

Business (BBA, BA)

The School of Business at TWU provides students with a top-quality business education.

With over 1,000 students, we are the largest business school at a Christian university in Canada and have consistently won top ratings for quality of education in both *Maclean's* and *Globe and Mail* university rankings. One of our hallmarks is that we intentionally design the business program to be global, relational, and practical:

1. Global: Your business and economics courses will give you a global mindset for leading a business in an international marketplace.
2. Relational: Your classes will give you many opportunities to build relationships with future business partners and networks.
3. Practical: You will work alongside recognized leaders in their disciplines and apply theories and concepts in current real-world projects.

Our business programs have all the resources you need to discover your potential and get the most out of your degree. If you take advantage of what our school has to offer, you will graduate with the knowledge, skills and confidence to build a successful career as an in-demand business professional.

ID	COURSE	CREDITS
BUSI 110	<p>BUSI 110 - Business in the Global Market 2022-2023</p> <p>An introduction to global business practices. The course surveys governmental and corporate practices of major economic systems: Japan, Europe, Pacific Rim, Rhine countries, etc. Different cultural meanings of concepts such as globalization, world class, nimble organizations, empowerment, and teams are explored. The course provides students with experiential as well as classroom learning to provide a better grasp of the differences in cultures and the adaptation of business concepts.</p>	3
BUSI 111	<p>BUSI 111 - Introduction to Business and Management 2022-2023</p> <p>In this course, modern business is studied in its various aspects: economic and social setting, business classifications and financial requirements, business structure and functional areas, basic concepts and techniques, practices and responsibilities, and career opportunities in business.</p>	3
BUSI 121	<p>BUSI 121 - Financial Accounting 2022-2023</p> <p>Accounting fundamentals, techniques, principles, and concepts. Other topics include the complete accounting cycle, including adjusting and closing entries, the preparation and interpretation of simple financial statements, inventory treatments, capital assets, and partnership accounting. Students are also required to complete a computer based accounting lab.</p>	3

BUSI 176	<p>BUSI 176 - Introduction to Business Research & Decision Making 2022-2023</p> <p>Business research allows managers to make effective decisions in today's organizations. This class will assist students in understanding the research questions to ask in business and will prepare them to analyze and present the data they gather. Students will gain extensive skills in the use of spreadsheets and in spreadsheet modeling - an indispensable tool in the business world.</p>	3
BUSI 222	<p>BUSI 222 - Financial and Managerial Accounting 2022-2023</p> <p>The first half of the course focuses on financial accounting with topics such as shareholder equity, investments, the cash flow statement, the comprehensive income statement, and financial analysis. Students learn to analyze and extract key information from corporate financial statements. The second half of the course focuses on managerial accounting covering topics such as cost-volume-profit analysis and budgeting.</p>	3
BUSI 231	<p>BUSI 231 - Principles of Marketing 2022-2023</p> <p>This course explores basic considerations affecting the domestic and international marketing of goods and services. Topics include: the nature of marketing activities and marketing institutions, the function and responsibility of an effective marketing system, as well as its role in the economy, the manner in which various forces influence the marketing process, and the analysis of marketing concepts, policies, and practices.</p>	3
BUSI 241	<p>BUSI 241 - Personal Financial Planning 2022-2023</p> <p>Personal financial planning is key to the successful accomplishment of one's life goals. Topics in this course include foundations in financial planning, asset management, debt management, insurance analysis, investment management, retirement planning, and estate planning.</p>	3
BUSI 245	<p>BUSI 245 - Foundations of Business Law in Canada 2022-2023</p> <p>A general overview of business law with specific focus on the law of contracts. Attention is given to offer and acceptance, consideration, assignment, discharge, breach, and remedies available at law.</p>	3
BUSI 275	<p>BUSI 275 - Business Statistics 2022-2023</p> <p>This course considers statistical tools and knowledge necessary for success in business endeavours. Topics include: descriptive statistics, probability (with discrete and continuous distributions), hypothesis testing, regression, and ANOVA. Students learn theory behind the methods, and primarily use spreadsheets as tools for solving advanced problems.</p>	3
BUSI 280	<p>BUSI 280 - Organizational Behaviour 2022-2023</p> <p>This course focuses on the nature of individuals and behaviour in organizations. The emphasis of the course is on building a set of conceptual and pragmatic skills useful in understanding and managing interactions among individuals and groups within organizations. By providing a knowledgebase of organizational and managerial concepts, and by using cases, videos, exercises, and personal</p>	3

inventories, this course develops a student's analytical, diagnostic, and interpersonal skills.

