Curriculum Guides Year 3

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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 3: Term 1

Course Code	BUSI 300	Course Title	Advanced E-Business			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	0	3
Course Description	This advanced course examines the strategic, technological, and analytical foundations of contemporary e-business in global, platform-driven, and data-intensive environments. Students explore how organizations design and scale digital business models, orchestrate platform economies and ecosystems, and integrate omnichannel operations, digital supply chains, and customer experience strategies. The course emphasizes the application of web, product, and business analytics, data-driven decision making, and advanced experimentation to optimize digital performance and growth. Emerging domains such as digital payments and fintech, cybersecurity, privacy, digital law, artificial intelligence, automation, and intelligent enterprise systems are analyzed in relation to value creation, monetization, and risk.					
Prerequisite(s)	ENG 200 and BUSI 220					

Initial Articulation Targets	*UBC*	*SFU*	*UVic*	*UNBC*	*TRU*
	TBD	TBD	TBD	TBD	TBD
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.				

Learning Outcomes

Upon successful completion of this course, the student will be able to:

- Analyze and compare advanced e-business models, including platform-based, ecosystem, and omnichannel models.
- Evaluate emerging digital technologies (e.g., AI, automation, fintech) and their implications for organizational strategy and performance.
- Design integrated e-business strategies that align digital platforms, operations, marketing, analytics, and customer experience.
- Apply advanced analytical, digital marketing, and experimentation tools to assess and optimize digital performance.
- Assess and design customer experience and service systems using journey-based and data-driven approaches.
- Interpret web, product, and business analytics to support data-driven managerial decision making.
- Evaluate cybersecurity, privacy, legal, and enterprise risk considerations in digital business contexts.
- Develop evidence-based, data-informed recommendations to address complex digital business challenges.
- Communicate strategic and analytical insights professionally through written reports, dashboards, and presentations.

Content	**Core topics** – all of the following will be covered: • Digital Strategy & Business Model Innovation • Advanced E-Business Models • Platform Economies & Multi-Sided Markets • Digital Ecosystems & Partner Networks • Omnichannel Operations & Digital Supply Chains • Customer Experience Strategy & Service Design • Integrated Digital Marketing & Growth Systems • Web, Product & Business Analytics • Data-Driven Decision Making & Advanced Experimentation • Digital Payments, Fintech & Monetization Systems • Cybersecurity, Privacy & Digital Law • Global E-Business & Cross-Border Strategy • AI, Automation & Intelligent Enterprises • Enterprise Risk Management in Digital Business • Future of E-Business & Strategic Foresight Additional topics may also be covered, at the discretion of the instructor.
Methods of Instruction	Lectures, assignments, projects, assigned reading, quizzes, and examinations.
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s). Laudon, K. C., & Traver, C. G. (2023). *E-commerce 2023: Business, technology, society* (17th ed.). Pearson Education. Supplementary Textbook: Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing* (8th ed.). Pearson Education. Christopher, M. (2022). *Logistics & supply chain management* (6th ed.). Pearson Education. Ivanov, D., & Dolgui, A. (2020). *A digital supply chain twin for managing the disruption risks and resilience in the era of Industry 4.0*. Production Planning & Control, 32(9), 775–788. Cusumano, M. A., Gawer, A., & Yoffie, D. B. (2019). *The business of platforms: Strategy in the age of digital competition, innovation, and power*. Harper Business. Kane, G. C., Phillips, A. N., Copulsky, J., & Andrus, G. (2023). *The transformation myth: Leading your organization through uncertain times*. MIT Press. Gomber, P., Koch, J. A., & Siering, M. (2019). *Digital finance and FinTech: Current research and future research directions*. Journal of Business Economics, 89, 537–580. Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2019). *Platform revolution: How networked markets are transforming the economy and how to make them work for you* (Updated ed.). W. W. Norton & Company. Provost, F., & Fawcett, T. (2023). *Data science for business* (2nd ed.). O'Reilly Media.

