Goodman
School of Business

Brock University

Graduate Programs Office

MBA (ISP) General Stream Sample Program Plan

The general stream provides you with a flexible program plan and the ability to take a variety of elective courses in different fields.
The general stream is ideal if you have a wide range of interests, or are planning on working in general management and want to gain a competitive edge.

All graduates of the MBA (ISP) earn a Goodman MBA degree.

August

One month Business English Program that focuses on:

Effective Communication Skills in English
Community and Cohort Activities
Development of Academic English Skills

Fall (Term 1)

MBAB 5P01
Accounting for Decision Making 1

MBAB 5P02
Quantitative Analysis

MBAB 5P03
Economic Environment of Business

MBAB 5P04
Organizational Behavior

MBAB 5P08
Financial Management

Winter (Term 2)

MBAB 5P05
Marketing Management

MBAB 5P06
Accounting for Decision Making II

MBAB 5P07
Operations Management

MBAB 5P09
Management Information Systems

MBAB 5P22
Global Business

Spring (Term 3)

MBAB 5P20
Applied Business Research

MBAB 5P23
Entrepreneurship

Or

MBAB 5P24
Business Law

MBAB 5P25
Business Ethics

+ 2 electives

Fall (Term 4)

MBAB 5P21
Business Strategy

+ 4 electives

Winter: Optional Co-op Term

Marketing Electives

MBAB 5P61
Marketing Strategy

MBAB 5P62
Marketing Research

MBAB 5P63
International Marketing

MBAB 5P64
Consumer Behaviour

MBAB 5P65
Business-to-Business Marketing

MBAB 5P66
Services Marketing

MBAB 5P67
Sales Management

MBAB 5P68
New Product Development

Accounting Electives

MBAB 5P31
Managerial Accounting I

MBAB 5P34
Managerial Accounting II

MBAB 5P32
Financial Accounting I

MBAB 5P35
Financial Accounting II

MBAB 5P36
Financial Accounting III

MBAB 5P33
Taxation for Business Decisions

Human Resource Management Electives

MBAB 5P51
Introduction to Industrial Relations

MBAB 5P52
Introduction to Human Resource Management

MBAB 5P53
Training and Development

MBAB 5P54
Compensation Management

MBAB 5P55
HR Planning and Strategy

MBAB 5P56
Recruitment and selection

MBAB 5P57
Health and Safety

MBAB 5P58
Negotiating in Organizations

MBAB 5P69
Integrated Marketing Communications

Finance Electives

MBAB 5P41
Financial Statement Analysis

MBAB 5P42
Equity Investments, Markets, and Instruments

MBAB 5P43
Debt Investments

MBAB 5P44
Derivative Instruments

MBAB 5P45
International Finance

MBAB 5P46
Portfolio Management & Alternative Investments

OtherElectives

MBAB 5P81
Corporate Entrepreneurship and Innovation

Please be aware that, although we will endeavour to offer the specialty streams in terms three and four of the MBA each year, the possibility exists that a stream may not be offered if there is insufficient student interest. Elective options will vary from year to year depending on professor availability.