



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 **MBAB 5P24**
Entrepreneurship or 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 (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-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 5P19: Artificial Intelligence: Theory & Managerial Applications
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