

MINORS OFFERED BY THE FACULTY OF BUSINESS AND COMMUNICATION STUDIES - FALL 2020

All students enrolled in four-year degree programs at Mount Royal University have the option of completing minors in a variety of subject areas offered by different faculties. The Bissett School of Business, the Faculty of Arts, the Faculty of Communication Studies and the Faculty of Science & Technology each offer minors in their respective disciplines.

Please note that each minor varies in the number of courses required for completion (typically between 6-9 courses). Various courses in each minor may also have prerequisites. The successful completion of a minor may require that a student take more than the 40 courses normally required for graduation from a degree program. Courses used to complete program requirements (i.e. core courses and General Education) may also be used to satisfy the minor requirements. Students may declare a maximum of two minors provided that there is no more than 50% crossover in the course requirements (between core and minor or between two minors). Please refer to the Mount Royal University Calendar for details about each minor and prerequisite listings.

MINORS OFFERED BY THE BISSETT SCHOOL OF BUSINESS

Accounting

Required four (4) courses:

- ACCT 2121 – Financial Accounting Concepts
- ACCT 3220 – Financial Accounting Principles
- ACCT 3221 – Intermediate Financial Accounting I
- ACCT 3224 – Management Accounting I

Plus any two (2) of the following:

- ACCT 3227 – Oil and Gas Accounting
- ACCT 3228 – Management Accounting II
- ACCT 4222 – Intermediate Accounting
- ACCT 4225 – Principles of Auditing
- ACCT 4280 – Introduction to Personal and Corporate Tax
- ACCT 4381 – Advanced Financial Accounting
- ACCT 4382 – Advanced Management Accounting
- ACCT 4403 – Accounting Theory

Business & Society

Required six (6) courses:

- ENTR 3370 – Society, Innovation and Enterprise (T3C3)
- INBU 2201 – Cross Cultural Management
- MGMT 4402 – Corporate Social Responsibility (T3C3)
- MGMT 4403 – Environmental Mgmt & Sustainable Dev (T3C3)
- MGMT 4407 – Governance and Ethical Issues in Org (T3C3)
- PHIL 2229 – Business Ethics (T3C3)

Business of Sport & Recreation

Required four (4) courses:

- ENTR 2301 – The Entrepreneurial Experience (T2C3)
- MKTG 2150 – Introduction to Marketing
- HPED 1400 – Organization and Administration of Sport
- HPED 1640 – Program Planning

Plus one (1) of the following option courses:

- ACCT 2121 – Financial Accounting Concepts
- ENTR 3302 – Innovation & Creativity for Entre Practice (T3C3)
- MGMT 3210 – Business Communication Theory & Practice
- MGMT 3230 – Business Law
- MKTG 3258 – Evidence-Based Marketing

Plus one (1) of the following option courses:

- HPED 2400 – Commercial Recreation
- HPED 2440 – Community Development
- HPED 3400 – Facility and Event Management
- HPED 3630 – Recreation and Sport Tourism
- HPED 5400 – Issues in Sport and Recreation Management

* Please note that at least one course must be chosen at the 3000-level or higher

Finance

Required two (2) courses:

- ACCT 2121 – Financial Accounting Concepts
- FNCE 3227 – Introduction to Finance

Plus any four (4) of the following:

- FNCE 2132 – Introduction to the Stock Market (T2C3)
- FNCE 3228 – Advanced Corporate Finance
- FNCE 3302 – International Finance
- FNCE 3304 – Business and Financial Modeling
- FNCE 4407 – Investment Principles

Finance & Economics

Required four (4) courses:

- ECON 1101 – Principles of Microeconomics
- ECON 1103 – Principles of Macroeconomics
- ACCT 2121 – Financial Accounting Concepts
- FNCE 3227 – Introduction to Finance

Plus any four (4) of the following:

- At least one (1) must be chosen from this group:
 - ECON 2211 – Intermediate Economic Theory Micro I (T3C3)
 - ECON 2213 – Intermediate Economic Theory Macro I (T3C3)
 - ECON 2221 – International Trade (T3C3)
 - ECON 2229 – International Money and Finance (T3C3)
 - ECON 2241 – Money and Banking (T3C3)
 - ECON 2255 – Economics of the Public Sector (T3C3)

At least one (1) must be chosen from this group:

- FNCE 2132 – Introduction to the Stock Market (T2C3)
- FNCE 3228 – Corporate Finance
- FNCE 3302 – International Finance
- FNCE 3304 – Business and Financial Modeling
- FNCE 4407 – Investment Principles

Financial Services

Required six (6) courses:

