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Curriculum Guides Year 2

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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 2: Term 1

Course Code	BUSI 220	Course Title	Introduction to E-Business			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	0	0	3
Course Description	Introduction to E-Business provides students with foundational knowledge of business management and e-business concepts. The course examines how organizations use digital technologies to support strategy, operations, marketing, and customer relationships. Students explore business models, digital value creation, e-business versus e-commerce, web and cloud technologies, digital marketing, data and analytics, and emerging technologies. Emphasis is placed on understanding how digital tools enable business processes and informed managerial decision-making in contemporary organizations.					
Prerequisite(s)	ENGL 200 and COMM 100					
Initial Articulation Targets	UBC	SFU	UVic	UNBC	TRU	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca .					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Explain fundamental concepts of business management, including planning, organizing, leading, and controlling. • Describe common business models and revenue structures used in digital environments. • Apply basic marketing concepts to digital business contexts. • Explain how operations and supply chains are supported by digital technologies. • Distinguish between e-business and e-commerce and explain how digital technologies create business value. • Describe the role of web, mobile, and cloud technologies in enabling digital business. • Identify types of business data and explain the role of analytics in organizations. • Explain the importance of customer value and customer satisfaction in e-business. • Describe the basic applications of artificial intelligence and automation in business. • Explain fundamental cybersecurity, ethical, and legal considerations in e-business. 					



<p>Content</p>	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> • Business & Management Fundamentals • Business Models & Revenue Structures • Marketing Fundamentals • Operations & Supply Chain Basics • Digital Business Overview: E-business vs. E-commerce; Digital Value • Web, Mobile & Cloud Technologies • Digital Marketing Basics • Data & Analytics Foundations • Data-Informed Decision Making • Customer Value & Satisfaction • AI & Automation Overview • Ethics & Legal Basics • Global Digital Markets & Trends <p>Additional topics may also be covered, at the discretion of the instructor.</p>
<p>Methods of Instruction</p>	<p>Lectures, assignments, projects, assigned reading, quizzes, and examinations.</p>
<p>Required Textbook(s)</p>	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Laudon, K. C., & Traver, C. G. (2023). <i>E-commerce 2023: Business, Technology, Society</i> (17th ed.). Pearson.</p> <p>Supplementary Textbook:</p> <p>Bateman, T. S., Snell, S. A., & Konopaske, R. (2020). <i>Management: Leading & collaborating in a competitive world</i> (14th ed.). McGraw-Hill Education.</p> <p>Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital marketing</i> (8th ed.). Pearson.</p> <p>Craig, B. (2022). <i>Cyberlaw: The Law of the Internet and Information Technology</i> (1st ed.). Pearson.</p> <p>Daft, R. L. (2021). <i>Management</i> (14th ed.). Cengage Learning.</p> <p>Dracopoulos, G., Starke, F., Griffin, R., & Ebert, R. J. (2019). <i>Business Essentials, Canadian Edition</i>, (10th ed.). Pearson.</p> <p>Kotler, P., & Keller, K. L. (2021). <i>Marketing management</i> (16th ed.). Pearson.</p> <p>Hill, C. W. L., & Jones, G. R. (2020). <i>Essentials of strategic management: The quest for competitive advantage</i></p>



	<p>(8th ed.). Cengage Learning.</p> <p>Hill, C. W. L., & Hult, G. T. M. (2021). <i>International business: Competing in the global marketplace</i> (12th ed.). McGraw-Hill Education.</p> <p>Nickels, W. G., McHugh, J. M., & McHugh, S. M. (2022). <i>Understanding business</i> (12th ed.). McGraw- Hill Education.</p> <p>Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2020). <i>Strategic management and business policy: Globalization, innovation, and sustainability</i> (16th ed.). Pearson.</p> <p>Turban, E., Pollard, C., & Wood, G. (2021). <i>Driving Digital Transformation to Increase Local and Global Performance, Growth and Sustainability</i> (12th ed.). Wiley.</p>	
	<i>Component</i>	<i>% Value</i>
Evaluation	Assignments	10% - 15%
	Quizzes	15% - 20%
	Project	15% - 20%
	Midterm exam	20% - 30%
	Final exam	30% - 35%



