



# Goodman BBA to MBA Accelerated Pathway Sample Program Plan

## Brock University

The following is a sample MBA program plan for Goodman School of Business Bachelor of Business Administration students who qualify for full advanced standing (MBAB 5P01-09, 22, 23/24, & 25).

Advanced standing will be assessed on a course-by-course equivalency basis for each student.

Program plan modifications will be made for individuals who qualify for only partial advanced standing, who are planning to study part-time and/or who are planning to pursue an MBA with Accounting specialization.



### Fall Term

MBAB 5P20  
Applied Business Research

+ 4 MBAB elective courses

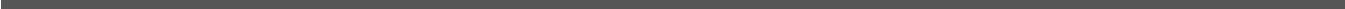
### Winter Term

MBAB 5P21  
Business Strategy

+ 4 MBAB elective courses



Spring Term: Optional Co-op Placement



MBA Convocation: June or October

Note: Please be aware that the possibility exists that not all elective courses will be offered each year. Elective course options will vary from year to year depending on professor availability.

## Accounting (CPA/MBA) Specialization \*this option requires 5 terms of study

### ALL of the following electives

MBAB 5P30: Assurance I  
MBAB 5P31: Managerial Accounting I  
MBAB 5P32: Financial Accounting I  
MBAB 5P34: Managerial Accounting II  
MBAB 5P35: Financial Accounting II

MBAB 5P36: Financial Accounting III  
MBAB 5P37: Assurance II  
MBAB 5P38: Taxation I  
MBAB 5P39: Taxation II  
MBAB 5P47: Advanced Corporate Finance and Risk Management

## Business Analytics Specialization

### ALL of the following electives

MBAB 5P11: Introduction to Business Analytics  
MBAB 5P12: Advanced Business Analytics  
MBAB 5P13: Database Management Systems

### Any TWO of the following electives

MBAB 5P14: Systems Analysis and Design  
MBAB 5P15: Introduction to Information Assurance  
MBAB 5P16: Enterprise Infrastructure Architecture  
MBAB 5P17: E-business Applications  
MBAB 5P18: Supply Chain Management and Enterprise-wide Systems  
MBAB 5P19: Artificial Intelligence: Theory & Managerial Applications  
MBAB 5P71-78: Any one Operations Management elective course

## Finance Specialization

### Any FIVE of the following 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 and Alternative Investments  
MBAB 5P47: Advanced Corporate Finance and Risk Management  
MBAB 5P48: FinTech with Blockchains and Cryptocurrencies

## Human Resource Management Specialization

### Any FIVE of the following 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: Managing Health and Safety  
MBAB 5P58: Negotiating in Organizations  
MBAB 5P59: Advanced Organizational Behaviour and Human Resources: Special Topics

## Marketing Specialization

### ALL of the following electives

MBAB 5P61: Marketing Strategy  
  
MBAB 5P62: Marketing Research or  
MBAB 5P85: Marketing Analytics and Intelligence  
  
MBAB 5P64: Consumer Behaviour or  
MBAB 5P65: Business-to-Business Marketing

### Plus any TWO of the following electives (not already taken)

MBAB 5P60: Marketing of High-Technology Products and Innovations  
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  
MBAB 5P69: Integrated Marketing Communications  
MBAB 5P84: Internet and Social Media Marketing  
MBAB 5P85: Marketing Analytics and Intelligence  
MBAB 5P86: Strategic Augmented Realty Marketing  
MBAB 5P87: Advanced Marketing: Special Topics

## Operations Management Specialization

### Any FIVE of the following electives

MBAB 5P71: Project Management  
MBAB 5P72: Quality Management  
MBAB 5P73: Logistics and Supply Chain Management  
MBAB 5P74: Simulation of Business Systems  
MBAB 5P75: Advanced Business Modeling with Spreadsheets

MBAB 5P76: Advanced Operations Management: Special Topics  
MBAB 5P77: Game Theory for Business  
MBAB 5P78: Optimization  
MBAB 5P11-19: Any one Business Analytics elective

## Unspecified Electives

MBAB 5P40: Firm Performance Analytics  
MBAB 5P49: Financial Modeling and Analytics  
MBAB 5P81: Corporate Entrepreneurship and Innovation

MBAB 5P82: Leadership and Change  
MBAB 5P83: Managing and Mentoring the Growing Venture  
MBAB 5P89: Advanced Entrepreneurship: Special Topics