

SECTION 9: FACULTY OF BUSINESS AND INFORMATION TECHNOLOGY

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Academic Advisors:

Aaron Mitchell, BBA

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9.1 Degrees offered

Bachelor of Commerce (Honours) - BCom (Hons)

9.2.2 Admission requirements

Current Ontario secondary school students must complete the Ontario Secondary School Diploma (OSSD) with a minimum overall average of 70 percent on six 4U or 4M credits including English (ENG4U) and one math (MGA4U or MCB4U or MDM4U). All other applicants should refer to section 4.5 of this calendar for the requirements for their specific category of admission.

9.2.3 Field placement opportunities

This program offers students who have successfully completed all the requirements for the third year, including having achieved a cumulative 3.3 GPA (B+) average, an opportunity to engage in a contracted learning partnership with businesses in the Durham region or around the globe. The student secures an employer who meets the criteria as prescribed by the Faculty of Business and Information Technology. The internship program not only gives students an opportunity to apply classroom concepts to the challenges of organizational life, but also helps them to gain valuable and relevant work experience to promote networking and life-long career success. Participating employers are given the opportunity to bring the motivated learners, thinkers, and doers of tomorrow into their workplaces, as well as provide valuable mentoring to students.

The internship program placement equates to 560 hours of progressive business and management experience, on either a full-time or a part-time basis. The intern's wages (stipulated in a contract) are paid by the sponsoring business over a contracted period. Successful work placement completion and both a verbal and written final report will result in the intern receiving a mark and six credits toward the BCom (Hons) degree requirements.

9.2.4 Careers

Employment opportunities are well above average, with a range of career possibilities or continuation of studies at graduate school. High demand exists for accountants, auditors, financial investment analysts, information technology experts, market research analysts, marketing managers, advertising executives, e-commerce consultants, and e-marketing managers.

9.2.5 Degree requirements

To be eligible for the BCom (Hons) degree, students must successfully complete 120 credit hours, including all courses outlined below. For course descriptions, see section 16.

YEAR 1

Semester 1 (15 credit hours)

BUSI 1600U Management of the Enterprise
 BUSI 1830U Introduction to Programming
 BUSI 1900U Mathematical Foundations for Business
 ECON 2010U Microeconomics
 General elective*

Semester 2 (15 credit hours)

BUSI 1450U Statistics
 BUSI 1650U External Environment of Management
 BUSI 2000U Collaborative Leadership
 BUSI 2150U Financial Accounting I
 ECON 2020U Macroeconomics

YEAR 2

Semester 1 (15 credit hours)

BUSI 2160U Financial Accounting II

BUSI 2201U Marketing I

BUSI 2311U Organizational Behaviour

BUSI 2401U Finance I

BUSI 2603U Introduction to Operations Management

Semester 2 (15 credit hours)

BUSI 2170U Managerial Accounting

BUSI 2202U Marketing II

BUSI 2312U Introduction to Human Resources Management

BUSI 2402U Finance II

BUSI 2604U Introduction to Project Management and Supply Chain Management

YEAR 3

Semester 1 (15 credit hours)

BUSI 3040U Information Systems

Business specialization elective

Business specialization elective

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Semester 2 (15 credit hours)

Business specialization electiv*e

Business specialization electiv*e

Business specialization electivlization elective

Semester 2 (15 credit hours)

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E-Commerce: E-Business Technologies (BUSI 2501U); E-Commerce (BUSI 2502U); E-Learning (BUSI 2504U); E-Recruitment and Human Resources Information Systems (BUSI 2505U); E-Marketing (BUSI 3503U); Internet Engineering (BUSI 3510U); Applied Internet Multimedia (BUSI 3520U); HTML and Website Design and Management (BUSI 3530U); Object Oriented Programming (BUSI 3540U); Server and Network Administration (BUSI 3570U); WWW Networking (BUSI 3580U); Special Project in E-Business and E-Commerce (BUSI 4590U); Directed Independent Studies in E-Business and E-Commerce (BUSI 4599U).

Marketing: Marketing Communications (BUSI 3200U); Consumer Behaviour (BUSI 3210U); Marketing Research (BUSI 3260U); Brand Management (BUSI 3280U); Electronic Commerce and Marketing (BUSI 4203U); Marketing Analysis (BUSI 4220U); Retail Marketing Strategies (BUSI 4240U); International Marketing (BUSI 4250U); Business to Business Marketing (BUSI 4270U); Special Topics in Marketing (BUSI 4290U); Directed Independent Studies in Marketing (BUSI 4299U).