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 2: Term 1

Course Code	COMM 237	Course Title	Information Systems in Business			
Credit Value	4	Department	Commerce			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	0	2	5
Course Description	This course provides an introduction to, and the application of, computer-based technology for the business student. Particular focus is on understanding the role of Management Information Systems (MIS) and the development of technology skills relevant to the workforce.					
Prerequisite(s)	ENGL 099, MATH 12 (C) or MATH 100 or BUSI 110					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	COMM 205 (3)	BUS 237 (3)	CSC 1XX (1.5)	CPSC 351 (3) precludes credit	MIST 2610 (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca .					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Explain the basics of MIS and its relationship to business management. • Identify the relevant MIS issues, problems, threats or opportunities. • Identify the information needed to address this issue/problem/opportunity. • Address the issue/problem/opportunity using the tools learned in the course. • Define and explain the basic information system concepts. • Create a simple database. • Explain how a network, cloud computing, grid computing and the Internet work. • Identify and explain the purposes and components of a data warehouse. • Describe the relationship between organizational strategy and information technology planning. • Discuss how information systems (IS) are designed, implemented, and maintained. • Identify and discuss the ways in which a business can prepare for security disasters. 					



	<ul style="list-style-type: none">• Explain how MIS relates and connects with E-commerce and the latest business trends in social media.
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none">• Information systems: MIS• The business system• Organizational strategy and IS• Computer hardware and software• Content and data, database design and management• Computer networks, LAN, WAN, VPN• Functional and inter-organizational systems• OLTP, OLAP, the Data Warehouse and Data Mart• IT planning, IT architecture, IT governance• The IT department: operations and projects• IS acquisition: analysis, design, implementation• Security management• Textbook resources: MyMISlab• Introduction to MS Excel• Websites and blogging with WordPress• Hardware lab: component identification• ER models• Introduction to MS Access• Introduction to basic web creation and publication• Visio diagrams• Build a Wiki• Group projects• Introduction to MS Project <p>The goal of this course is to provide an overview of the application of computer-based technology in business. Students taking this course will learn to use information systems to solve problems and to improve decision-making in business, and will receive hands-on experience using computers in a business setting. Discussion topics include social networking, smartphones, Web 2.0 & cloud computing. Hands-on learning will also cover basic database development through Microsoft Access,</p>



	<p>and basic Website design and development using Microsoft Publisher.</p> <p>Additional topics may also be covered, at the discretion of the instructor.</p>	
Methods of Instruction	Lectures, discussion, individual and group computer work on assignments in a lab setting	
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Bidgoli, H. (2023). <i>MIS</i> (11th ed.). Cengage.</p> <p>Supplemental Texts:</p> <p>Laudon, K. C., & Laudon, J. P. (2023). <i>Management information systems: Managing the digital firm</i> (18th ed.). Pearson Education.</p> <p>O'Brien, J. A., & Marakas, G. M. (2021). <i>Introduction to information systems</i> (17th ed.). McGraw-Hill Education.</p> <p>Stair, R., Reynolds, G., & Chesney, T. (2024). <i>Fundamentals of information systems</i> (9th ed.). Cengage Learning.</p> <p>O'Brien, J. A., & Marakas, G. M. (2021). <i>Introduction to information systems</i> (17th ed.). McGraw-Hill Education.</p>	
Evaluation	Component	% Value
	Participation/Assignments/Exercises	5% - 15%
	Quizzes	10% - 20%
	Group/Individual project/Skills Test	20% - 25%
	Midterm exam	15% - 25%
	Final exam	30% - 35%



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 2: Term 1

Course Code	COMM 280	Course Title	Small Business and Entrepreneurship			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	Lecture	Tutorial	Laboratory	Total
			3	0	0	3
Course Description	This course provides an introduction to the mechanics and choices associated with establishing and running a small business. It focuses particularly on an examination of the implications of growing the business, both for the enterprise itself and for the entrepreneur.					
Prerequisite(s)	ENGL 099, <i>COMM 100 is recommended for students with no previous work experience</i>					
Initial Articulation Targets	UBC	SFU	UVic	UNBC	TRU	
	COMM 280 (3)	BUS 238 (0) & BUS 2XX (3) B-Soc.	COM 2XX (1.5)	COMM 204 (3)	ENTR 2XXX (3) May not take ENTR 4751 for additional credit	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca .					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> Describe the various types of ownership structures of small businesses (sole proprietorship, partnership, corporation). Explain the elements of small business management (planning, marketing, operations, human resources and financial management). Develop strategies that generate new ideas and identify opportunities to start a business. Identify the core areas of a business model and the elements of a business model canvas. Describe the concept and structure of a business plan. Write an effective business plan. Develop a marketing mix for the newventure. Analyze segmentation, identify the target market, and develop a positioning for the start-up 					