	Westerman, G., Bonnet, D., & McAfee, A. (2019). *Leading digital: Turning technology into business transformation*. Harvard Business Review Press.	
Evaluation	*Component*	*% Value*
	Participation	10% - 15%
	Project presentation	5% - 10%
	Case analysis/Assignment	10% - 20%
	Project	20% - 30%
	Midterm exam	15% - 25%
	Final exam	30% - 35%

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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 3: Term 1

Course Code	BUSI 301	Course Title	E-Commerce			
Credit Value	3	Department	Business			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	1	4
Course Description	This course provides an overview of all aspects of e-commerce and how it operates on the internet. Topics include buying and selling products on the internet, business iCloud computing, electronic publishing and communication, virtual organizations, electronic payment systems, blockchain, internet privacy and security issues, e-commerce law, and emerging trends in networking and telecommunications.					
Prerequisite(s)	ENGL 200 and BUSI 220					
Initial Articulation Targets	*UBC*	*SFU*	*UVic*	*UNBC*	*TRU*	
	TBD	TBD	TBD	TBD	TBD	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.					
Learning Outcomes	Upon successful completion of this course, the student will be able to: • Define and explain key e-commerce concepts, technologies, and business models, including B2B, B2C, C2B, and C2C, and the roles of artificial intelligence and blockchain in digital commerce. • Analyze the structure and operations of e-marketplaces and digital platforms, including domestic and global opportunities, and the use of AI-driven recommendations and blockchain-enabled transparency and trust. • Identify technical requirements for e-commerce, including hardware, software, network capacity, AI-enabled applications, blockchain infrastructure, and electronic and digital payment systems. • Develop and implement e-commerce strategies and initiatives that leverage AI for personalization, automation, and analytics, and blockchain for secure and transparent transactions, to support business objectives and entrepreneurial ventures. • Evaluate digital business performance, including website effectiveness (e.g., 7 C's), SEO, and critical success factors, using AI-supported analytics and optimization tools. • Assess legal, intellectual property, regulatory, and ethical considerations relevant to e-commerce, including issues related to AI governance, data privacy, blockchain regulation, and digital assets. • Identify and mitigate risks and security issues associated with e-commerce transactions and online operations, including AI-based fraud detection, blockchain security and smart contract					

	risks. • Apply practical skills to create, launch, and manage an e-commerce store or digital business presence, incorporating AI-enabled features and blockchain-based payment or transaction capabilities where appropriate.
Content	Core Topics – all of the following will be covered: • Foundations of E-Commerce (platform economies, AI- and blockchain-enabled business models) • Internet & Web Infrastructure (cloud hosting, APIs, microservices, blockchain nodes) • Creating an Online Business Presence (AI-assisted site design and personalization) • Web Marketing & SEO (AI-assisted keyword research and optimization) • Email Marketing & CRM (AI-driven segmentation and personalization) • Social, Mobile & Platform Commerce (AI ad targeting, blockchain-enabled social commerce) • Online Marketplaces & Networks (recommendation engines, blockchain-based trust and reputation systems) • Commerce Operations with AI demand forecasting and blockchain-based supply chain visibility • Electronic Data Interchange (EDI) and System Integration (API-based exchange, smart contracts) • E-Commerce Technology & Software (e-commerce platforms, headless/composable commerce, blockchain integrations) • Security & Payment Systems (ML-based fraud detection, blockchain payments, digital wallets) • Legal, Ethical & Tax Issues (data privacy, AI governance, blockchain regulation, digital taxation) • Managing E-Commerce Implementation (agile delivery, platform migration, AI and blockchain adoption planning) Additional topics may also be covered at the discretion of the instructor.
Method of Instruction	Lecture, class discussion, and in-class work on applications of concepts.
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s): Schneider, G. P. (2021). Electronic commerce (14th ed.). Cengage Learning Supplemental Texts: Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing (8th ed.). Pearson Education. Laudon, K. C., & Traver, C. G. (2024). E-commerce 2024: Business, technology, and society (18th ed.). Pearson Education. Laudon, K. C., & Laudon, J. P. (2023). Management information systems: Managing the digital firm (17th ed.). Pearson Education. Kollmann, T. (2019). E-business (7th ed.). Springer Gabler.