Finance: Financial Statement Analysis (BUSI 3150U); Investment (BUSI 3405U); Financial Institutions (BUSI 3410U); Derivative Securities (BUSI 3450U); International Finance (BUSI 3408U); Portfolio and Investment Strategies (BUSI 4405U); Advanced Corporate Finance (BUSI 4410).

Human Resources: Recruiting and Selection (BUSI 3305U); Industrial and Labour Relations (BUSI 3312U); Negotiation Theory and Behaviour (BUSI 3315U); Conciliation and Dispute Resolution (BUSI 3315U); The Management of Change (BUSI 3330U); Human Resource Planning (BUSI 3340U); Developing Management Skills (BUSI 3350U); Health and Safety (BUSI 3360U); Employment and Labour Laws (BUSI 3370U); Compensation and Benefits (BUSI 3380U); Training and Development (BUSI 3390U); Special Topics In Organizational Behaviour and Human Resources Management (BUSI 4390U); Directed Independent Study in Organizational Behaviour and Human Resources Management (BUSI 4399U)

General electives

Students may select any non-Business course from any faculty, subject to credit restrictions. (See course descriptions in section 16).

9.3 Concentration in Accounting

The concentration in Accounting is designed for students interested in careers as professional accountants. The program will allow students to meet the course requirements of the three Canadian accounting professional designations: Chartered Accountant (CA), Certified Management Accountant (CMA), and Certified General Accountant (CGA). The program provides a heavy emphasis on accounting-related courses combined with broad coverage of the major business disciplines.

The following courses are offered to meet the requirements of the professional designations indicated:

Course	Title	CA ¹	CMA ⁴	CGA ^{6,7}
BUSI 1101U	Financial Accounting	2	5	5
BUSI 1450U	Statistics			
BUSI 2150U	Financial Accounting I			
BUSI 2160U	Financial Accounting II			
BUSI 2170U	Managerial Accounting			
BUSI 3101U	Intermediate Financial Accounting I			
BUSI 3102U	Intermediate Financial Accounting II			
BUSI 3110U	Introduction to Taxation			

BUSI 3120U	Advanced Taxation	
BUSI 3160U	Advanced Managerial Accounting	
BUSI 3170U	Auditing Standards and Applications	
BUSI 3171U	Advanced Auditing	
BUSI 3172U	Auditing Information Systems	
BUSI 4101U	Advanced Financial Accounting	
BUSI 4140U	Contemporary Issues in Accounting	3
BUSI 4190U	Special Topics in Accounting—Critical Thinking, Analysis and Decision Making	3
BUSI 3150U	Financial Statement Analysis	3
BUSI 2201U	Marketing I	
BUSI 2202U	Marketing II	
BUSI 2311U	Organizational Behaviour	
BUSI 2312U	Introduction to Human Resources Management	
BUSI 2401U	Finance I	
BUSI 2402U	Finance II	
BUSI 2603U	Introduction to Operations Management	
BUSI 2604U	Intro to Project Management and Supply Chain Management	
BUSI 2705U	Legal Environment of Business	
BUSI 3040U	Information Systems	
BUSI 3800U	International Business	
BUSI 4701U	Strategic Management I	
BUSI 4702U	Strategic Management II	

9.4 Concentration in Marketing

The concentration in Marketing provides students with a rigorous training in the topics of consumer behaviour, marketing research, advertising, promotions, and strategy formulation in a dynamic marketing environment. The curriculum is designed to prepare students with the latest skills and perspectives essential for careers in marketing, advertising, sales management, product/brand management, retailing, e-marketing and marketing research. The use of technology (including simulations, internet exercises, projects and marketing software) is emphasized as a strong component of the different specialization courses in marketing.

The Bachelor of Commerce (Hons) degree with a concentration in Marketing requires a minimum of 27 credit hours in marketing courses. Students must complete six marketing core courses and a minimum of three elective marketing courses, chosen from the ones described below.

Marketing core courses:

Required of all students with a specialization in Marketing

- BUSI 2201U Marketing I
- BUSI 2202U Marketing II
- BUSI 2503U E-Marketing
- BUSI 3210U Consumer Behaviour
- BUSI 3260U Marketing Research
- BUSI 4220U Marketing Strategy

Marketing electives:

A minimum of three elective courses in marketing must be chosen from the following (the courses listed below are tentative and subject to review):

- BUSI 3200U Marketing Communications
- BUSI 3280U Brand Management
- BUSI 3220U Sales Management
- BUSI 3250U Service Marketing
- BUSI 4203U Advertising Management
- BUSI 4240U Retail Management
- BUSI 4250U International Marketing
- BUSI 4270U Business to Business Marketing
- BUSI 4290U Special Topics in Marketing
- BUSI 4299U Directed Independent Study in Marketing

9.5 Program information - Commerce Bridge program

9.5.1 General information

The Commerce Bridge provides students with the opportunity to apply the diploma or degree they have already earned toward a Bachelor of Commerce (Honours) degree at UOIT.