	<ul style="list-style-type: none">• Explain key considerations, opportunities and challenges for the entrepreneur.• Demonstrate the use of entrepreneurial decision-making processes, tools and resources.• Undertake a preliminary assessment of their potential capability as an entrepreneur.• Develop a reflective journal about their own potential innovative entrepreneurial venture.• Characterize the value of networks for entrepreneurs.• Identify and evaluate the different sources of financing available to small businesses.• Describe the role of angel investors and venture capitalists in entrepreneurship.• Design and formulate an online, social media and mobile marketing program.
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none">• Introduction to entrepreneurship and types of entrepreneurs• Entrepreneurial mindset• Idea generation and opportunity recognition• Business model and business model canvas• Business plan and planning in entrepreneurship• Small business startup challenges• Bootstrapping in entrepreneurship• Small business ownership structures• Entrepreneurial marketing and marketing strategy for small businesses• HRM in small businesses• Networking in small businesses• Financing the startup• Exit strategies for small businesses• Social entrepreneurship <p>Additional topics may also be covered, at the discretion of the instructor.</p>
Methods of Instruction	Lectures, debates, role plays, case scenarios, presentations, online discussion forum.
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Neck, H. M., Neck, C. P., & Murray, E. L. (2024). <i>Entrepreneurship: The practice and mindset</i> (3rd ed.). SAGE.</p>



	<p>Supplemental Texts:</p> <p>Bygrave, W. D., & Zacharakis, A. (2023). <i>Entrepreneurship</i> (5th ed.). Wiley.</p> <p>Blank, S., & Dorf, B. (2020). <i>The startup owner's manual: The step-by-step guide for building a great company</i> (2nd ed.). Wiley.</p> <p>Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2020). <i>Value proposition design: How to create products and services customers want</i>. Wiley.</p> <p>Honig, B., & Luthje, C. (2022). <i>Entrepreneurship in Canada: Theory, contexts, and practice</i> (1st Canadian ed.). Nelson Education.</p> <p>Additional materials from current newspapers, business journals and magazines, and from relevant Government sources.</p>	
Evaluation	Component	% Value
	Participation/Assignments	10% - 15%
	Quizzes	10% - 15%
	Business plan	15% - 25%
	Midterm exam	15% - 25%
	Final exam	25% - 35%



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 2: Term 1

Course Code	COMM 290	Course Title	Introduction to Quantitative Decision Making			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	Lecture	Tutorial	Laboratory	Total
			3	0	0	3
Course Description	This course introduces the student to the tools and value of using spreadsheet models in the solution of business problems. Students will learn to formulate, revise, and solve models, as well as interpret computer output for communicating useful information to management. Likewise, students will be introduced to quantitative methods of business using statistics, particularly probability and probability distributions. linear programming, non-linear programming and forecasting tools.					
Prerequisite(s)	ENGL 098, MATH 104 or BUSI 110					
Initial Articulation Targets	UBC	SFU	UVic	UNBC	TRU	
	COMM 190 (3)	BUS 1XX (3)	MATH 1XX (1.5)		MATH 1070 (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca .					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Explain the significance and use of quantitative methods in business operations, problem-solving, and decision-making. • Use and apply the variety of statistical and quantitative techniques which are applicable to realistic and practical business solutions. • Recognize and apply specific quantitative techniques in problem-solving for management decision-making. • Analyze, create and design a business model. • Use statistics in solving business problems. • Use linear and non-linear programming in solving business problems. • Explain the probability theory, its relation to statistics, and its application to business. • Apply sampling methodologies and analysis to business cases. • Use historical data to obtain point and interval predictions as well as forecasts. 					



	<ul style="list-style-type: none"> • Conduct and interpret business statistical hypothesis tests. • Critically interpret statistical and econometric results. 	
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> • Introduction to spreadsheet modelling • Linear programming (LP) using Excel-based models • LP using algebraic and geometric models • LP formulation and applications: product mix, blending, scheduling, transportation, multi-period problems, integer and network models • LP sensitivity analysis • Introduction to probability models, basic probability rules, conditional and joint probability • Decision analysis models: sequential decisions and Bayesian revision • Probability distributions • Random variables: discrete and continuous • Covariance and correlation • Introduction to simulation using Excel <p>Additional topics may also be covered, at the discretion of the instructor.</p>	
Methods of Instruction	Lecture, problem-solving session, and computer applications	
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Taylor, B. W. (2022). <i>Introduction to Management Science</i> (13th ed.). Pearson Publishing.</p>	
Evaluation	<i>Component</i>	<i>% Value</i>
	Participation/Exercises/Assignments	10% - 20%
	Quizzes	15% - 25%
	Group/Individual project/ Skills Test	15% - 20%
	Midterm exam	15% - 25%
	Final exam	30% - 35%
Note: Students must pass the Final Exam to be eligible to pass the course		