BUSI 301	BUSI 301 - Managerial Economics 2022-2023 The study of the main principles and techniques of price theory and its practical applications. Major topics include: price, production, and distribution theories, the theory of the firm, risk and uncertainty, game theory, and transaction costs. New developments and/or approaches to microeconomic analysis.	3
BUSI 302	BUSI 302 - Intermediate Macroeconomics for Managerial Decision-Making 2022-2023 This course looks at the main concepts and methods usually used by economists to explain macroeconomic variables. Topics include: inflation, unemployment, consumption, investment, foreign trade, monetary and fiscal policies, and economic growth. Classical and Keynesian macroeconomic models are studied and compared in terms of economic statics and dynamics.	3
BUSI 304	BUSI 304 - Financial Markets and Institutions 2022-2023 The study of the role of money, monetary policy, and financial institutions in the Canadian and U.S. economies. Major topics include: interest rates, decision makers, financial asset prices, risk management, banking and financial institutions, and central banks and monetary policy.	3
BUSI 311	BUSI 311 - Global Issues in Business 2022-2023 The focus of this course is on understanding the institutions (e.g. political, economic, and cultural) and the resources (e.g. natural, human, technology, and innovation) that are present within home and host countries that influence the decision making of business owners and managers as they consider going global with their product or service. Discussions centre around understanding culture, ethics, and global sustainability that relate to being a responsible and ethical global citizen.	3
BUSI 317	BUSI 317 - Investment Theory 2022-2023 A study of financial markets and the various instruments traded on those markets, with consideration to how these instruments are priced. Other topics explored include: portfolio theory, market efficiency, equilibrium, asset analysis, asset allocation, and portfolio management.	3
BUSI 318	BUSI 318 - Applied Investments 2022-2023 This course encompasses the Canadian Securities course (CSC) and will explore investment topics relevant to an investment advisor in the Canadian securities industry. Topics considered in this course include: capital markets and their regulation, investment products, portfolio management, and managed accounts.	3
BUSI 321	BUSI 321 - Intermediate Accounting I 2022-2023 This course explores the role and objectives of financial reporting, the challenges facing standard setting, and a review of the accounting process. Other topics	3

include income measurement and issues related to economic resources such as cash, receivables, inventories, and operational assets.

BUSI 322	BUSI 322 - Intermediate Accounting II 2022-2023 Accounting principles related to capital assets and amortization. Topics include: investments, contingent liabilities and disclosure, bonds and long term liabilities, capital and operating leases, income tax liabilities, pension and benefits liabilities, shareholder's equity, and earnings per share calculations.	3
BUSI 323	BUSI 323 - Management Accounting I 2022-2023 Accounting concepts used by management to plan and control their operations. Topics include: analysis of accounting information for use in decision-making, cost-volume-profit relationships, the techniques for costing a firm's products and services, the managerial uses of these costs, and the development of budgets.	3
BUSI 324	BUSI 324 - Management Accounting II 2022-2023 A study of the design, preparation, and use of flexible budgets and variances, the cost information required for pricing and product evaluation, management control systems and performance measures, and how to assist in the strategic planning of the firm.	3
BUSI 334	BUSI 334 - Sales Management 2022-2023 This course looks at case studies, textual material relating to various aspects of sales management - such as marketing strategy, planning the sales function, and controlling of the sales effort - sales analysis, and evaluation management of the sales force and personal selling.	3
BUSI 335	BUSI 335 - Consumer Behaviour 2022-2023 This course explores the ways human beings think about buying the products and services they need, want, or desire in order to help the producers of products and services better design and deliver them. This understanding of what we term consumer behavior is a fundamental key to all marketing decisions and programs as we seek to explore the psychology of the entire buying process from awareness of need to post-purchase evaluation. Students are exposed to numerous theories from psychology, sociology, economics, education, and marketing to explain why and how consumers buy the products and services they do.	3
BUSI 338	BUSI 338 - International Marketing Management 2022-2023 Designed to equip students for marketing in a global environment, this course will cover the scope and challenges of international marketing, the dynamics of international trade, and the cultural, political, legal, and business systems of global markets. Students will develop the ability to recognize global market opportunities; they will also learn to develop global marketing strategies.	3
BUSI 342	BUSI 342 - Management Finance 2022-2023	3