- FNCE 2132 – Introduction to the Stock Market (T2C3)
- FNCE 3201 – Retirement Planning
- FNCE 3203 – Income Tax Planning
- FNCE 3205 – Strategic Investment Planning
- FNCE 3207 – Risk Management and Estate Planning
- MKTG 2150 – Introduction to Marketing

Human Resources

Required two (2) courses:

- HRES 2170 – Introduction to Human Resources
- HRES 3278 – Employee Relations

Plus any four (4) 3000-level or higher HRES courses

Innovation & Entrepreneurship

Required two (2) courses:

- ENTR 2301 – Innovation and the Entrepreneurial Experience (T2C3)
- ENTR 3302 – Creativity for Entrepreneurial Practice (T3C3)

Plus any four (4) of the following:

- COMP 1207 – Introduction to CIS for Business and Entrepreneurs
 - ENTR 3305 – Art of the Pitch (T3C4)
 - ENTR 3350 – Navigating and Spearheading Product Launch
 - ENTR 3360 – How Technology Enables Innovation
 - ENTR 3370 – Society, Innovation and Enterprise (T3C3)
 - ENTR 4332 – Venture Launch
 - ENTR 4343 – Growing the Enterprise
 - ENTR 4344 – Corporate Innovation and Entrepreneurship
 - ENTR 4420 – DNA of Buying, Selling and Business Development
 - ENTR 4433 – Business Plan Development
 - SINV 3305 – Agents of Social Change (T3C3)
- Any one (1) other 3000 or 4000 level ENTR course

Venture stream: ENTR 3305, ENTR 3350, ENTR 4332

Technology stream: COMP 1207, ENTR 3360, ENTR 3350

Where applicable, General Education designations are listed in brackets. Students in the BBA may not typically use core courses to fulfill GNED requirements. In the event of discrepancies between this information and the academic calendar, the academic calendar is deemed correct.

International Business

Required five (5) courses:

INBU 2201 – Cross Cultural Management
INBU 3301 – Global Business Environment
INBU 3302 – International Marketing (T3C3)
INBU 3304 – Global Supply Chain Management
INBU 3305 – International Market Entry Strategy

Plus any one (1) of the following:

FNCE 3302 – International Finance
INBU 2299/3399 – Directed Readings
INBU 3306 – International Trade Research
INBU 3307 – International Trade Law
INBU 3730 – Special Topics in International Business
INBU 4408 – International Trade Management

International Business & Economics

Required three (3) courses:

ECON 1101 – Principles of Microeconomics
ECON 1103 – Principles of Macroeconomics
INBU 3301 – Global Business Environment

Plus any five (5) of the following:

At least one (1) must be chosen from this group:
ECON 2221 – International Trade (T3C3)
ECON 2229 – International Money and Finance (T3C3)
ECON 2261 – Development Economics (T3C3) or
ECON 2263 – Development Economics – Field School Prog

At least one (1) must be chosen from this group:

FNCE 3302 – International Finance
INBU 3302 – International Marketing (T3C3)
INBU 3305 – International Market Strategies
INBU 3306 – International Trade Research
INBU 3307 – International Trade Law
INBU 3730 – Special Projects in International Business
INBU 4408 – International Trade Management

Business (not available to BBA students)

Required four (4) courses:

ACCT 2121 – Financial Accounting Concepts
HRES 2170 – Introduction to Human Resources
MGMT 2130 – Management Principles and Practices
MKTG 2150 – Introduction to Marketing

Plus any three (3) 3000-level or higher courses offered by the Bissett School of Business

Marketing

Required three (3) courses:

MKTG 2150 – Introduction to Marketing
MKTG 3150 – The Science of Persuasion (T3C4)
MKTG 3258 – Evidence-Based Marketing

Plus any three (3) of the following:

INBU 3302 – International Marketing (T3C3)
MKTG 3450 – Marketing Design Literacy
MKTG 3458 – Managing Marketing Relationships
MKTG 3550 – Creating Brand Intelligence
MKTG 3558 – Navigating Marketing Trends
MKTG 4850 – Professional Brand Studio
MKTG 4858 – Marketing Driven Strategy

Creative stream: MKTG 3450, MKTG 3550, MKTG 4850

Research stream: MKTG 3458, MKTG 3558, MKTG 4858

Social Innovation

Required three (3) courses:

SINV 2201 – Introduction to Social Innovation (T2C3)
SINV 3203 – Facilitating Social Innovation (T2C3)
SINV 5010 – Social Enterprising (T3C3) or
SINV 5405 – Social Innovation Strategy & Action

