

# Williams School of Business

## Dean

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## Faculty

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**Cranmer Rutihinda,**

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**Arshad Taseen,**

B.Eng. (Bangalore), M.B.A. (Ottawa), Ph.D. (Western); Professor  
Chair of the Department

**Michael Teed,**

B.A. (Moncton), M.Sc., Ph.D. (St.Mary's); Professor

**Dominique Toupin,**

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**Yanan Wang,**

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ideal for those who wish to combine their business studies with a different subject and the Major in Management necessarily complements a major in another discipline. The B.B.A. offers the most in-depth approach to business studies. Students have to choose between a general stream or one of four concentrations for specialization. B.B.A. students can also choose between four profiles to add complementary skills.

### B.B.A. Concentrations:

- Accounting
- Finance
- Global Management and Leadership
- Marketing and Entrepreneurship

### B.B.A. Profiles:

- Co-operative Education
- Entrepreneurship
- Information Technology
- International Business

Minor programs are also available in both Business Administration and Entrepreneurship. Neither of these, however, is open to business students. Joint programs with other programs at Bishop's University include Majors in Arts Administration, Information Technology, as well as a Major and Minor in Sports Studies. A certificate in Business Administration is also available. A Graduate Certificate in Business is also offered for university graduates in fields outside of business to help them develop and fine-tune a business skill set that is valued by the workplace and build a meaningful network to support their future career.

We pride ourselves on having an experiential learning focus within the Williams School of Business whereas each course aims at providing real-life assignments that enable students to build practical competencies and enrich their c.v.

The Williams School of Business also encourages students to develop an international awareness of different business practices and cultures. Students have the opportunity to participate in an exchange program that allows them to study abroad for up to one year at any partner university in over 50 countries worldwide. The Williams School of Business is accredited with the Network of International Business Schools (NIBS). An international component is also reflected in most of our courses, in our international student exchange program, workshops, conferences, case competitions and faculty involvement in international research projects.

The Williams School of Business offers a Co-operative Education Program which combines a student's academic program with integrated work experiences through full-time work terms and regular academic sessions. The work terms are designed to present the students with the opportunity to blend theory and practice and to gain relevant work experience.

The courses and programs described in the following pages are designed to prepare our graduates for full and enriched participation in their chosen profession.

## Programs Overview

The Williams School of Business at Bishop's University is dedicated to providing a high-quality undergraduate business education within the liberal arts education tradition of the University. Students may work towards one of two undergraduate degrees: a Bachelor of Business Administration (B.B.A.) and a Bachelor of Arts (B.A.) with a Business Major, or add a Major in Management to their program. The B.A. Business Major is

## Applying to All Business Programs

Enrolment in the Williams School of Business is limited. Students must have a minimum R score of 24 from CEGEP and 80% from high school to be considered for admission to these programs.

### a. B.B.A. or B.A. Business Major

To enter a Business program, CEGEP graduates must have a Quebec collegial diploma (D.E.C.), or the equivalent, including Mathematics 201-NYC (201-105) and 201-NYA (201-103). Students having the required prerequisites can complete their undergraduate programs in three years. CEGEP students lacking these prerequisites will need to add them to their program.

High School students entering the B.B.A. or B.A. Business Major programs who do not have one of the following mathematics courses will be required to take an additional mathematics course (MAT 190) outside of their degree requirements before being able to enrol in MAT 196: BC/YT: Pre-Calculus 12, AB/NT/NU: Math 30-1, SK: Pre-Calculus 30 or Calculus 30, MB: Pre-Calculus 40, ON: Advanced Functions 4U or Calculus & Vectors 4U, NB: Pre-Calculus 120A/120B or Calculus 120, NS: Pre-Calculus 12 or Calculus 12, PEI: Math 611B or Math 621B, NL: Math 3200 or Math 3201 or Math 3208.

International students will have their files evaluated on a case-by-case basis.

Students in a Business program where the mathematics courses are required will be able to use these courses as non-business electives except for MAT 190.

Students are required to complete MAT 196 and MAT 197 within the first 30 credits of their program at Bishop's University for students that were advanced at least 24 credits and within 45 credits for students that were advanced less than 24 credits.

### b. Major in Management

There is no mathematics course required to be admitted in the Major in Management, but students must first be admitted to another major to ask for admission to the Major in Management. See Section 4b Transfers from other Bishop's programs under the Regulations applying to all Business programs section for more information about additional admission requirements for this program.

### c. Computer Literacy

Students are expected to have a basic computer literacy in the following areas – word processing, spreadsheets and databases.