This course will explore the principles of successful financial management and will target various aspects of managing an organization financially. The focus of the course is on application of financial concepts in three key areas of financial management: financing a business, making capital investment decisions, and managing the financial aspects of an organization's operations in a way that adds economic value. The course will be taught from a Christian worldview and will emphasize the importance of man's responsibility/ stewardship of what she/he is responsible for, and to whom she/he is ultimately accountable.

BUSI 346	BUSI 346 - Law for the Business Manager 2022-2023 This course follows up on BUSI 245 and provides students with the knowledge and skills to manage a number of business areas that have potential legal risk including sale of goods, agency, bailment, insurance and guarantees, negotiable instruments, employment and human rights, intellectual property, real property, mortgages, partnerships, the nature and operations of corporations, credit transactions, and government regulation of business.	3
BUSI 351	BUSI 351 - Labour and Employee Relations 2022-2023 The students will learn about promoting a collaborative work environment between the employer, the union (where it exists), employees, and other representative groups. An emphasis will be on interpreting employment and labour legislation, including collective agreements, and creating policies consistent with legal requirements and organizational values, with a focus on treating employees in a fair and consistent manner.	3
BUSI 352	BUSI 352 - Managing the Human Resource 2022-2023 A practical study on how organizations obtain, maintain, and retain their human resources that enable them to achieve their objectives. Topics include: human resource planning, recruitment, selection, performance management and training and development.	3
BUSI 363	BUSI 363 - Organizational Design & Development 2022-2023 This course focuses on how to design and maintain organizational effectiveness through developing appropriate levels of control and coordination. This course introduces and critically examines the current theories and approaches to the management and structural design of organizations, and assesses their relevance and usefulness to organizations wanting to remain competitive in a rapidly changing marketplace.	3
BUSI 370	BUSI 370 - Business Information Systems 2022-2023 A study of the impact of information technology and the ways in which organizations can achieve competitive advantage and support of key business functions through the strategic design, deployment, and use of information technology. The course teaches students the utilization of spreadsheet, database management, and project management software to manage the design, deployment, and use of information technology within an organizational setting.	3

BUSI 377	BUSI 377 - Operations Management 2022-2023 This course considers the various operative models with which firms attempt to create value. Topics include: quality theory, quality measurement, production/supply chain planning and execution, process design, and project management. The course also covers information tools necessary for effective operations, and management of the service content of the firm's products.	3
BUSI 381	BUSI 381 - Advanced Topics in Operations Mgmt. 2022-2023 This course looks at the management of operations' variables and their part in the overall business strategy. Students will focus on one chosen firm or industry, possibly with additional focus on the business climate in a chosen geographic region. Topic emphasis will vary depending on the focus, but will include some combination of: allocation and scheduling of resources, inventory and quality control, personnel needs, how to achieve production efficiencies and cost control, operation layout and design, and standards and methods development. Quantitative management tools are incorporated.	3
BUSI 395	BUSI 395 - Internship 2022-2023	3
BUSI 396	BUSI 396 - Internship 2022-2023	3
BUSI 411	BUSI 411 - Business in the Global Market 2022-2023 An introduction to global business practices while on a travel study. The course surveys governmental and corporate practices of major economic systems throughout the world. Different cultural meanings of concepts such as globalization, world class, nimble organizations, empowerment, and teams are explored. The class provides students with experiential as well as classroom learning to provide a better grasp of the differences in cultures and the adaptation of the concepts.	3
BUSI 412	BUSI 412 - International Economic Competitiveness 2022-2023 This course studies the competitiveness of companies in different countries and regions given ever-changing economic conditions and policies. The course reviews factors that determine competitive advantage including: factor conditions, demand conditions, supporting industries, firm strategy, and government policy.	3
BUSI 413	BUSI 413 - Business as Mission 2022-2023 This course examines the emerging role of business as mission, in both international and domestic context. The general themes taught in this course include: the theology of business as mission; practical issues related to using business as a vehicle for cross-cultural mission; and, specific for-profit business models and case studies.	3
BUSI 421	BUSI 421 - Advanced Accounting 2022-2023 This course explores advanced topics such as business combinations, foreign currency transactions, translation of foreign financial statements and the move	3