	Component	*% Value*
	Participation and Assignments (4 – 6)	20% - 30%
	Quizzes	10% - 20%

Evaluation	Project	15% - 25%
	Midterm exam	15% - 20%
	Final exam	25% - 35%

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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 3: Term 1

Course Code	BUSI 305	Course Title	Digital Marketing and AI			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	1	0	4
Course Description	This course offers an introductory exploration of digital marketing principles and practices, moving from traditional marketing concepts to the dynamic digital landscape. Students will gain foundational knowledge of the online marketing mix and digital marketing techniques and strategies. Emphasizing practical applications, the course equips students with the skills needed to develop and implement effective digital marketing campaigns. It prepares students for further study in advanced e-marketing and provides essential skills for navigating the evolving digital marketplace.					
Prerequisite(s)	ENGL 200 and BUSI 200					
Initial Articulation Targets	*UBC*	*SFU*	*UVic*	*UNBC*	*TRU*	
	TBD	TBD	TBD	TBD	TBD	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.					
Learning Outcomes	Upon successful completion of this course, the student will be able to: • Explain the role of digital marketing within contemporary e-business environments, including the impact of artificial intelligence on marketing practices. • Conduct a situation analysis of the digital marketing environment using market intelligence, competitive analysis, and AI-supported research tools. • Develop a strategic digital marketing plan that integrates data, analytics, and AI-enabled technologies across channels. • Design and evaluate website and content marketing strategies using AI-assisted personalization and optimization techniques. • Apply AI-driven approaches to social media, email, and influencer marketing to improve targeting, automation, and performance. • Analyze online consumer behaviour using digital analytics and AI-supported insight generation. • Implement SEO and SEM strategies using AI-assisted keyword research, content optimization, and campaign management tools. • Use online market research and digital analytics to support evidence-based marketing decisions. • Assess the ethical, legal, and privacy implications of using AI and data in digital marketing. • Evaluate emerging digital marketing and AI trends and their implications for business strategy.					
Content	Core Topics – all of the following will be covered:					

	• Intro to Digital Marketing • Situation analysis of the digital marketing environment (AI-driven competitive and market intelligence tools) • Strategic digital market planning (AI-supported forecasting and scenario analysis) • Digital Marketing Strategy (integration of AI across channels) • Website and Content Marketing (AI-assisted content generation and personalization) • Social Media Marketing (AI-powered targeting, scheduling, and performance optimization) • Email Marketing (AI-driven segmentation, personalization, and automation) • Content Marketing and Blogging (generative AI for ideation, drafting, and optimization) • Influencer and Affiliate Marketing (AI-assisted creator discovery and performance tracking) • Online marketing segmentation and positioning / The online marketing mix (machine–learning–based segmentation and predictive modelling) • Search Engine Optimization (SEO) / Search Engine Marketing (SEM) (AI-assisted keyword research, content optimization, and bid management) • Market research online and digital analytics (AI-supported data mining and insight generation) • Online consumer behaviour (AI-based behavior modeling and personalization) • Artificial Intelligence in Digital Marketing (ethics, governance, tools, and use cases) • Evolving digital marketing trends (emerging AI applications and platform developments) • Ethical and legal issues in digital marketing (responsible AI use, data privacy, and compliance) Additional topics may also be covered at the discretion of the instructor.
Method of Instruction	Lectures, discussions, case studies, assignments and projects, individual and group work on e-marketing strategies and plans
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s): Chaffey, D., Ellis-Chadwick, F. (2025). *Digital marketing.* (9th Edition). Pearson Intl. *Supplemental Texts:* Larson, J., & Draper, S. (2020). *Digital marketing essentials*. Stukent, Inc. *Digital Marketing, 9th edition. Published by Pearson (May 5, 2025) © 2025* Chaffey, D., Ellis-Chadwick, F., Mayer, R., Johnston, K. (2012). Internet marketing: strategy, implementation and practice. David Chaffey (Ed.) Toronto: Prentice Hall. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley. Kingsnorth, S. (2022). *Digital marketing strategy: An integrated approach to online marketing* (3rd ed.). Kogan Page. Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers. Tuten, T. L., & Solomon, M. R. (2024). *Social media marketing* (5th ed.). Sage.
	Component | *% Value*

Evaluation	Participation and Assignments (4 – 6)	10% - 20%
	Quizzes/Online Activities	10% - 20%
	Project	20% - 25%
	Midterm exam	15% - 20%
	Final exam	20% - 30%

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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 3: Term 1