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 2: Term 1

Course Code	ENGL 200	Course Title	Professional and Technical Communication			
Credit Value	3	Department	English			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	0	0	3
Course Description	<p>This course provides a theoretical, practical, and critical introduction to business and technical communication. Individually, and as members of a team, students will analyze and produce professional communication documents such as cover letters and resumes, emails, informal and formal reports, and oral presentations. Assignments will have real-world applications to fields such as business, engineering, government, and technology, and be showcased in a portfolio of the student's work. The formal report and oral presentation are mandatory learning activities.</p>					
Prerequisite(s)	ENGL 100					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	ENGL 301 (3)	BUS 1XX (3)	ENGL 225 (1.5)	ENGR 110 (3)	CMNS 1290 (3)	
	<p>For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.</p>					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> ● Critically evaluate professional communications, documents, and sources of information, including quality, purpose, and intended audience. ● Demonstrate practical competency in the stages of effective professional and technical communication, including researching, audience needs, planning and outlining, summarizing, formatting, editing, referencing, persuasive strategies, argumentative structure, presentation skills, and teamwork. ● Synthesize complex information from multiple sources with clarity, precision, and consistency for formal communications-related purposes. ● Select and produce different professional genres, including cover letters and resumes, emails, memos, brief informal reports, longer formal reports, and presentations using current software and applications. ● Discuss and debate multiple theoretical perspectives and strategic concepts in organizational communications and the writing process. 					



	<ul style="list-style-type: none">● Prepare cover letters, resumes, and other documents for use in an employment search.● Effectively use design elements in longer documents (layout, headings, graphics, etc.).● Prepare and deliver a group oral presentation using multimedia tools. <p>Assessment of audience needs, planning and outlining using logical argumentative structures, formatting, summarizing, editing, referencing, and researching and documenting sources will be emphasized throughout.</p>
Content	<p>Core Topics – all of the following will be covered:</p> <ul style="list-style-type: none">● Critical thinking about the quality and purposes of discourse and sources of information● Theoretical and strategic concepts in organizational communications and the writing process (see genre theory, etc.)● Establishing the purposes of a written or spoken discourse, including an analysis of the target audience and logical structure● Application of formats used to produce appropriately brief business correspondence● Employment search skills, cover letters, and resumes● Design elements in longer documents (layout, headings, graphics, etc.)● Process descriptions and other rhetorical modes in professional writing● Researching, planning, and organizing formal documents, including a proposal and a report that includes a table of Contents, a list of figures, an executive summary, body● APA or other documentation of sources with in-text citations● Preparation and delivery of an oral presentation with multi-media tools <p>Additional topics may also be covered, at the discretion of the instructor.</p>
Method of Instruction	Lectures, videos, writing tasks, group activities, guest speakers, and instructor's response to written assignments
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s):</p> <p>Ashman, M. (2020). <i>Introduction to professional communications</i>. (3rd Canadian ed.). BCcampus.</p> <p>Available at: https://pressbooks.bccampus.ca/professionalcomms/</p> <p><i>Supplemental Text:</i></p> <p>Mcrae, P. (2019). <i>Business and professional communication: A basic guide</i> (2nd Canadian ed.). Broadview Press.</p> <p>Meyer, C. (2017). <i>Communicating for results: A Canadian student's guide</i> (4th ed.). Oxford University Press.</p> <p>Text Resources</p>



Books/e-Books

American Psychological Association. (2019). *Publication manual of the American Psychological Association* (7th ed.). American Psychological Association.

Graves, H. (2016). *Dynamics of business and professional communication*. Pearson.

Last, S. (2019). *Technical writing essentials*. BCcampus, BC Open Textbook Project.

Locker, K. O., Braun, K., Braun, K.-, & Kaczmarek, S. K. (2013). *Business communication* (5th Canadian ed.). McGraw-Hill Ryerson.

Modern Language Association. (2021). *MLA handbook for writers of research papers* (9th ed). Modern Language Association.

Schwabish, J. (2016). *Better presentations: A guide for scholars, researchers, and works*. Columbia University Press.