toward international accounting standards. Students acquire skills and knowledge to analyze information from a consolidated Canadian public company with foreign currency transactions. Accounting for non-profit organizations, segmented reporting and interim financial accounting are also considered.

BUSI 426 **BUSI 426 - External Auditing: Concepts and Methods | 2022-2023** 3

This course follows the risk based audit approach and discusses quality assurance, professional ethics, auditor responsibilities, legal liability, and corporate governance issues. Topics include: strategic systems approach to auditing; preparing audit procedures that focus on the identified key areas of risk; the internal control system and audit reports; fraud awareness auditing, internal auditing and public sector auditing; and the movement toward international auditing standards.

BUSI 428 **BUSI 428 - Canadian Taxation | 2022-2023** 3

An initial examination of Canadian income tax legislation. Historical, legal, and theoretical background concerning taxation in Canada are presented. Current legislation is covered with emphasis on tax-planning opportunities for individuals and corporations.

BUSI 430 **BUSI 430 - Marketing Research | 2022-2023** 3

The course covers the role of research in the decision-making process. Objectives: first, to give some familiarity with the tools of research that are available; second, to learn by doing, i.e. to design and execute a research project; third, to provide some practice in the handling and interpretation of research results.

BUSI 435 **BUSI 435 - Marketing Management | 2022-2023** 3

This course covers the concepts and problems associated with the management of the marketing function. The development of problem-solving, teamwork, and effective communication skills are undertaken in the course primarily through the use of the case study method.

BUSI 437 **BUSI 437 - Advertising & Promotional Strategy | 2022-2023** 3

A study of advertising and promotional strategy Promotional planning, the various media, the mechanics of advertising, ethics and advertising's role in modern society.

BUSI 441 **BUSI 441 - Advanced Topics in Business Finance | 2022-2023** 3

This course takes an in-depth look into advanced topics in managerial finance including capital budgeting, financing, risk management, and working capital management. Students are expected to apply the theory to real cases, and to integrate the functional components of managerial finance with not only the other functional areas of business but also within the context of their personal world view.

BUSI 442 **BUSI 442 - Advanced Personal Financial Planning | 2022-2023** 3

This course, the capstone for the financial planning track, takes an in-depth look into advanced personal finance topics. Topics include family law, risk management, retirement planning, estate planning, and practice management. Case studies are used to communicate these principles.

