for Major courses.

⁴ Choose any course from the list of approved Written English Courses, with the exception of ARTS 1110, GMGT 1010 and GMGT 2010.

⁵ GMGT 2070 and MKT 2210 can be taken in Year 2 if entered with 24 credit hours.

⁶ FIN 2200 may be substituted for FIN 2010.

⁷ It is highly recommended that all students take GMGT 1000 prior to GMGT 2010. Non-Asper students officially pursuing a Management Minor or in programs in which GMGT 2010 is mandatory or an elective