<http://184.71.180.254/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=e000xna&AN=1821441&site=eds-live&scope=site>

Journals/Newspapers/Magazines

Canadian Journal of Communication

College Composition and Communication

College English

International Journal of Communication

The Economist

The English Journal

Databases

Business Insights: Global

Business Source Complete

Canada in Context

Canadian Business and Current Affairs (CBCA)

Canadian Reference Center

Oxford English Dictionary

Other Resources (e.g., websites, articles, videos)

Society for Technical Communication <https://www.stc.org/>

IABC (International Association of Business Communications) Canada <https://iabccanada.ca/en/home/>

IABC British Columbia <http://iabc.bc.ca/>

Organizational Communications (Internal and External)

<https://managementhelp.org/organizationalcommunications/index.htm>



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	AC Library's Career Resources Subject Guide	
	WLC's Software Skills Course	
	AC's Career Advising website	
	<i>Component</i>	<i>% Value</i>
Evaluation	Discussion and Participation	5% - 15%
	Group presentation	10% - 25%
	Online portfolio (see syllabus for details)	10% - 30%
	Midterm exam, Quizzes, or Assignments	20% - 45%
	Final exam	20% - 25%

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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 2: Term 2

Course Code	BUSI 210	Course Title	Business Research Methods			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	Lecture	Tutorial	Laboratory	Total
			3	0	0	3
Course Description	<p>This course introduces students to business research methods used to support managerial decision-making. Students examine problem definition, research design, sampling, survey construction, qualitative and quantitative methods, and ethical research practices. Foundational statistical concepts, including descriptive statistics, confidence intervals, hypothesis testing, correlation, and simple regression, are applied using statistical tools. Emphasis is placed on evaluating data sources, interpreting findings in business contexts, and communicating results through professional research reports and presentations.</p>					
Prerequisite(s)	ENG 200 and BUSI 110					
Initial Articulation Targets	UBC	SFU	UFV	VCC	TRU	
			BUS 321	HOSP 3960	BUSI 176 (3)	
	<p>For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.</p>					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Define key concepts in business research, including research design, sampling, validity, reliability, and hypothesis testing. • Describe qualitative and quantitative research methods and their appropriate applications. • Formulate clear research problems, objectives, and hypotheses from managerial scenarios. • Design basic surveys and select appropriate sampling methods. • Use spreadsheet software to summarize and analyze business data. • Interpret descriptive and inferential statistical results, including confidence intervals and hypothesis tests. • Analyze relationships between variables using correlation and simple regression techniques. • Critically evaluate the quality, credibility, and limitations of data sources and research designs. 					



	<ul style="list-style-type: none"> • Assess the implications of statistical findings for business decision-making. • Produce a structured research report, including an executive summary, methodology, findings, and recommendations. • Present research findings clearly and professionally to a managerial audience.
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> • Introduction to business research • Problem definition & research questions • Primary research, secondary research & data sources • Research design fundamentals (qualitative vs quantitative) • Sampling & measurement • Survey design • Qualitative methods • Descriptive statistics • Introductory inferential statistics • Relationships & prediction • Data analysis tools • Interpreting results & making decisions • Research reporting & presentations <p>Additional topics may also be covered, at the discretion of the instructor.</p>
Methods of Instruction	Lectures, assignments, research projects, assigned reading, quizzes, and examinations.
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Saunders, M. N. K., Lewis, P., & Thornhill, A. (2023). <i>Research methods for business students</i> (9th ed.). Pearson.</p> <p>Supplemental Text(s):</p> <p>Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2024). <i>Statistics for business and economics</i> (15th ed.). Cengage.</p> <p>Black, K. (2023). <i>Business statistics: For contemporary decision making</i> (11th ed.). Wiley.</p> <p>Bryman, A., & Bell, E. (2021). <i>Business research methods</i> (5th ed.). Oxford University Press.</p> <p>Cooper, D. R., & Schindler, P. S. (2019). <i>Business research methods</i> (13th ed.). McGraw-Hill Education.</p>



