



Brock Master of Business Administration & Burgundy Master of Science Sample Program Plan

Brock University

Year 1 *at Brock University

Fall (Term 1)

MBAB 5P01

Accounting for Decision-Making I

MBAB 5P02

Quantitative Analysis

MBAB 5P03

Economic Environment of Business

MBAB 5P04

Organizational Behaviour and Design

MBAB 5P05

Marketing Management

Winter (Term 2)

MBAB 5P06

Accounting for Decision-Making II

MBAB 5P07

Operations Management

MBAB 5P08

Financial Management

MBAB 5P09

Management Information Systems

MBAB 5P22

Global Business

Year 2 *at Burgundy School of Business (France)

(Terms 1, 2 & 3)

Available Specializations

Wine Management

Corporate Finance

International Business

Data Science and Organizational Behaviour

Global Marketing

Art and Cultural Management

Digital Leadership

*See specialization specific course listings on the following pages

Optional Co-op Available in Term 3 at Burgundy

*Elective options will vary from year to year depending on professor availability.

Table of modules Master 2 level in MScs English Track 2019-2020

MSc International Business Development				
Core Courses Semester 1	Contact hours	Personal Workload	Total Workload	ECTS Credits
Strategic Management	16	44	60	2
Corporate Governance	16	44	60	2
Business Ethics	16	44	60	2
Research Methods	16	44	60	2
IB/GM - Environment of the International Manager	20	40	60	2
IB/GM - International Marketing Management	20	40	60	2
IB - Global Supply Chain Management	20	44	60	3
IB - Business Internationalisation Management	20	40	60	2
IB/GM - International Financial Risk Management	20	40	60	3
IB/GM/IF-Managing Diversity	20	40	60	2
IB - The Competitiveness of Firms and Nations. Microeconomics of Competitiveness	20	40	60	3
IB-Industrial Relations and International HRM	20	40	60	3
TOTAL	224	500	720	28
Main Courses Semester 2	Contact hours	Personal Workload	Total Workload	ECTS Credits
MScIB International Business Law	16	44	60	2
MscIBENT Country Analysis	16	44	60	2
International Monetary and Financial Systems	20	40	60	2
MscIBENT Managing International Business Operations	16	44	60	2
MScIB Crew Project	30	60	100	2
European Business Environment	16	44	60	2
MScIB International Business Seminars	16	44	60	2

International Negotiation and Sales	30	44	60	2
MscIBENT Economic Intelligence	16	44	60	2
TOTAL	176	408	580	18
MSc Thesis/Internship				14
Optional Internship				0
TOTAL MSc IBD	400	908	1300	60

MSc Corporate Finance and Investment Banking				
Core Courses Semester 1	Contact hours	Personal Workload	Total Workload	ECTS Credits
Research Methods	16	44	60	2
CF - Chrono Diagnosis	16	40	56	2
CF - Institutional Market Dynamics	40	80	120	4
CF - Financial Mathematics and VBA	40	80	120	4
CF - Derivatives, Risks and Hedging	40	80	120	4
CF - Financial Strategy	20	40	60	3
CF - Merger and Acquisition	40	80	120	4
CF - Financial Reporting	20	40	60	3
CF - Fundamentals of Corporate Finance and Financial Planning	20	40	60	2
TOTAL	252	524	776	28
Main Courses Semester 2	Contact hours	Personal Workload	Total Workload	ECTS Credits
MSc CFIB - Economics for Investment Decision Makers	40	40	80	3
MSc CFIB - LBO, Private Equity & Valuation	20	40	60	2
MSc CFIB - Advanced Corporate Finance	20	40	60	2
MSc CFIB - Enterprise Risk Management	20	40	60	2
MSc CFIB - CFA Certification	40	40	80	3
MSc CFIB - Tax Aspects of Transactions and Restructuration	20	40	60	2
MSc CFIB - Financial Analysis	20	40	60	2
MSc CFIB - Strategy and Business Modeling	20	40	60	2

MSc CFIB - Professional Seminar	20		20	0
TOTAL	220	320	540	18
MSc Thesis/Internship				14
Optional Internship				0
TOTAL MSc CF IB	472	844	1316	60

MSc Arts and Cultural Management				
Core Courses Semester 1	Contact hours	Personal Workload	Total Workload	ECTS Credits
Business Ethics	16	44	60	2
Corporate Governance	16	44	60	2
Strategic Management	16	44	60	2
Research Methods	16	44	60	2
AC - History of the Art and Cultural Policy	40	80	120	4
AC - Socioeconomic Context of Arts & Culture	40	80	120	4
AC - Arts Marketing	20	40	60	2
AC - Cultural Entrepreneurship 1	20	40	60	2
AC - Intellectual Property and Copyright	20	40	60	3
AC - Arts Budgeting	20	40	60	3
AC - Cultural Project Engineering 1	20	40	60	2
TOTAL	244	536	780	28
Main Courses Semester 2	Contact hours	Personal Workload	Total Workload	ECTS Credits
ACM - Cultural Entrepreneurship 2	20	40	60	2
ACM - Fundraising	20	40	60	2
ACM - Digitalization & Creative Industries	30	80	110	3
ACM - Cultural Project Engineering 2	40	80	120	3
ACM - Sectoral Challenges for Arts	40	40	80	4
ACM - Destination Governance and Cultural Tourism	20	40	60	2
ACM - Creative Cities and Cultural Heritage	30	40	70	2

TOTAL	200	360	560	18
MSc Thesis/Internship				14
Optional Internship				0
<i>ACM - Certificate of Contemporary Art and Management of Creation</i>				0
TOTAL Msc ACM	444	896	1340	60

