

BBA(HONS) - CONCENTRATION INFORMATION SHEET

HOW/WHEN TO APPLY

BBA (Honours) students who have completed 10.0 credits are eligible to declare a concentration in a sub-discipline of Business
(ALL concentration options are listed on page 2).

- **Declare or Change Major Application forms** are used to declare a concentration. Select 'BBA Honours' and complete the Concentration section of the form. Forms are available on the Registrar's Office website: <http://www.brocku.ca/registrar/toolkit/forms> and must be submitted to the Registrar's Office in person (3rd floor of the Schmon Tower) or through email (records@brocku.ca) within the deadline dates stated below.
- Students can only declare 1 area of concentration.
- Students who no longer wish to concentrate can remove their concentration by submitting a Declare/Change of Major form. Under the Concentration section, indicate 'remove concentration'.
- Priority registration is given to students in some concentrations for certain courses. Students who have not declared their concentration by the deadline below will not be granted overrides to register in these courses prior to priority registration lifting. Review the Notes section of the Timetable on the Registrar's website for further information on priority registration dates for each course.
- If a student's academic performance results in no longer holding Honours standing, they will be removed from their concentration. If their academic performance improves and they once again achieve Honours standing, they must reapply to their concentration.

Application deadline: June 1st*

*The Goodman School of Business will strive to notify all students of the outcome of their application by mid-June before registration opens for Fall/Winter course registration.

** **Students who are upgrading in the spring can also apply by August 1st.** The Goodman School of Business will strive to notify all students applying by August 1st of the outcome of their application by mid-August. Students applying by the August 1st deadline will not be provided with overrides into Business courses. Registration in Business courses is not guaranteed for the Fall/Winter term.

MINIMUM APPLICATION REQUIREMENTS

For a BBA student to be eligible to apply to a concentration they must have earned a minimum total of 10.0 credits and have also achieved Honours standing:

- 70% major average; and
- 60% non-major average

In addition to Honours standing, **minimum application requirements must be met for each respective concentration** as outlined below and in the Undergraduate Calendar

<https://brocku.ca/webcal/undergrad/busi.html#sec23>

Achieving the minimum application requirements will ensure that a student's application is considered.

ACCOUNTING	ENTREPRENEURSHIP	FINANCE	GENERAL MANAGEMENT
1) 70% major average 2) 60% non-major average 3) 70% average in ACTG 1P91 and ACTG 2P12 OR 70% average in ACTG 1P01 and ACTG 1P02 4) 70% ACTG average	1) 70% major average 2) 60% non-major average	1) 70% major average 2) 60% non-major average 3) 70% in FNCE 2P91 4) 70% FNCE average	1) 70% major average 2) 60% non-major average 3) 70% average in FNCE 2P91, MKTG 2P91, OBHR 2P91 and OPER 2P91
HUMAN RESOURCE MANAGEMENT	INFORMATION SYSTEMS	INTERNATIONAL BUSINESS	MARKETING
1) 70% major average 2) 60% non-major average 3) 70% in OBHR 2P91 OR 70% average in OBHR 2P91 and OBHR 3P97 4) 70% OBHR average	1) 70% major average 2) 60% non-major average 3) 70% in ITIS 2P91 4) 70% ITIS average	1) 70% major average 2) 60% non-major average	1) 70% major average 2) 60% non-major average 3) 70% in MKTG 2P91 OR 70% average in MKTG 2P91 and MKTG 3P24 4) 70% MKTG average
	OPERATIONS MANAGEMENT	PUBLIC ADMINISTRATION	
	1) 70% major average 2) 60% non-major average 3) 70% in OPER 2P91 4) 70% OPER average	1) 70% major average 2) 60% non-major average	

QUESTIONS?

Looking for more information regarding a specific concentration? Visit the [Goodman Undergraduate Academic Advising website](#) for more information regarding Concentrations or how to contact our dedicated Academic Advising team.

PLEASE also note that **students do NOT have to declare a concentration**. You can proceed to follow the BBA Honours without a concentration.