## Business Programs

### I. B.B.A. (120 credits)

Required core courses .....	39 credits
Concentration stream courses .....	between 30-42 credits
Business electives.....	between 9-21 credits
Non-Business electives* .....	30 credits

*\*It includes the required MAT 196 and MAT 197 courses that must be completed if no advanced credits were received for them.*

### The B.B.A. requires the completion of the following courses:

BAC 121	Purposes of Accounting
BAC 221	Introduction to Managerial Accounting
BCS 220	Management Information Systems
BHR 221	Organizational Behaviour
BHR 224	Human Resource Management
BMA 140	Statistical Analysis for Business Decisions I
BMG 100	Understanding Business and Society
BMG 215	Introduction to International Business
BMG 311	Business Policy
BMK 211	Marketing Management
BMS 231	Operations Management
ECO 102	Principles of Economics: Microeconomics
ECO 103	Principles of Economics: Macroeconomics
ILT 100	Information Literacy and Critical Thinking Lab (1-credit lab)

**Note:** All required Business core courses are normally offered in each semester (Fall and Winter).

In addition to the core courses, students will also be required to successfully complete the concentration streams or general business stream courses, Business electives courses and Non-Business electives courses for a total of 120 credits. Visit our website to know more about suggested course sequencing. <https://www.ubishops.ca/academic-programs/williams-school-of-business/academic-advising/course-sequences/>.

### General Business Stream (33 credits)

### CONGST

This general stream allows students to design their own stream. Students may select courses from any other stream based upon their personal interest and objectives. Students are advised to consult with the Chair or the Academic Advisor for assistance in course selection.

*All Williams School of Business Faculty*

### General Business Stream Courses: 11 courses

#### The following courses are required for this stream:

BFN 100 Basic Finance

Any 7, 300-level Business courses\*

Any 3, Business courses

Plus 18 credits of Business electives

*\*BMG 391/392/393 cannot count as 300-level Business courses but only as Business electives.*

Students pursuing any concentration are not eligible to graduate with the General Business stream.

## Concentration Streams

Within the B.B.A. program, the Williams School of Business offers concentration streams in a variety of Business disciplines. A concentration stream is comprised of a total ranging between 30 and 42 credits depending on the concentration. In order to be credited with a concentration as part of the B.B.A., all of the stream requirements must be completed. Students should consult the Area Group Coordinator of each concentration stream or the Academic Advisor for course selection advice.

### Accounting Concentration Stream

(42 credits)

CONACT

Knowledge of accounting is fundamental to all disciplines in business. The skills acquired in the program prepare students for positions of leadership in organizations spanning all sectors of the economy including, senior management, strategic government positions, consulting, teaching, auditing and finance.

At the Williams School of Business, this stream is accredited by the Order of Certified Professional Accountants of Quebec.

*Professors Gandey, Hivert, Turmel*

### Accounting Concentration Stream Courses: 14 courses

#### The following courses are required for this concentration:

BAC 122 Financial Accounting  
 BAC 211 Intermediate Financial Accounting I  
 BAC 212 Intermediate Financial Accounting II  
 BAC 311 Advanced Financial Accounting  
 BAC 312 Intermediate Managerial Accounting  
 BAC 322 Management Control  
 BAC 331 Taxation I  
 BAC 332 Taxation II  
 BAC 340 Auditing: Systems and Control  
 BAC 341 Auditing: The Process  
 BFN 200 Introduction to Finance  
 BFN 203 Corporate Finance  
 BMA 141 Statistical Analysis for Business Decisions II  
 BMG 221 Business Law  
 Plus 9 credits of Business electives

#### Please note:

*Students who were advanced at least 24 credits are advised to take BAC 121 in their first semester, BAC 122 in their second semester, and BAC 211 commencing their 2nd year.*

*Students having been advanced additional credits are encouraged to consult with the Academic Advisor as soon as they have accepted their offer of admission.*

*Students contemplating an accounting designation are advised to consult with the Accounting Area Group Coordinator and the respective associations (territorial, provincial, national or outside Canada) for the specific details of the requirements. Additional courses in a graduate program are required for the CPA designation.*

### Finance Concentration Stream

(36 credits)

CONFNC

The curriculum is designed to provide students with broad exposure to all dimensions of finance. Students will learn professional skills and acquire technical and analytical competence to pursue challenging careers in corporate finance, portfolio management, and securities research. In addition to a thorough understanding of the principles of financial management, students will be exposed to both theoretical and practical aspects of investment management, capital budgeting, capital formation, and risk hedging. Opportunities to explore current topics and apply practical solutions to current theory are also provided. When following a prescribed sequence of courses, students are qualified to write the first level C.F.A. (Chartered Financial Analyst) exam immediately upon graduation. Students can also compete in their last two years of studies for managerial positions within the SEED Portfolio.

*Professors Atanasiadis, Béquet, Toupin, Valsan*

### Finance Concentration Stream Courses: 12 courses

#### The following courses are required for this concentration:

BAC 122 Financial Accounting  
 BFN 200 Introduction to Finance  
 BFN 203 Corporate Finance  
 BFN 210 Capital Markets  
 BFN 301 Capital Budgeting  
 BFN 306 Behavioral Finance  
 BFN 335 Topics in Finance I  
 BFN 336 Topics in Finance II  
 BFN 341 Corporate Governance  
 BFN 352 Investment Analysis and Portfolio Management  
 BMA 141 Statistical Analysis for Business Decisions II  
 BMG 221 Business Law  
 Plus 15 credits of Business electives

#### Please note:

BFN 356 SEED Portfolio (6 credits) is considered a Business elective course and is not part of the concentration.