	<p>Creswell, J. W., & Creswell, J. D. (2018). <i>Research design: Qualitative, quantitative, and mixed methods approaches</i> (5th ed.). Sage.</p> <p>Hair, J. F., Babin, B., & Anderson, R. E. (2022). <i>Marketing research</i> (4th ed.). McGraw-Hill Education.</p> <p>Lind, D. A., Marchal, W. G., & Wathen, S. A. (2020). <i>Basic statistics for business & economics</i> (10th ed.). McGraw-Hill Education.</p> <p>Powell, S. G., & Baker, K. R. (2020). <i>Management science: The art of modelling with spreadsheets</i> (5th ed.). Wiley.</p> <p>Sekaran, U., & Bougie, R. (2020). <i>Research methods for business: A skill-building approach</i> (8th ed.). Wiley.</p> <p>Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2019). <i>Business research methods</i> (10th ed.). Cengage Learning.</p>	
	<i>Component</i>	<i>% Value</i>
Evaluation	Data collection assignment	10% - 15%
	Participation	10% - 15%
	Presentation	10% - 15%
	Research proposal	10% - 15%
	Midterm exam	20% - 25%
	Final research project	20% - 30%



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE Year 2: Term 2

Course Code	COMM 281	Course Title	Human Resources Management			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	Lecture	Tutorial	Laboratory	Total
			3	0	0	3
Course Description	An introduction to the field of human resources management and its contribution to the effectiveness of organizations and their employees. Students are introduced to the management of an organization's workforce through the design and implementation of effective human resource policies and procedures. Current Canadian issues and practices are emphasized.					
Prerequisite(s)	ENGL 098					
Initial Articulation Targets	UBC	SFU	UVic	UNBC	TRU	
	COMM_V 203 (3)	BUS 2XX (3) & BUS 381 (0) Exemption	COM 2XX (1.5)	COMM 2XX (3)	HRMN 2820 (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca .					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Explain the connection between business strategy and human resources management. • Apply appropriate laws and regulations to employment situations. • Distinguish between different types of legislation regulating employment relations. • Describe and evaluate multiple methods of collecting job analysis data and identify the main uses of such data. • Choose appropriately from among various methods for recruiting and selecting employees. • Explain the process and contribution to business results of employee training and development. • Outline an effective process for evaluating employee performance. • Outline appropriate compensation strategies, including mandatory and discretionary benefits and services provided to employees. • List the main mandatory and discretionary benefits and services provided by employers to 					



	<p>their employees.</p> <ul style="list-style-type: none"> • Explain the rights and responsibilities of employers and employees under occupational health and safety law. • Apply substantive criteria and procedural standards of fairness to the management of discipline. • Describe the collective bargaining process, including ways to respond lawfully to labour union initiatives. 								
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> • The strategic role of human resources management • Job analysis and design human resources planning • Legal requirements and managing diversity • Recruitment • Selection • Onboarding, training, development and career planning • Performance management • Strategic pay plans • Employee benefits and service • Occupational health and safety • Managing employee relations • Labour relations <p>Additional topics may also be covered, at the discretion of the instructor.</p>								
Methods of Instruction	Lecture, readings, case studies, video, and experiential exercises								
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Schwind, H., Uggerslev, K., Wagar, T., & Fassina, N. (2022). <i>Canadian human resource management: A strategic approach</i> (13th ed.). McGraw-Hill Ryerson Limited.</p>								
Evaluation	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;"><i>Component</i></th> <th style="text-align: left;"><i>% Value</i></th> </tr> </thead> <tbody> <tr> <td>Class participation</td> <td>6% - 10%</td> </tr> <tr> <td>Quizzes</td> <td>6% - 15%</td> </tr> <tr> <td>Team project</td> <td>25% - 30%</td> </tr> </tbody> </table>	<i>Component</i>	<i>% Value</i>	Class participation	6% - 10%	Quizzes	6% - 15%	Team project	25% - 30%
	<i>Component</i>	<i>% Value</i>							
Class participation	6% - 10%								
Quizzes	6% - 15%								
Team project	25% - 30%								



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	Midterm exam	20% - 25%
	Final exam	25% - 35%
<i>Note: Students must pass the final exam to be eligible to pass the course</i>		



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 2: Term 2

Course Code	COMM 292	Course Title	Management and Organizational Behaviour			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	0	0	3
Course Description	This course enables students to study theories and concepts related to the behaviour of individuals and groups in organizations, and how organizational processes have an impact on that behaviour. The emphasis is on understanding and applying theory in workplace situations, in order to help individuals to enhance their relationships with others, develop their performance in groups and teams, and improve their effectiveness as organizational members.					
Prerequisite(s)	ENGL 098					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	COMM 292 (3)	BUS 272 (3)	COM 220 (1.5)	COMM 230 (3)	ORGB 2810 (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca .					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Explain, and provide an example of, the use of the ‘contingency approach’ in organizational behaviour. • Apply their understanding of perception to develop clearer assessments of individuals and groups in organizations, including in selection interviews and performance evaluations. • Describe the Big Five Model of personality and explain how it can be used to match people and work. • Identify the main ways in which national cultural values can differ, and how they can influence people’s personal valuesystems. • Describe key attitudes that affect individual and organizational performance. • Apply theories of motivation to understand their own and others’ behaviour in organizations, and to understand and recommend suitable reward systems. • Apply models of group and team development to help them improve their performance in 					