Plus any three (3) of the following:

SINV 2205 – Social Innovation through Historical Case Study (T3C3)
SINV 3303 – Storytelling & Systems (T3C4)
SINV 3305 – Agents of Social Change (T3C3)
SINV 3730 – Special Topics in Social Innovation (T3C3)
SINV 4401 – Civic Innovation (T3C3)
SINV 4402 – Human-Centred Design for Social Impact (T3C2)

Supply Chain Management

Required three (3) courses:

LSCM 2201 – Introduction to Logistics & Supply Chain Management
LSCM 2301 – Introduction to Physical Distribution
LSCM 3303 – Fundamentals of Purchasing

Plus any three (3) of the following:

LSCM 3203 – Principles of Quality Management
LSCM 3305 – Physical Distribution & Logistics
LSCM 3402 – Inventory & Warehouse Management
LSCM 3407 – Business Negotiations/Project Management
MGMT 3265 – Management Information Systems

MINORS OFFERED BY THE SCHOOL OF COMMUNICATION STUDIES

Communication Studies

Required four (4) courses:

COMM 2500 – Introduction to Communication Studies (T2C4)
COMM 2501 – Media History and Contemporary Issues (T2C4)
COMM 3500 – Media, Culture and Communication Theory (T3C4)
COMM 3515 – The Future of the Media (T3C4)

Plus any three (3) of the following:

BMST 3401 – Diversity in Media
COMM 3501 – Intercultural Communication (T3C4)
FILM 1143 – Introduction to the Study of Film (T2C4)
GNED 2402 – Inside Information: Challenges and Controversies in the Information Age (T2C4)
INFO 3675 – Memetics: Contemporary Rhetorics of Dissent and Disinformation (T3C4)
JOUR 1700 – Journalism in Society (T2C3)
JOUR 2503 – War & Media: The Evolution & Impact of News From the Front Lines (T2C4)
JOUR 3521 – The Documentary (T3C4)
JOUR 3737 – Research Design and Methodology
PUBR 2830 – Public Relations and the Public Good (T3C4)
SPCH 2001 – Introduction to Public Speaking (T2C4)
SPCH 2007 – Professional Speaking (T2C4)
SPCH 3001 – Persuasive Speaking (T3C4)

Information Design

Required three (3) courses:

INFO 1600 – Foundations of Information Design
INFO 1610 – Principles of Design Thinking and Doing
INFO 4650 – Special Topics in Info Design: Critical Design or INFO 4665 – Instructional Design

Two of the following:

INFO 1661 – Technical Communication
INFO 2663 – Visual and Applied Rhetoric
INFO 2666 – Thinking with Type
INFO 2667 – Information Architecture
INFO 3600 – Usability
INFO 3610 – Visualizing Information

One of the following:

INFO 2670 – Tools for Information Designers
INFO 3605 – Qualitative Research Methods for Information Design
INFO 3670 – Project and Content Management
INFO 3675 – Memetics: Contemporary Rhetorics of Dissent and Disinformation (T3C4)
INFO 3680 – Special Topics in Information Design

Public Relations

One of:

PUBR 1841 – Introduction to Public Relations
PUBR 2830 – Public Relations for the Public Good? (T3C4)

One of:

PUBR 1845 – Interpersonal Communications (T2C4)
PUBR 1849 – Applied Writing I for Public Relations

One of:

COMM 2500 – Introduction to Communication Studies (T2C4)
COMM 2501 – Media History and Contemporary Issues (T2C4)
COMM 3500 – Media, Culture and Communication Theory (T3C4)

Three of:

COMM 3501 – Intercultural Communication (T3C4)
COMM 3515 – Media Futures (T3C4)
PUBR 3841 – Media Relations
PUBR 3843 – Communication and Organizational Culture
PUBR 3851 – Computer Mediated Communication
PUBR 3860 – Government Public Relations
PUBR 3890 – Special Topics in Public Relations
PUBR 4847 – International and Intercultural Public Relations
PUBR 4849 – Fund Development and Corporate Philanthropy

Speech

Required six (6) courses:

LING 1111 – The Nature of Language I (T2C4)
SPCH 2001 – Introduction to Public Speaking (T2C4)
SPCH 2003 – Delivery Techniques for Presentation (T2C4)
SPCH 2007 – Professional Speaking (T2C4)
SPCH 3001 – Persuasive Speaking (T3C4)
SPCH 3009 – Great Speakers, Great Speeches

One of the following

LING 1113 – The Nature of Language II (T2C4)
SPCH 2005 – Oral Tradition, Narration, and Story-Telling

Advising Contact Information

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