



**Brock University**

# MBA (ISP) General Management Stream Sample Program Plan

The general MBA 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.



## August - Business English and Skills Transition Program

The one month B.E.S.T. program focuses on: Effective Business Communication, Development of Personal and Career Management Skills, as well as Community and Cohort Activities.



### Fall (Term 1)

- MBAB 5P01**  
Accounting for Decision-Making I  
*Prereq for Accounting Specialization*
- MBAB 5P02**  
Quantitative Analysis  
*Prereq for MBAB 5P20*
- MBAB 5P03**  
Economic Environment of Business
- MBAB 5P04**  
Organizational Behaviour and Design  
*Prereq for HR Specialization*
- MBAB 5P05**  
Marketing Management  
*Prereq for Marketing Specialization*

### Winter (Term 2)

- MBAB 5P06**  
Accounting for Decision-Making II  
*Prereq for Accounting Specialization*
- MBAB 5P07**  
Operations Management  
*Prereq for Operations Specialization*
- MBAB 5P08**  
Financial Management  
*Prereq for Finance Specialization*
- MBAB 5P09**  
Management Information Systems  
*Prereq for Business Analytics Specialization*
- MBAB 5P22**  
Global Business



### Spring (Term 3)

- MBAB 5P20**  
Applied Business Research
- MBAB 5P23**  
Entrepreneurship
- 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 (Term 5) - Optional Co-op Term or CPA/MBA courses



In order to earn an MBA with specialization, a student must complete all of the specified elective courses in the specialization area. 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.

**MBA Convocation: June or October**

## 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-Tech 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 5P81: Corporate Entrepreneurship and Innovation  
MBAB 5P82: Leadership and Change

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