

MARKETING, B. COMM., HONOURS

Overview/Entrance Requirements

Program Requirements for the Bachelor of Commerce (Honours) Program – Direct Entry Track 1 and Track 2 (Including Students Admitted from International Articulation Agreements)

All students admitted under these tracks (including International Students and International from 2+2 Joint Programs) will complete the Bachelor of Commerce Honours Program. The Bachelor of Commerce (Honours) degree is comprised of 120 credit hours and can be divided into the following components:

- The Track 1/Foundation Course Requirements (24 credit hours)
- The Core (54 credit hours)
- The Major (12 credit hours)
- Business Options (15 credit hours)
- Electives (12 credit hours)
- Business Option or Elective (3 credit hours)

These components comprise 120 credit hours; their associated limits and definitions are defined below.

Note: Students admitted to the Asper School of Business prior to the current calendar year should refer to the Academic Calendar for the year in which they were admitted for a description of their program requirements.

Track 1/Foundation Course Requirements

All students must complete the specified Track 1/Foundation course requirements. Direct Entry students from high school will complete the Track 1/Foundation courses in their first year. Track 1 students complete these requirements prior to their admission to the Asper School of Business. Track 2 students have completed 24 credit hours of university course work but are missing one or more of the specific Track 1/Foundation courses. Track 2 students should complete all outstanding Track 1/Foundation courses during their first year after admission to the Asper School of Business and must achieve a minimum grade of "C" in each outstanding Track 1/Foundation courses.

The Core

The CORE consists of 54 credit hours of specified mandatory courses from all four departments in this faculty as well as courses taught by the departments of Economics, Environment, Global Political Economy, Political Studies, Philosophy and Sociology. All students are required to complete the Core. The Core presents the essence of a business degree program. The majority of the Core courses are taken in Years 2 and 3 of the Bachelor of Commerce Honours Program.

The Major

Each student is required to complete the course requirements of one MAJOR. Each department and the Dean's Office have developed one or more Majors. Each Major consists of a 12 credit hours of course work specified by the department. Subject to demand and faculty resources, specialized Majors are available in Indigenous:

- Accounting
- Actuarial Mathematics

- Entrepreneurship/Small Business
- Finance
- Generalist
- Human Resources Management/Industrial Relations
- Indigenous Business Studies
- International Business
- Logistics and Supply Chain Management
- Management Information Systems
- Leadership and Organizations
- Marketing, and
- Operational Research/Operations Management

A list of the Departments and the Majors they oversee is outlined below.

Students will normally choose a Major at the beginning of the third year of the program, following completion of many of the Core courses, which introduce the areas. Students have an opportunity to transfer from one Major to another, but this opportunity decreases as the student progresses in the program.

Business Options

This component of the program consists of a required number of Business courses, meaning courses taught by the Faculty of Management/I.H. Asper School of Business, freely selected by the student. These courses are referred to as Business OPTIONS. Students are required to complete 15 credit hours of Options. All Business Options courses must be at the 2000 Level or higher, except for language courses used as part of the International Business Major. Some students may want to take Options which will supplement their Major, whereas other students may prefer to broaden their educational base by selecting Business courses in another or several other Majors. Students who want to supplement their Majors may take up to 12 hours of their Options from that area. Students may complete a second Major as part of their Options requirements. Such students should consult with staff in the Undergraduate Program Office.

Electives (Non-Business Courses)

This component of the program is the **Non-Business Elective** requirement; within this document it will be referred to as an Elective. An Elective is any three or six credit hour course freely chosen by the student from courses taught in the degree programs of other faculties and schools, excluding the Asper School of Business. Students must complete 12 credit hours of Electives that meet the following criteria; a minimum of 6 credit hours of the Electives must be at the 2000 Level or higher plus a minimum of 6 credit hours of the Electives must comprise a freely chosen course that meets the Written English "W" requirement at any level.

Business Option or Elective

This component of the program consists of 3 credit hours which may be either a Business Option or Elective and it must be at the 2000 Level or higher.

