



Faculty of the Professions

2021 Study Plan

Bachelor of Commerce in Accounting and Marketing

Level I			
ENTREP 1000 Business Lifecycles	ENTREP 1002 Personal Professional Development	ENTREP 1011 Entrepreneurship Foundations and Mindset	ECON 1008 Data Analytics I
ACCTING 1004 Accounting Foundations	ECON 1012 Principles of Economics I	CORPFIN 1002 Business Finance	MARKETING 1001 Introduction to Marketing
Level II			
ACCTING 2501 Financial Accounting (prerequisite – Accounting Foundations)	COMMLAW 2503 Company and Business Law	MARKETNG 2010 Marketing Strategy	MARKETNG 2501 Consumer Behaviour
ACCTING 2500 Cost & Management Accounting (prerequisite – Accounting Foundations)	ACCTING 2503 Accounting Systems and Data Analytics (prerequisite – Accounting Foundations)	MARKETNG 2002 Marketing Analytics	MARKETNG 3006 Delivering Customer Insight
Level III			
ACCTING 3501 Corporate Accounting (prerequisite – Financial Accounting)	COMMLAW 3500 Income Tax Law III	MARKETNG 3504 Service Design and Marketing (prerequisite Introduction to Marketing)	MARKETNG 3501 Marketing to the World (prerequisite Introduction to Marketing)
ACCTING 3502 Auditing (prerequisite – Financial Accounting)	ACCTING 3500 Accounting Theory (prerequisite – Financial Accounting)	MARKETNG 3004 Marketing Planning Project** (prerequisite Marketing Strategy)	Capstone course (eChallenge, internship, industry project, study tour)

ALL COURSES ARE WORTH 3.00 UNITS UNLESS SPECIFIED OTHERWISE

Academic Program

To qualify for the degree of Bachelor of Commerce, the student must complete satisfactorily a program of study consisting of the following requirements with a combined total of not less than 72 units, comprising:

1. Level I courses not exceeding 30 units
2. Core courses to the value of 12 units
3. A major
4. Capstone course to the value of at least 3 units
5. Broadening Electives to the value of 9 units

2.1.2 Elective courses

Students may include electives from any Undergraduate courses offered by the University that are available to the students. All students must include 9 units of Broadening Electives except for students completing a double major in Accounting and Corporate Finance, Accounting and Marketing, or Corporate Finance and Marketing.

* Selection of electives will be dependent on students' interests and intended minor or 2nd major