	<p>groups and teams.</p> <ul style="list-style-type: none">• Describe the Communication Process Model and identify a range of factors that can influence this process.• Describe various sources of organizational power and explain how such power can be used.• Recognize different forms of political behaviour when they are being used by other people in organizations.• Recognize different kinds of organizational conflict and adopt a 'win-win' approach to finding a solution whenever possible.• Explain the meaning and significance of organizational culture and recognize a range of artifacts and other characteristics of an organization's culture.• From a range of leadership styles, choose a style that is likely to be effective in a particular situation.• Apply the rational decision-making model to a significant problem situation, using appropriate ethical criteria.• Develop appropriate structural options for an organization, given its size, its members, and its environment.• Describe some of the main models of planned organizational change, and explain how resistance to change can be reduced or overcome.
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none">• Introduction to the field of organizational behaviour• Individual differences: personality and values• Values, attitudes, and diversity in the workplace• Perception (perceiving ourselves and others in organizations), workplace emotions, attitudes and stress• Foundations of employee motivation• Theories of motivation• Applied performance practices• Decision-making, creativity and ethics• Groups and team dynamics• Communication in teams and organizations• Power, influence and politics• Conflict and negotiation in the workplace



	<ul style="list-style-type: none"> • Organizational culture • Leadership • Organizational structure • Organizational change <p>Additional topics may also be covered, at the discretion of the instructor.</p>	
Methods of Instruction	Lecture, discussions, small-group exercise (including short case scenarios), video, and team project.	
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>McShane, S. L., & Warner, M. (2024). <i>Canadian organizational behaviour</i> (12th ed.). McGraw-Hill Education</p> <p><i>Supplemental Text:</i></p> <p>Langton, N., Robbins, S. P., & Judge, T. A. (2022). <i>Organizational behaviour: Concepts, controversies, applications</i> (9th Canadian ed.). Pearson.</p>	
Evaluation	<i>Component</i>	<i>% Value</i>
	Class participation	6% - 10%
	In-class quizzes	6% - 15%
	Team project	25% - 30%
	Midterm exam	20% - 25%
	Final exam	30% - 35%
<p><i>*Note: Students must pass the final exam to be eligible to pass the course</i></p>		



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 2: Term 2

Course Code	COMM 293	Course Title	Introduction to Financial Accounting			
Credit Value	3	Department	Department of Commerce			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			6	0	0	6
Course Description	<p>Financial Accounting is principally concerned with the construction and interpretation of financial reports prepared for external parties to the issuing firm or entity. The major objectives of this course are to develop an understanding of the concepts, principles, and conventions upon which financial accounting is based, and more importantly, to provide an analytical basis upon which to intelligently interpret financial statements. Consideration will be given to accounting techniques and the formulation of financial reports; however, the course will focus on understanding accounting policies, their rationale, and the implications for users of financial accounting information. There will be an introduction to financial accounting: standard setting in Canada and internationally. Throughout the study, students will advance in critical, independent thinking and develop problem-solving skills.</p> <p>This course is fully compliant with International Financial Reporting Standards (IFRS). Since January 2011, all publicly accountable enterprises (PAEs) in Canada have been required to prepare financial statements that comply with IFRS. Private enterprises (PE's) in Canada are permitted to use either IFRS or Generally Accepted Accounting Principles (GAAP's) for PE's, as detailed in a new section of the revised CICA handbook.</p>					
Prerequisite(s)	ENGL 098					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	COMM 293 (3)	BUS 251 (3)-A	COM 1XX (1.5)	COMM 210 (3)	ACCT 2210 (3)	
	<i>UBC-O</i>	<i>TRU-OL</i>	<i>CAPU</i>	<i>UFV</i>	<i>KPU</i>	
	MGMT 201 (3)	BBUS 2210 (3)	BFIN 141 (3)	BUS 145 (3)	ACCT 2293 (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> Describe the functions of accounting records and financial reports. Record, classify, and summarize business transactions. Understand and prepare an income statement, balance sheet, and cash flow statement in good format. Interpret financial statements. Demonstrate skills of orderly arrangements of data, self-checking, and systematic analysis of 					