Students who intend to complete a second major should note that when a course is applicable to two different majors, that course may be used to satisfy only one set of major requirements.

Capstone Courses for the Faculty and its Majors

The capstone course for the Faculty is GMGT 4010. The capstone course for a major will be listed with the major details below (if none is listed then there is no course defined as a capstone course for that major).

Note: Equivalent courses offered through Université de Saint-Boniface may be used in lieu of the specified courses identified in the requirements for the majors. Université de Saint-Boniface courses end in the number "1" (e.g. ACC 1101).

Degree Requirements

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 ¹	3
Select one of the following:		3
MATH 1230	Differential Calculus ¹	
MATH 1500	Introduction to Calculus	
MATH 1520	Introductory Calculus for Management and Social Sciences	
STAT 1000 or STAT 1150	Basic Statistical Analysis 1 ¹ or Introduction to Statistics and Computing	3
Select 6 credit hours of ANTH, HIST, MATH, PHIL, POLS, PSYC, SOC ^{1,2}		6
Select 3 credit hours of Written English "W" ^{1,3}		3
GMGT 1010	Business and Society ⁴	3
Select 3 credit hours of Electives ^{1,5}		3
Hours		27
Years 1-2		
GMGT 2060	Management and Organizational Theory ^{4,6}	3
GMGT 2070	Introduction to Organizational Behaviour ^{4,6}	3
MKT 2210	Fundamentals of Marketing ^{4,6}	3
Hours		9
Year 2		
ACC 1100	Introductory Financial Accounting	3
GMGT 2010	Business Communications	3
ENTR 2030	Introduction to Entrepreneurship: Business and Social Perspectives	3
Select 3 credit hours of Electives ⁷		3
Hours		12
Years 2-3		
ACC 1110	Introductory Managerial Accounting	3
FIN 2200	Corporate Finance ⁸	3
HRIR 2440	Human Resource Management ⁸	3
MIS 2000	Information Systems for Management ⁸	3
MSCI 2150	Introduction to Management Sciences ⁸	3
SCM 2160	Supply Chain and Operations Management ⁸	3
Hours		18

Year 3		
GMGT 3300	Commercial Law	3
Select 3 credit hours from International Business Requirement ⁹		3
Select 3 credit hours from Ethics ¹⁰		3
Hours		9
Years 3-4		
Select 12 credit hours of Major courses		12
Select 15 credit hours of Business Options ¹¹		15
Select 12 credit hours of Electives ⁷		12
Hours		39
Year 4		
GMGT 4010	Administrative Policy	3
Select 3 credit hours from Alternative Management Studies ¹²		3
Hours		6
Total Hours		120

- Foundation Courses: All students regardless of admit type must complete these Foundation courses and achieve a minimum grade of "C" in each. These 24 credit hours are the minimum admission requirements for Track 1 transfer students (See applicant information bulletin for details). MATH 1510 may be chosen presented for admission as an alternative Math course.
- 6 credit hours from: Anthropology, History, Mathematics, Philosophy, Political Studies, Psychology or Sociology. Courses chosen for this requirement must be independent from courses taken to fulfil other degree requirements.
- Students are required to complete a three credit hour course to satisfy the Written English "W" requirement, minimum grade of "C". The "W" course for the Foundation course requirement must be from a specific discipline (i.e., ARTS 1110, GMGT 1010 and GMGT 2010 are not considered to be from a specific discipline and therefore do not fulfil the Track 1/Foundation Written English course requirement). Courses that satisfy the Written English requirement are listed in the chapter, General Academic Regulations and Policy.
- GMGT 1010, GMGT 2060, GMGT 2070 and MKT 2210 can be taken in Year 2 if entering with 24 credit hours.
- PHIL 1290 is a preferred elective in Year 1.
- It is an option to complete either 3 credit hours in Year 1 and 6 credit hours in Year 2 or all 9 credit hours in Year 2.
- The 15 credit hours of electives (taken over Years 2, 3 and 4) must include 3 credit hours at the 2000 level or higher, 3 credit hours of Written English "W", 6 credit hours at any level, and 3 credit hours of Business Options or electives at the 2000 level or higher.
- 12 credit hours from the following core course are to be completed in Year 2: ACC 1110, FIN 2200, HRIR 2440, MIS 2000, MSCI 2150, SCM 2160. Choose courses according to prerequisite requirements in your major. The remaining 6 credits are completed in the third year.
- International Business Requirement: Choose one of the following: INTB 2200, FIN 3450, HRIR 4520, MKT 3300, MKT 3240 (Cross-Cultural Brand Management Topic only) or SCM 3230
- Ethics requirement: Complete one of the following: PHIL 2290, PHIL 2750, PHIL 2790, PHIL 2830, GMGT 3030 or GMGT 3581. If a 6 credit hour course is chosen, 3 credit hours will count as electives.

