

MBA (ISP) Sample Program Plan

General Management provides you with a flexible program plan and the ability to take a variety of elective courses in different fields. This 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.

Brock University

Graduate Programs Office

August

One month Business English and Skills Transition Program that focuses on:

Effective Business Communication
Development of Personal and Career Management Skills
Community and Cohort Activities

Fall (Term 1)

MBAB 5P01
Accounting for Decision Making 1

MBAB 5P02
Quantitative Analysis

MBAB 5P03
Economic Environment of Business

MBAB 5P04
Organizational Behaviour

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 Or MBAB 5P24
Entrepreneurship Business Law

MBAB 5P25
Business Ethics

+ 2 electives

Fall (Term 4)

MBAB 5P21
Business Strategy

+ 4 electives

NOTE: Course sequencing will differ for CPA/MBA (ISP) students.

Winter: Optional Co-op Term

In order to get an MBA specialization, you must take at least 5 courses in the specialization. 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.

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
MBAB 5P69: Integrated Marketing Communications

CPA/MBA Electives (This option requires 5 terms of study)

MBAB 5P30: Assurance I
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 5P37: Assurance II
MBAB 5P38: Tax I
MBAB 5P39: Tax 2
MBAB 5P47: Advanced Corporate Finance and Risk Management

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

Business Analytics Electives

ALL of the following
MBAB 5P13: Database Management Systems
MBAB 5P11: Introduction to Business Analytics
MBAB 5P12: Advanced Business Analytics

Any TWO of the following
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 5P7X: Any one Operations Management elective course

Operations Management Electives

Any FOUR or FIVE of the following:
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: Special Topics

Any ONE or NONE of the following
MBAB 5P31: Managerial Accounting I
MBAB 5P41: Financial Statement Analysis
MBAB 5P52: Introduction to Human Resource Management
MBAB 5P53: Training and Development
MBAB 5P57: Managing Health and Safety
MBAB 5P62: Marketing Research
MBAB 5P68: New Product Development
MBAB 5P1X: Any one Business Analytics elective course

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