MSc in Global Marketing and Negotiation				
Core Courses Semester 1	Contact hours	Personal Workload	Total Workload	ECTS Credits
Business Ethics	16	44	60	2
Corporate Governance	16	44	60	2
Strategic Management	16	44	60	2
MSC Research Methods	16	44	60	2
IB/GM - International Marketing Management	20	40	60	3
Digital Project Consulting	60	40	100	5
GM - Detecting and Implementing Business Opportunities	20	40	60	3
GM - Global Marketing Strategy	20	40	60	3
GM - International Luxury Marketing	20	40	60	3
GM - Business Negotiation	20	40	60	3
TOTAL	224	416	640	28
Main Courses Semester 2	Contact hours	Personal Workload	Total Workload	ECTS Credits
MscGM Business Cases	46	46	96	4
MSc GMN - Reinventing Luxury	20	40	60	2
MscGM International Negotiation	30	30	60	4
MscGM International Business Project	60	60	120	4
MSc GMN Luxury Entrepreneurship	60	60	120	4
TOTAL	216	236	456	18
MSc Thesis/Internship				14
Optional Internship				0

TOTAL MSc GMN	<u>440</u>	<u>652</u>	<u>1096</u>	<u>60</u>
----------------------	-------------------	-------------------	--------------------	------------------

MSc Digital Leadership

Core Courses Semester 1	Contact hours	Personal Workload	Total Workload	ECTS Credits
Research Method	16	44	60	2
Strategic Management	16	44	60	2
Business Ethics	16	44	60	2
Corporate Governance	16	44	60	2
DL - Creativity and Innovation Management	30	45	75	4
DL - Writing Business Plan and Pitch Perfect	40	60	100	5
DL - Marketing 3.0 and the Digital Consumer	30	45	75	4
DL - Artificial Intelligence and Organisations	30	45	75	5
DL - The Digital World	30	45	75	4
TOTAL	224	416	640	30

Main Courses Semester 2	Contact hours	Personal Workload	Total Workload	ECTS Credits
MSc DL - Social Media and New Media	40	45	85	3
MSc DL - The Digital Project - Field Work	40	120	160	3
MSc DL - Finance and Economics for Project Leaders and Entrepreneurs	30	100	130	3
MSc DL - Digital Entrepreneurship	40	90	130	3
DL - Collaborative Economy in the Digital age	30	45	75	2
MSc DL - Business Game Simulation	30	30	60	2
TOTAL	210	430	640	16

MSc Thesis/Internship				14
Optional Internship				0
TOTAL MSc DL	<u>434</u>	<u>846</u>	<u>1280</u>	<u>60</u>

MSc Data Science and Organisational Behaviour

Core Courses Semester 1	Contact hours	Personal Workload	Total Workload	ECTS Credits
Business Ethics	16	44	60	2
Corporate Governance	16	44	60	2
Strategic Management	16	44	60	2
Professional Behaviour	14	46	60	2
Business Game	14	46	60	2
Research Methods	16	44	60	2
DS - Data Science Methods	40	80	120	4
DS - Applied Information Analysis	40	80	120	4
DS - Behavioural Methods & Applications	40	80	120	4
DS - Behavioural Tools	40	80	120	4
TOTAL	252	588	840	28
Main Courses Semester 2	Contact hours	Personal Workload	Total Workload	ECTS Credits
DSOB - Recent Topics in Data Science	40	80	120	5
DSOB - Big Data Practical Applications	40	80	120	4
DSOB - Behaviour in Organisations and Markets	40	80	120	4
DSOB - Behavioural Strategies for Business and Management	40	80	120	5
TOTAL	160	320	480	18
DSOB - Coaching for the Professional Thesis	80		80	0
MSc Thesis/Internship				14
Optional Internship				0
TOTAL Msc DSOB	412	908	1320	60

MSc Wine Management

Semester 1 Courses	Contact Hours	Workload	TOTAL	ECTS Credits
Economic Environment of the Wine Industry	15	30	45	2
Finance in the Wine Industry	30	60	90	4
Grapes and Wines of the World	30	60	90	4
Sales and Distribution in the Wine Industry	27	60	87	4
Marketing in Wine, Spirits & Beers Industry	18	50	68	2
Professional Project	15	30	45	2
Viticulture and Oenology	15	30	45	2
Wine Tourism	21	30	51	3
Wine Tasting Field trips	10	15	25	2
Conference corporate Meeting	18	30	48	3
Legal Rules in the Wine Industry	18	30	48	2
TOTAL	217	425	642	30
Semester 2 Courses	Contact Hours	Workload	TOTAL	ECTS Credits
Business Ethics	15	30	45	2
Innovation Management	15	30	45	2
Research Methodology	15	30	45	2
Business Game	30	60	90	4
Legal Protection: Brand, Model, Design	18	30	48	3
Introduction to the Law of Contracts Wine & Spirits Industry	9	20	29	2
Wine & Spirits Marketing Focus: Asia	15	30	45	2
Logistics	27	60	87	4
Conferences	21	0	21	0
Wine Exhibition, Fieldtrips	30	30	60	4
Corporate Social Responsibility	15	30	45	2
Wine Tourism 2	4	10	14	1
Global Strategy in Wine & Spirits	15	30	45	2
TOTAL	229	390	619	30
Semester 3	Contact Hours	Workload	TOTAL	ECTS Credits
Professional Thesis (with optional Internship)				30
TOTAL MSc WM	446	815	1261	90