

Networking and I.T. Security

Minor Requirements

Marketing	Entrepreneurship	Business	Operations Management
<ul style="list-style-type: none"> • Minimum total of 6 courses (18 credit hours) in marketing (incl. BUSI 2210U which is already required in the major) • Three required core courses (9 credit hours) • Minimum of 3 marketing elective courses (9 credit hours) 	<ul style="list-style-type: none"> • Minimum total of 7 courses (21 credit hours) in entrepreneurship (incl. BUSI 2210U which is already required in the major) • Five required core courses (15 credit hours) • Minimum of 2 elective courses (6 credit hours) 	<ul style="list-style-type: none"> • Total of 8 courses (24 credit hours) in business (incl. BUSI 2210U and BUSI 2550U which are already required in the major) 	<ul style="list-style-type: none"> • Minimum total of 6 courses (18 credit hours) in operations management (incl. BUSI 2550U which is already required in the major) • Four required core courses (12 credit hours) • Minimum of 2 elective courses (6 credit hours)
<p style="text-align: center;"><u>REQUIRED core courses</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> BUSI 2210U Marketing for I.T. <input type="checkbox"/> BUSI 3210U Consumer Behaviour <input type="checkbox"/> BUSI 3260U Marketing Research 	<p style="text-align: center;"><u>REQUIRED core courses</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> BUSI 1700U Intro to Entrepreneurship <input type="checkbox"/> BUSI 2210U Marketing for I.T. <input type="checkbox"/> BUSI 2700U Entrepreneurial Finance <input type="checkbox"/> BUSI 3710U Small Business Mgmt <input type="checkbox"/> BUSI 3750U Advanced Entrepreneurship 	<p style="text-align: center;"><u>REQUIRED core courses</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> BUSI 2000U Collaborative Leadership <input type="checkbox"/> BUSI 2050U Managerial Economics <input type="checkbox"/> BUSI 2120U Accounting for I.T. <input type="checkbox"/> BUSI 2210U Marketing for I.T. <input type="checkbox"/> BUSI 2550U Intro to Project Mgmt <input type="checkbox"/> BUSI 2410U Managerial Finance <input type="checkbox"/> BUSI 2603U Intro to Operations Mgmt <input type="checkbox"/> BUSI 3700U Strategic Mgmt for Professionals 	<p style="text-align: center;"><u>REQUIRED core courses</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> BUSI 2550U Intro to Project Mgmt <input type="checkbox"/> BUSI 2311U Organizational Behaviour <input type="checkbox"/> BUSI 2603U Intro to Operations Mgmt <input type="checkbox"/> BUSI 3700U Strategic Mgmt for Professionals
<p style="text-align: center;"><u>ELECTIVE courses – 3 required</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> BUSI 3200U Marketing Communications <input type="checkbox"/> BUSI 3220U Sales Management <input type="checkbox"/> BUSI 3230U Marketing Channels <input type="checkbox"/> BUSI 3240U Retail Buying & Merchandising <input type="checkbox"/> BUSI 3250U Service Marketing <input type="checkbox"/> BUSI 3280U Brand Management <input type="checkbox"/> BUSI 3290U Marketing Mgmt in AsiaPacific <input type="checkbox"/> BUSI 3503U E-Marketing <input type="checkbox"/> BUSI 4203U Advertising Management <input type="checkbox"/> BUSI 4210U High-Tech Marketing <input type="checkbox"/> BUSI 4220U Marketing Strategy <input type="checkbox"/> BUSI 4230U Quantitative Marketing Analysis <input type="checkbox"/> BUSI 4240U Retail Management <input type="checkbox"/> BUSI 4250U International Marketing <input type="checkbox"/> BUSI 4270U Business to Business Marketing <input type="checkbox"/> BUSI 4290U Special Topics in Marketing 	<p style="text-align: center;"><u>ELECTIVE courses – 2 required</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> BUSI 3330U Management of Change <input type="checkbox"/> BUSI 3650U Innovation Management <input type="checkbox"/> BUSI 3720U Family Enterprise <input type="checkbox"/> BUSI 3730U Creative Problem Solving, Entrepreneurship & Imagination 	<p style="text-align: center;"><u>ELECTIVE courses – none required</u></p>	<p style="text-align: center;"><u>ELECTIVE courses – 2 required</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> BUSI 3330U Management of Change <input type="checkbox"/> BUSI 3601U Operations Analysis using Spreadsheets <input type="checkbox"/> BUSI 3650U Innovation Management <input type="checkbox"/> BUSI 3670U Risk Management Frameworks & Processes <input type="checkbox"/> BUSI 3930U Leadership, Negotiation & Teamwork <input type="checkbox"/> BUSI 4610U Business Simulation Modeling <input type="checkbox"/> BUSI 3450U Business Forecasting Techniques

Students must maintain a minimum 2.0 grade (C grade) in each minor course and a minimum 2.0 cGPA (C average) to remain in, and successfully complete a minor.