### Global Management and Leadership Concentration Stream

(30 credits)

CONGML

As organizations and workers conduct more work outside their home countries, their ability to understand and work in these environments is critical to their operations and success. The ability to attract and develop people who can work in a global environment and who can actively engage, motivate, and provide leadership will be a key component. These factors will all be critical in defining any organization's competitive advantage.

By anticipating and understanding future economic, social, and cultural forces, the focus of our program is to shape strategic leadership and human resource skills of our students in understanding the forces impacting all stakeholders. With a focus on leadership, global business, and human resources, our students will be able to clearly identify changes, be able to plan and coordinate resources, and align organizations cultures to be successful in the future.

Through delving into the richness of research completed by both academics and practitioners, our students will be able to undertake positions in both domestic and foreign firms, obtain positions with human resources and leadership development, and cultural management.

*Professors Fortier, Gallina, Palmer, Rutihinda, Teed*

### **Global Management and Leadership Concentration Stream** **courses: 10 courses**

#### **The following courses are required for this concentration:**

BFN 100 Basic Finance  
BHR 315 Training and Development\*  
BHR 326 Personnel Recruitment & Selection\*  
BHR 328 Occupational Health, Safety, and Wellness\*  
BMG 221 Business Law  
BMG 315 International Management  
BMG 323 Interpersonal Skills  
BMG 325 Leadership in a Multicultural World

#### **Plus any 2 courses (6 credits) of:**

BMG 335 Global Value Chain Analysis  
BMG 345 International Marketing and Export Management  
BMG 355 International Entrepreneurship  
Plus 21 credits of Business electives

Students in this concentration are encouraged to include a language course as part of their non-business electives.

*\*Courses marked with an asterisk have been designed to give discipline-specific knowledge required for the Certified Human Resources Professional (CHRP) designation. In order to be considered as a CHRP, students should consult the respective human resources professional association (territorial, provincial, national or outside Canada).*

### **Marketing and Entrepreneurship**

#### **Concentration Stream (42 credits)**

**CONMKE**

The Marketing and Entrepreneurship concentration aims to build the skills that students need for an exciting career in marketing and/or to start a high-growth business of their own. We combine academic instruction and hands-on experience to build important intellectual and professional tools that ignite students' ingenuity and entrepreneurial thinking. We expose students to cutting-edge marketing techniques, encourage their creativity and develop their critical thinking, analytical, strategic and leadership skills. Our approach to learning and teaching is reflective, experiential, and engaging, led by experienced faculty who demonstrate mastery in their professions, so that students will receive:

- Practical opportunities working with area industry on real projects;
- The skills and opportunity to create a launch-ready business of their own;
- Development of high demand business skills and abilities.

*Professors Davis, Reid, Wang*

### **Marketing and Entrepreneurship Concentration Stream**

#### **Courses: 14 courses**

#### **The following courses are required for this concentration:**

BFN 100 Basic Finance  
BFN 215 Small Business Finance  
BMA 141 Statistical Analysis for Business Decisions II  
BMG 214 Introduction to Entrepreneurship:  
New Venture Creation  
BMG 323 Interpersonal Skills  
BMK 214 Consumer Behaviour  
BMK 291 Entrepreneurship Practicum I  
BMK 321 Marketing Research  
BMK 323 Marketing Communication  
BMK 332 Marketing Channels  
BMK 340 Product Strategy and Innovation  
BMK 355 Happiness Marketing  
BMK 381 Marketing Policies  
BMK 392 Entrepreneurship Practicum II  
Plus 9 credits of Business electives

### **Co-operative Education Profile**

#### **(7 or 10 credits)**

**PROCOP**

#### **(Application required)**

The Co-operative Education Program combines a student's academic program with integrated paid work experiences through fulltime work terms and regular academic sessions. The work terms are designed to present the students with the opportunity to blend theory and practice and to gain relevant work experience.

Each co-operative work term is between 12 and 16 weeks in length and the student will be registered in a 3-credit Co-operative Placement course (BMG 391, BMG 392, BMG 393). All work terms must be completed before the student's final academic semester. While every effort will be made to find a suitable placement for all students in the program, no guarantee of placement can be made since the employment process is competitive and subject to market conditions.

#### **Co-operative Education Profile Courses:**

##### **3 or 4 courses**

#### **The following courses are required for this profile:**

BMG191: Fundamentals of Workplace Preparation and Professional Development (1 credit)\*  
BMG391: Co-operative Education Placement I (3 credits)  
BMG392: Co-operative Education Placement II (3 credits)  
BMG393: Co-operative Education Placement III (3 credits)\*\*

*\* This course must be successfully completed before doing the first work placement and is not included in the calculation of the cumulative average.*

*\*\* Students who were advanced at least 24 credits will not be required to complete this third work placement to graduate with the Co-operative Education Profile. Students who were advanced less than 24 credits will be required to complete this third work placement.*

All courses will be considered Business electives and will count towards the 120-credit program, except for BMG 191. For students completing a B.A. Business Major, these courses will only be recognized in the "Business or non-Business electives (18 credits)" component of the program.