Students enrolled in the Commerce Bridge can complete five bridge courses in one semester of study (dependent on minimum enrolment). Upon successful completion of the bridge program with a cumulative B average (3.0 GPA) or better, students may apply directly to the third year of the Bachelor of Commerce (Honours) degree at UOIT.

9.5.2 Admission requirements

To qualify for the Commerce Bridge program, students must have a minimum of any two-year college diploma with a cumulative A average (85-100 percent) or better; or any three-year university degree with a cumulative B average (73 percent) or better.

9.5.3 Bridge completion requirements

Graduates of business programs

- BUSI 1101U Financial Accounting
- BUSI 2170U Managerial Accounting
- BUSI 2401U Finance I
- BUSI 2402U Finance II
- General elective

Graduates of non-business programs

- BUSI 1101U Financial Accounting
- BUSI 2170U Managerial Accounting
- BUSI 2401U Finance I
- BUSI 2402U Finance II
- BUSI 1450U Statistics

9.6 Program information - Bachelor of Information Technology (Honours)

9.6.1 General information

The information technology (IT) profession requires university graduates who have the necessary education and skills to work in the fast-paced world of IT. UOIT's Bachelor of Information Technology (Honours) degree offers three specializations, including Game Development and Entrepreneurship, Information Technology Security, and Networking. Each specialization provides students with the knowledge and skills to be successful in the IT field.

9.6.2 Admission requirements

See section 9.2.2.

9.6.3 Field placement opportunities

An internship program is currently under development for implementation in the summer of 2008. The program is designed to offer students who have successfully completed all the requirements of the first three years of the information technology program with an opportunity to engage in a contracted learning partnership with businesses in the Durham region and around the globe.

An internship placement equates to 560 hours of progressive experience, on either a full-time or a part-time basis. Successful work placement completion and final report submission will result in the intern receiving a mark and six credits toward the BIT (Hons) degree requirements.

Admission to the internship program is competitive and applicants must have a minimum cumulative 3.3 GPA (B+) average to be eligible.

9.6.4 Careers

Graduates from the Game Development and Entrepreneurship specialization are prepared for all roles in the game development field and are equipped with the knowledge required to launch their own game development enterprise.

The specializations in both Information Technology Security and Networking prepare students for management, supervisory or specialist roles as information security officers, network administrators, technical support managers, IT trainers, database managers, custom PC application developers, and many other careers.

The Bachelor of Information Technology (Honours) prepares graduates for a variety of post-graduate opportunities.

9.6.5 Program details and degree requirements

9.6.5.1 Program details - Game Development and Entrepreneurship

Designed to provide students with a wide range of game design and programming

YEAR 3

Semester 1 (15 credit hours)

INFR 2620U OS Security II: Unix

INFR 3120U Web Programming

INFR 3710U Signals and Random Processes

INFR 3810U Database Systems

General elective

Semester 2 (15 credit hours)

BUSI 2501U E-Business Technologies

YEAR 2

Semester 1 (15 credit hours)

BUSI 2205U Marketing in the Information Technology Sector
INFR 2140U Object Oriented Programming
INFR 2410U Advanced Routing and Remote Access
INFR 2810U Computer Architecture
General elective

Semester 2 (15 credit hours)

INFR 2420U Multilayer Switching
INFR 2550U Information Technology Project Management
INFR 2820U Algorithms and Data Structures
INFR 2830U Operating Systems
General elective

YEAR 3

Semester 1 (15 credit hours)

INFR 2430U Network Troubleshooting
INFR 3120U Web Programming
INFR 3710U Signals and Random Processes
INFR 3810U Database Systems
General elective

Semester 2 (15 credit hours)

BUSI 2501U E-Business Technologies
INFR 3720U Basics of Digital Transmission
INFR 3850U Enterprise Network Management
INFR 4410U Routing/Switching and Service Providers
General elective

YEAR 4

Semester 1 (15 credit hours)

BUSI 4991U UOIT Edge I - Capstone Study Project
INFR 3730U Multimedia Systems
INFR 4420U Security
INFR 4750U Advanced Communication Networks
General elective

Semester 2 (15 credit hours)

BUSI 4992U UOIT Edge II - Capstone Study Project
INFR 4430U Voice
INFR 4550U Law and Ethics of IT
INFR 4610U IT Security
INFR 4760U Network Performance Analysis