¹¹ 15 credit hours of Business Options which must be at the 2000 Level or higher, except for language courses used as part of the International Business Major. 12 credit hours of Business Options may be used to complete an optional second major.

¹² Alternative Management Requirement: Complete one of the following: AGRI 3030 (Cooperatives in Business and Community topic only), ECON 2540, LABR 2300, INDG 3120, INDG 4220, INDG 4320, POLS 3250, POLS 3270, SOC 3838 or any one of the following Asper courses: GMGT 4210, LEAD 3030 or MKT 3246 (or the former MKT 3240 when titled Sustainability Marketing Topic only).

Take careful note of any course prerequisites in your timetable planning. Course prerequisites will be waived for Asper students in the following courses: INDG 3120, INDG 4220, INDG 4320 and POLS 3270.

Students must contact an Asper Program Advisor before registration for the prerequisite waiver. May be taken in Year 3 or Year 4.

Specific Requirements for the Major

The Marketing Major consists of:

Course	Title	Hours
MKT 3220	Marketing Research	3
MKT 3230	Consumer Behaviour	3
MKT 3390	Integrated Marketing Communications	3
MKT 4210	Marketing Management	3
Total Hours		12

Students admitted to the Asper School of Business prior to September 2019 should refer to the Archived Academic Calendar (<https://umanitoba.ca/registrar/academic-calendar/past-academic-calendars/>) for the year in which they were admitted for the requirements for this major.

Students admitted to the Asper School of Business prior to September 2019 and following the old Marketing Major will be permitted to use MKT 3248 as one of the list of additional Marketing courses for their major.

In addition to the 12 credit hours required for the major, Marketing students may take up to an additional 12 credit hours of courses from the Marketing Department as Business-Options (p. 1).

Capstone Course: MKT 4210.

Program Requirements for the Asper Co-op Program

Contact and Program Information

Director: Kelly Mahoney
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The Asper School of Business offers a co-operative education option designed to complement and enrich the academic program with work experience. The co-op work terms provide students with practical experience, assistance in financing their education, and guidance for future career specialization.

All students must complete all 120 credit hours of the program including the Core, one of the Majors listed in the overview, (<https://catalog.umanitoba.ca/undergraduate-studies/management-business/#Available-Majors>) as well as the Option and Elective course components. Students who intend to complete the Asper Co-op Program must also complete a minimum of three (3) 4-month co-op work terms. Students admitted from September 2011 and who successfully complete the minimum three co-op work terms can combine the work terms together to satisfy 3 credit hours of Business Options.

Entrance Requirements and Selection Criteria for the Asper Co-op Program

Those applying to the Asper Co-op Program must have completed or obtained:

- All Bachelor of Commerce (Honours) admission requirements as specified in the University of Manitoba Undergraduate Calendar, the Asper School of Business.
- A minimum degree grade point average of 3.0 upon assessment of the Asper School of Business Bachelor of Commerce (Honours) Program.
- A minimum of 45 credit hours in the Bachelor of Commerce (Honours) Program, before commencing the student's first work term, and no fewer than 39 credit hours remaining in the Bachelor of Commerce (Honours) Program before the commencement of the first co-op work term.

