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[Back to Program Page](#)

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Bachelor of Commerce - Digital Business Management

Honours Degree

Program Code: DB411

Campus: Lakeshore

Length: 8 semesters

Humber's Bachelor of Commerce – Digital Business Management program is a business degree with a focus on Information Technology.

analyzing financial issues and how they affect pricing, cost and profit

designing and developing websites using the latest technologies to achieve robust online business presence

developing digital business sales and marketing plans (product analysis, pricing strategies, distribution channels, promotional programs)

employing project management and change management tools

exploring digital tools to improve, optimize and streamline business operations

integrating effective and efficient supply chain management operations/tactics/strategies

redesigning and streamlining business processes using information and communication technology (ICT)

Courses include accounting, micro/macroeconomics, business law, marketing, information systems, ethics, e-commerce, web development.

You'll be able to put classroom learning into practice and get real-world experience by attending industry events, participating in co-op placements.

Our program starts with a foundation of business studies in areas such as organizational behaviour, law, economics, finance and management.

The program requires that you complete 14 weeks/420 hours of a paid field experience in the summer between your sixth and seventh semesters.

Courses

Semester 1

ACCT 1000: Introductory Financial Accounting

ECON 1000: Microeconomics

LAW 1000: Business Law

MKTG 1000: Marketing

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 2

BUS 1500: Business Information Systems

BUS 1501: Business Communications

ECON 1500: Macroeconomics

MGMT 1500: Organizational Behaviour

STAT 1112: Statistics for Business

Semester 3

BUS 2000: Ethics and Values

HRM 2000: Human Resources Management

MKTG 2000: Customer Service

STAT 2112: Quantitative Methods for Business

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 4

BUS 2500: e-Commerce

BUS 2504: Web Development

FIN 2500: Financial Management

MGMT 2500: Operations Management

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 5

BUS 3001: Business Research Methods

BUS 3003: e-Business Information Systems and Technology

BUS 3004: Business Career Development

MKTG 2500: Consumer Behaviour

Select 1 from the following courses

BDGE: Business Degree Elective

Select 1 from the following courses

DEGE: Degree Breadth Elective

Semester 6

DIGI 3502: Database Systems

MKTG 3500: Digital Marketing