	<p>data summarization.</p> <ul style="list-style-type: none">• Understand and distinguish among generally accepted accounting principles and IFRS.• Effectively use the understanding of accounting principles to facilitate the computation of the calculations that go into the preparation of financial reports.
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none">• Accounting in business• Analyzing and recording transactions• Adjusting accounts for financial statements• Completing the accounting cycle & classifying accounts• Accounting for merchandising activities• Merchandise inventory & cost of sales• Internal control & cash• Receivables• Property, plant & equipment & Intangibles• Current liabilities• Organization & operation of corporations• Corporate reporting income, earnings per share, and retained earnings• Bonds & Long-term notes payable• Reporting and analyzing cash flows• Accounting for debts and share investments• Financial statements analysis <p>Additional topics may also be covered, at the discretion of the instructor.</p>
Method of Instruction	Lectures (face-to-face delivery), small-group exercises (including short case scenarios), presentations, and discussion.
Required Texts	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Larson, K., Jensen, T, & Dieckmann, H. (2022). <i>Fundamental accounting principles vol. 1 and 2</i> (17th ed.). McGraw Hill Ryerson.</p>
Learning Resources	<p>Text Resources:</p> <p>Dauderis Introduction to Financial Accounting. Revised 'B' Ed. <i>This work is licensed under a Creative Commons Attribution (non-commercial-share alike 3.0 unported license)</i></p> <p>Kimmel, P., Weygandt, J. J., & Kieso, D. E. (2022). <i>Financial accounting: Tools for business decision-making</i> (9th Canadian ed.). Wiley.</p>



Weygandt, J. J., Kieso, D. E., Kimmel, P. D., Trenholm, B., Warren, V., & Lori, N. (2019). Accounting principles vol. 1 (8th Canadian ed.). Wiley.

COMM Databases

Academic Search Premier

Business Insights: Global

Business Source Premier

LexisNexis Academic

Regional Business News

	<i>Component</i>	<i>% Value</i>
Evaluation	Class participation and assignments	5% - 15 %
	In-class quizzes	15% - 25%
	Midterm exam	25% - 35%
	Final exam	30% - 35%
*To receive credit for this course, students must achieve an overall composite grade of 50% (D) and must pass the final examination with at least 50% (D)		



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE Year 2: Term 2

Course Code	COMM 296	Course Title	Introduction to Marketing			
Credit Value	3	Department	Department of Commerce			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	0	0	3
Course Description	This course provides a broad introduction to the field of marketing, which plays a significant role in everyone's daily life. The course illustrates marketing's universal importance, helping students to develop basic marketing knowledge and skills applicable to all marketing specializations within business.					
Prerequisite(s)	ENGL 099, <i>ECON 103 is recommended</i>					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	COMM 296 (3)	BUS 2XX (3)	COM 250 (1.5)	COMM 240 (3)	MKTG 2430 (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca .					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Assess consumer needs and buying behaviour. • Analyze the marketing environment. • Design customer-driven marketing strategies. • Complete an environmental scan. • Carry out market segmentation, targeting, and positioning. • Develop product management strategies. • Formulate profitable pricing strategies. • Select appropriate channels of distribution. • Formulate an effective promotional mix. • Formulate online, social media, and mobile marketing programs. • Create an effective marketing plan. 					



Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> • Marketing concept • Marketing process model • Strategic market planning • Sustainable marketing • Macro and micro environmental analysis of an organization • Marketing Information Systems and Marketing Research • Consumer and business buyer behaviour • Consumer and business buyer behaviour • Market segmentation, targeting and positioning • Marketing mix (product, price, promotion and distribution) • Digital marketing and social media • Services marketing • Non-profit organization marketing • International marketing • Marketing plan for a new product <p>Additional topics may also be covered, at the discretion of the instructor.</p>	
Methods of Instruction	Lecture, debate, role play, case scenarios, presentations, and an online discussion forum	
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Armstrong, G., Kotler, P., Wilson, D., & Trifts, V. (2024). <i>Marketing: An introduction</i> (8th Canadian ed.). Pearson Education Canada.</p>	
Evaluation	<i>Component</i>	<i>% Value</i>
	In-class and online participation	5% - 15%
	Quizzes	10% - 20%
	Marketing plan team project	25% - 30%
	Midterm exam	20% - 25%
	Final exam	30% - 35%