In addition to the above requirements:

- An interview with the Co-op Office will be required for admission to the Asper Co-op Program and
- Applicants for the Asper Co-op Program will be evaluated based on a complete application (p. 4).

Note: Each year, 5 seats will be allotted to the Canadian Indigenous Ancestry Category. This category is intended for all First Nations, Métis, and Inuit applicants who have attained a minimum DGPA of 2.75 and met all other requirements for application to the Asper Co-op Program. Students wishing to be considered in the Canadian Indigenous Ancestry Category must indicate so in the appropriate section on the Asper Co-op Program Application Form. If students do not indicate this on the application form, they will not be eligible for consideration within this category. All applicants admitted under this category are required to register with the Indigenous Business Education Partners (IBEP) for a period of at least two academic terms following admission. If you are unsure whether to apply under this category, please consult with the Indigenous Business Education Partners (IBEP), 350 Drake Centre, phone (204) 474-7401. Proof of Indigenous Ancestry will be required to register for IBEP. Unfilled seats in this category will not be filled from outside the category and will not be transferred for use in future years.

If a student has been found to have deliberately falsified information in the application for the Asper Co-op Program, the matter will be immediately reported to the Associate Dean, Undergraduate Program as an allegation of academic dishonesty and handled according to the University Student Discipline Bylaw. (<https://catalog.umanitoba.ca/undergraduate-studies/policies-procedures/student-discipline-bylaw/>)

If, prior to acceptance into the Asper Co-op Program, it is found that the student has had an allegation of academic dishonesty upheld against

them the student will no longer be eligible for entrance to the co-operative education option.

Students are advised that satisfying the minimum entrance requirements does not guarantee a place in the Asper Co-op Program. In the event that the demand for placements exceeds the number of places available or that appropriate levels of staffing of the co-op office are not available, a cap may be placed on the number of students accepted into the Asper Co-op Program. In such situations, the Asper School of Business reserves the right to determine and select the best qualified applicants.

Application Requirements for the Asper Co-op Program

In addition to the minimum requirements of the Asper School of Business, applicants for the Asper Co-op Program will be evaluated based on a complete application. This will include the following:

- A completed co-op application form and
- A completed Consent of Release of Personal Information form and
- A statement of purpose: The applicant must submit a statement outlining his/her motivations for participating in the Asper Co-op Program, and
- A group interview conducted by the Co-op Office.

Upon completion of the co-op application form and the group interview, each applicant's academic standing is verified by the Undergraduate Program Office.

Applications to the Asper Co-op Program must be received prior to the application deadline specified on the Co-op website (<https://umanitoba.ca/faculties/management/programs/undergraduate/coop/>), except by special permission from the Program Director. All completed applications must be submitted directly to the Co-operative Education Program Office.

Structure and Sequencing for the Asper Co-op Program

The Asper Co-op Program consists of both academic terms and co-op work terms.

Each academic term and each co-op work term will commence in January, May or September.

The sequence of academic terms and co-op work terms is variable to suit the needs of students and co-op employers and will be approved by the co-op office.

Students are expected to follow the academic/work term sequence defined by the Asper School of Business from admission through to graduation.

Work Term Requirements for the Asper Co-op Program

The Asper Co-op Program will include 12 months spent in co-op work terms with a co-op office approved employer. Normally, each co-op work term will be completed with one employer. Typically, the co-op work terms will be taken in three, 4-month-long co-op work terms; however, other schedules may also be approved on an as-needed basis.

A minimum grade of "C" is required in each co-op work term course. Students who fail to meet the minimum "C" grade in each of their co-op work term courses will be required to withdraw from the co-operative education program and have the following academic assessment noted on their transcript "Required to Withdraw from the Asper Co-op Program".