BUSI 443	BUSI 443 - Retirement and Estate Planning 2022-2023 This course covers the principles of successful retirement and estate planning, and, therefore, targets various aspects of how to develop, monitor, and maintain a retirement plan and strategy. As a result, the focus of the course is on the theory and application of that theory to major issues surrounding Retirement and Estate Planning. The course is taught from a Christian worldview and, therefore, emphasizes the importance of humanity's responsibilities/stewardship of what it is responsible for, and to who it is ultimately accountable.	3
BUSI 446	BUSI 446 - Commercial Legal Relations 2022-2023 The legal environment within which businesses must function, especially the legal relationships between individuals and commercial organizations. The legal relationships between the corporation and shareholders, directors, employees, financiers, debtors, lawyers, and society in general.	3
BUSI 453	BUSI 453 - Managing and Developing the Human Resource 2022-2023 This course teaches conceptual and pragmatic skills for the management and development of the human resource within organizations. Topics include: Understanding the role of the internal consultant, identifying, developing, implementing employee development programs; creating effective performance management systems; and creating empowering work environments.	3
BUSI 454	BUSI 454 - Compensation and Work Environment 2022-2023 This course teaches conceptual and pragmatic skills for creating a quality and engaging workplace environment, including the concept of the total rewards system and its elements, the design and implementation of a compensation system, and the essential components of workplace health and safety.	3
BUSI 459	BUSI 459 - Professional Practice in Human Resource 2022-2023 Students will design, manage, prepare and present a comprehensive Human Resource management project that will meet the requirements of a client organization. Students will learn the practices of an HR professional by analyzing the effectiveness of an organization's current Human Resource systems and assisting in the creation of effective and ethical HR systems that will better achieve the organization's mission and strategic goals. This will include an analysis of internal and external learning factors that have an influence on the effectiveness of HRM activities.	3
BUSI 470	BUSI 470 - Information Systems Project/ Internship 2022-2023 Application of several business disciplines and information systems concepts, principles, and practice in an actual business information system. Students are	3

expected to develop a complex business information systems project. Students work closely with the professor and individuals in the information systems profession. Students may also take the course as an internship while working for an enterprise in an information systems position.

BUSI 480	BUSI 480 - Leadership in the Global Context 2022-2023 This course addresses issues faced by leaders working in settings throughout the globe. Students examine approaches to leadership and develop an understanding of the important role culture plays in multicultural organizational contexts. Crosscultural communication, cultural intelligence, and individual and organizational behaviour in various cultures are studied. Particular attention is given to the servant leadership approach and how to develop the mindset of an effective leader in both non-governmental and for-profit organizational contexts.	3
BUSI 481	BUSI 481 - Business Ethics 2022-2023 This course studies the role of business in contemporary society where multiple demands are placed upon it, the responsibility of a corporation to its many constituencies, and responsiveness to changing cultural climate. The course studies a biblical basis for business ethics.	3
BUSI 484	BUSI 484 - Strategic Management 2022-2023 A capstone, integrative course that focuses on how firms formulate, implement, and evaluate strategies. Strategic management concepts and techniques, and comprehensive strategic analyses of organizations are considered.	3
BUSI 486	BUSI 486 - Small Business and Entrepreneurship I 2022-2023 A capstone, integrative course focused on key concepts of entrepreneurship. Topics include the nature and role of the entrepreneur; creating and organizing new ventures; the tools and techniques needed to facilitate and plan a new enterprise; and the insight and judgment skills required in dealing with new venture management. Students also engage in preparation and presentation of a comprehensive business plan.	3
BUSI 487	BUSI 487 - Small Business and Entrepreneurship II 2022-2023 This course studies entrepreneurial finance; obtaining venture and growth capital; valuation, structure, and negotiation of a deal; and obtaining debt capital. The course also looks at managing rapid growth and entrepreneurship beyond the startup; the entrepreneur and the troubled company; and the harvest and beyond.	3
BUSI 491	BUSI 491 - Integrated Group Project for Accounting 2022-2023 This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.	3
BUSI 492	BUSI 492 - Integrated Group Project for Finance 2022-2023 This course requires students to apply several business disciplines - in an actual	3

business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.

BUSI 493 **BUSI 493 - Integrated Group Project for Human Resource Management | 2022-2023** 3

This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.

BUSI 494 **BUSI 494 - Integrated Group Project for International Business | 2022-2023** 3

This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.

BUSI 495 **BUSI 495 - Integrated Group Project for Leadership and Management | 2022-2023** 3

This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.

BUSI 496 **BUSI 496 - Integrated Group Project for Marketing | 2022-2023** 3

This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.

BUSI 497 **BUSI 497 - Integrated Group Project for Financial Planning | 2022-2023** 3

This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.