Asper Co-op students are required to submit at least three written co-op work term reports on their work term activities. These reports are due at times designated by the co-op office. The co-op office will provide students with instructions regarding the content and format requirements of the co-op work term reports.

Indications of unsatisfactory performance by a student on a work term will be thoroughly investigated by the co-op office. As a result of the investigation, if benefits from further professional training are questionable, the student may be required to withdraw from the Asper Co-op Program and the following academic assessment noted on their transcript "Required to Withdraw from the Asper Co-op Program". The student would then be assessed for eligibility to enter the regular B. Comm. (Honours) program (please refer to Withdrawal from the Asper Co-op Program (p. 5) for more information).

While on a co-op work term, a Cooperative Option student is not normally permitted to take more than three hours of academic credit. Students wishing to enroll in more than 3 credit hours while on a co-op work term must apply to the Co-op Faculty Advisor for permission to do so, including furnishing a letter from their co-op employer indicating that the employer approves of this exception; if approved a student may not take more than six hours of academic credit while on a work term and may not take more than one course at a time.

Academic Term Requirements for the Asper Co-op Program

Coursework requirements of the Asper Co-op Program are equivalent to the coursework requirements of the B. Comm. (Hons.) program with exception that each Co-op Work Term (Course IDM 2982, IDM 3982, IDM 4982) will receive 1 credit hour for each co-op work term course passed. Students passing all three co-op work term courses will be permitted to use the three co-op work term courses together as equivalent to three (3) credit hours of a 2000+ level business option.

Students enrolled in the Asper Co-op Program are required to maintain satisfactory progress toward their B. Comm. (Honours) degree and be registered in a minimum of 9 credit hours between co-op work terms after admission to the Asper Co-op Program, unless back to back work terms have been approved by the co-op office.

While on a co-op work term, a Cooperative Option student is not normally permitted to take more than three hours of academic credit (please refer to Work Term Requirements for the Asper Co-op Program (p. 4)); choosing to do so does not reduce the requirement of enrolment in a minimum of 9 credit hours in each academic term unless written permission is obtained from the co-op office.

Students whose degree G.P.A. falls below 2.0 in any given term are subject to withdrawal from the B. Comm. (Hons) program as per the Faculty Academic Regulations, Required to Withdraw from the Bachelor of Commerce (Honours) Program (<https://catalog.umanitoba.ca/undergraduate-studies/management-business/#Required-withdraw>) in the Asper Undergraduate Calendar.

To continue in the Asper Co-op Option a student's performance will be evaluated following each academic term to ensure standards are met for continuance in the Asper Co-op Program. The student must meet all academic degree and individual course prerequisites for further study, departmental continuation and graduation requirements. Continuation is also contingent upon satisfactory performance on co-op work terms

(please refer to Work Term Requirements (p. 4) for the Asper Co-op Program)

Withdrawal from the Asper Co-op Program

Students may be required to withdraw from the Asper Co-op Program for any of the following reasons:

- Failure to maintain the minimum academic requirements of the Asper School of Business,
- Failure to maintain the minimum credit hour requirements of the academic term in the Asper Co-op Program,
- Failure to achieve a minimum grade of “C” on any work term,
- Unsatisfactory performance in the work place during a co-op work term (please refer to Work Term Requirements (p. 4) for the Asper Co-op Program),
- Failure to observe the ethical standards of the Asper School and the University in place at the time; including being found guilty of academic dishonesty, or
- When, in the opinion of the Co-op Director and Co-op Faculty Advisor, the student does not exhibit sufficient qualities of ability, skills, aptitudes, attitudes, diligence or motivation to complete the Asper Co-op Program successfully.

Students who have been required to withdraw from the Asper Co-op Program for either academic assessment reasons or other reasons will have the following academic assessment placed on their transcript: “Required to Withdraw from the Asper Co-op Program”.

A student who withdraws after participating in the recruitment period or after accepting a position with an employer for a co-op work term, without written approval of the Co-op Faculty Advisor or Co-op Director, will be withdrawn from the Asper Co-op Program and have the following academic assessment noted on their transcript “Required to Withdraw from the Asper Co-op Program.”

Students who wish to withdraw voluntarily from the Asper Co-op Program may do so by written letter to the Co-op Director at any time prior to participating in the recruitment period through applications and/or interviews and prior to accepting a position for a co-op work term. Students may be granted permission to revert back to the regular Bachelor of Commerce (Honours) program without being required to withdraw.

Appeals for Exceptions to Academic and Non-Academic Regulations and Appeals in the Asper Co-op Program

Appeals to academic regulations relating to the Asper Co-operative Education Option (i.e., those relating to the entrance, continuing, and graduation requirements) will be processed in a similar manner to any other request for exception to academic regulations. Normally, the student’s written request, accompanied by any supporting documentation, e.g. written notice of medical or compassionate circumstances, and a written recommendation from the Co-op Faculty Advisor with or the Co-op Director, will be directed to the Undergraduate Program Manager for either immediate disposition or to forward on to the Undergraduate Program Committee for its consideration.

Appeals to non-academic program-related issues should be resolved by contact with the Co-op Director, or the Co-op Faculty Advisor. Appeals related to non-academic entrance or continuance issues are the responsibility of the Co-op Director. If these appeals are not resolved to the student’s satisfaction, the student may appeal in writing to the

Undergraduate Program Committee through the Undergraduate Program Manager.

Graduation from the Asper Co-op Program

B. Comm.(Hons.) Cooperative Option students who are required to revert or voluntarily revert to an alternative degree program must fulfil all academic requirements of that degree.

To graduate from the Asper Co-op Program, students are required to meet the Bachelor of Commerce (Honours) Program graduation requirements as outlined in the Asper School of Business section of the University of Manitoba Undergraduate Calendar, plus completion of twelve months of co-op work terms (or a minimum of 3 approved co-op work terms) with each Co-op work term course having been assigned a “C” grade or better. Students passing all three co-op work term courses will be permitted to use the three co-op work term courses together as equivalent to three (3) credit hours of a 2000+ level business option.

Asper International Exchange Program

Contact and Program Information

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The Asper School of Business offers an International Exchange Program, designed to complement and enrich the academic program with international experience. All students must complete all 120 credit hours of the program including the Core, one of the Majors listed in the overview tab (<https://catalog.umanitoba.ca/undergraduate-studies/management-business/#Available-Majors>), as well as the Option and Elective course components.

Entrance Requirements

At the time of assessment, those applying to the Asper International Exchange program must possess:

- All Bachelor of Commerce (Honours) admission requirements as specified in the University of Manitoba Undergraduate Calendar, the Asper School of Business
- A minimum degree grade point average of 3.0 upon assessment of application
- Completion of a minimum of 12 University of Manitoba credit hours at the time of application
- Direct entry students must complete a minimum of 24 credit hours at the University of Manitoba at the time of commencement of the international exchange term
- Transfer students must have completed a minimum of 12 credit hours at Asper at the commencement of their international exchange term
- Students may participate in an exchange in their final term before graduation

In addition to meeting the above requirements, the following are required of students:

- Completed application form
- Submission of 1-3 page Statement of Intent
- Submission of current resume

- Submission of three recommendation forms (one academic reference, one professional/volunteer reference, one academic OR professional/volunteer reference)
- A meeting conducted by an interview committee or Director, International Programs (or designate) to assess academic background and suitability, based on academic performance, maturity level, motivation, and personal characteristics. Where deemed necessary, a second meeting with the Director, International Programs (or designate) may be required

Upon completion of the application process, each applicant's academic standing is verified by the Undergraduate Program Office.

Application Deadline: Applications to the Asper International Exchange Program must be received prior to the application deadlines specified on the Exchange website (<https://umanitoba.ca/faculties/management/programs/undergraduate/ixchange/outgoing/apply-now.html>), except by special permission.

Students are advised that satisfying the minimum entrance requirements does not guarantee acceptance into the program. In the event that demand for space exceeds the number of spaces available, a cap may be placed on the number of students accepted. In such situations, the Asper School of Business reserves the right to determine and select the best qualified applicants.

Students are required to have an academic record free of any allegation of academic dishonesty where the allegation has been upheld. If it is found that during the assessment of the entrance requirements a student has had an allegation of academic dishonesty upheld against them, or that they have deliberately provided false application information, the student will no longer be eligible for entrance into the Asper International Exchange Program.

Program Structure

The program consists of academic terms in the fall, winter and summer. Full academic terms in fall or winter will be a minimum of four months in duration depending on host institution scheduling. Short term summer programs will vary in length depending upon host institution scheduling.

Academic Term Requirements

Students participating in a regular academic exchange term (defined as Fall or Winter by the University of Manitoba) are required to be registered in a minimum of 12 credit hours during each term. Students participating in an international summer school are required to be registered in a minimum of 3 credit hours.

Senate approved regulations (approved May 18, 1994) allow an Asper student to receive a waiver of the University's residency requirement. The University allows 60 of the 120 credit hours of the degree program to be external. Asper exchange students can be permitted a waiver of this to go on an international exchange, assessed internally by the Asper Associate Undergraduate Dean/Director, International Programs.

All students going on international exchange may be considered for a waiver of the university residency requirement only if they can complete the degree and ensure at least 48 credit hours of coursework are courses taken at the University of Manitoba.

Current Faculty Council guidelines (approved December 11, 2009) for students admitted under domestic or international joint articulation agreements to participate in an Exchange must still be adhered to. Domestic or international joint articulation agreement students will be

permitted to apply for a maximum 1-term exchange with a maximum of 15 credit hours. Refer to appendix (p. 6) regarding students admitted under the Ningbo 2+2 articulation agreement up to and including the final student intake in September 2019.

Dual degree students may need permission from their home institution to participate if approved by Asper.

Withdrawal

Students may be required to withdraw from the Asper International Exchange Program, prior to departure, for any of the following reasons:

- Failure to maintain the minimum academic requirements of the Asper School of Business, or
- Failure to successfully complete a minimum of 24 credit hours upon commencement of their exchange term, or
- Found to have engaged in academic and/or non-academic misconduct, or
- When, in the opinion of the Director, International Programs (or designate), the student does not exhibit sufficient qualities of ability, skills, aptitudes, attitudes, diligence or motivation to complete the Asper International Exchange Program successfully

Students who wish to withdraw from the Asper International Exchange Program prior to departure voluntarily may do so by written letter to the Asper Coordinator of Student Exchanges and International Cooperation/ Student Advisor at any time prior to the start of their exchange term.

Appeals of Decisions to Academic and Non-Academic Matters

Appeals of academic decisions relating to the Asper International Exchange Program (i.e. those relating to the entrance, continuing and graduation requirements) will be processed in a similar manner to any other appeals for decisions of academic regulations. Normally, the student's written request, accompanied by any supporting medical and/or compassionate documentation and a written recommendation from the Coordinator of Student Exchanges and International Cooperation/ Student Advisor will be directed to the Undergraduate Program Manager for either immediate disposition or to send to the Undergraduate Program Committee for its consideration.

Appeals to non-academic program related issues should be resolved by contact with the Asper Coordinator of Student Exchanges and International Cooperation/Student Advisor or Director, International Programs. Appeals related to non-academic entrance are the responsibility of the Director, International Programs. If these appeals are not resolved to the student's satisfaction, the student may appeal in writing to the Undergraduate Program Committee through the Undergraduate Program Manager.

Appendix A

In addition to meeting all other requirements, approval from the Asper Associate Undergraduate Dean/Director, International Programs and from the Dean or designate at Ningbo University is required for Ningbo 2+2 students admitted up to and including the final intake in September 2019.