Course Code	BUSI 330	Course Title	Operations Management with AI Applications			
Credit Value	3	Department	Business			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	0	3
Course Description	This course examines the strategic and analytical foundations of operations management in modern organizations, with a focused emphasis on how artificial intelligence (AI), analytics, and digital technologies enhance operational planning, control, and decision-making. Students explore process analysis, forecasting, capacity planning, quality management, inventory control, scheduling, supply chain management, lean operations, sustainability, and risk management across manufacturing and service contexts. The course introduces applied AI and advanced analytics concepts, including machine learning–supported forecasting, predictive analytics, automation, digital twins, and Industry 4.0 systems, and evaluates their impact on operational performance and organizational competitiveness. Through case studies, quantitative models, and applied exercises, students develop the ability to analyze operational systems, identify improvement opportunities, and make data-driven operational decisions in digitally enabled and globally interconnected business environments.					
Prerequisite(s)	ENGL 200 and BUSI 220					
Initial Articulation Targets	*UBC*	*SFU*	*UVic*	*UNBC*	*TRU*	
	TBD	TBD	TBD	TBD	TBD	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.					
Learning Outcomes	Upon successful completion of this course, the student will be able to: • Explain the strategic role of operations management and its integration with organizational strategy, supply chain management, and digital transformation. • Analyze and improve business processes using tools such as process mapping, capacity analysis, and bottleneck identification. • Apply forecasting and planning methods (qualitative, quantitative, and introductory machine learning approaches) to support operational decision-making. • Evaluate capacity, facility location, and layout decisions using quantitative models and digital optimization tools. • Apply quality and continuous improvement tools (e.g., control charts, Six Sigma) and explain how AI-based systems enhance quality management. • Calculate and interpret inventory and scheduling models and assess AI-driven optimization of inventory and workforce planning. • Analyze supply chain and logistics strategies, including the role of AI in risk management,					

	supplier performance, and demand visibility. • Assess sustainability, risk, and emerging Industry 4.0 technologies and communicate data-informed operational recommendations clearly. Identify future challenges and directions that relate to operations management to respond to industry and market changes effectively and efficiently.
Content	**Core Topics** – all of the following will be covered: • Introduction to operations management & digital operations • Process analysis & improvement • Forecasting & demand planning • Capacity planning & facility location • Product & service design • Smart manufacturing • Quality management & six sigma • inventory management & materials planning • Scheduling & workforce planning • Supply chain management • Lean operations & waste reduction • Sustainability & ethical operations • Risk management & resilient operations • Role of blockchain operations management • Future of operations & industry 4.0 Note: Artificial intelligence is embedded across forecasting, process improvement, quality management, inventory, scheduling, supply chain, risk management, and Industry 4.0 topics, ensuring students develop applied competency in AI-supported operational decision-making. Additional topics may also be covered at the discretion of the instructor.
Method of Instruction	Lecture, class discussion, and class assignments to apply concepts.
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s): Stevenson, W. J. (2023). *Operations management* (14th ed.). McGraw-Hill Education. *Supplemental Texts:* Marr, B. (2020). *AI in practice: Examples and case studies in smart business applications*. Wiley. Cachon, G. & Terwiesch, C. (2019). *Matching Supply with Demand: An Introduction to Operations Management, 4th Edition.* McGraw Hill. Chopra, S., & Meindl, P. (2023). *Supply chain management: Strategy, planning, and operation* (8th ed.). Pearson. Krajewski, L. J., Malhotra, M. K., & Ritzman, L. P. (2023). *Operations management: Processes and supply chains* (14th ed.). Pearson.

<table>
<tr><td></td><td colspan="2">
Waller, M. A., & Fawcett, S. E. (2021). *Data science, predictive analytics, and big data: A revolution that will transform supply chain design and management*. Pearson.

George, M. L., Rowlands, D., Price, M., & Maxey, J. (2021). *Lean Six Sigma for service* (2nd ed.). McGraw-Hill.

Ransbotham, S., Kiron, D., Gerbert, P., & Reeves, M. (2020). *Artificial intelligence in business: What leaders need to know*. MIT Sloan Management Review Press.

Schwab, K. (2019). *The fourth industrial revolution* (Updated ed.). Crown Business.

Ivanov, D., Tsipoulanidis, A., & Schönberger, J. (2019). *Global supply chain and operations management*. Springer.

Open Educational Resources (Optional Support)

OpenStax. (2023). *Principles of operations management*. Rice University.

MIT OpenCourseWare. (n.d.). *Operations management*.

Practitioner & Industry Reports (APA)

McKinsey & Company. (2024). *The state of AI in 2024*.

Gartner, Inc. (2024). *Top strategic technology trends 2024*.

World Economic Forum. (2023). *AI and the future of work*.
</td></tr>
<tr><td rowspan="6">Evaluation</td><td>Component</td><td>% Value</td></tr>
<tr><td>Participation and Assignments (4 – 6)</td><td>20% - 30%</td></tr>
<tr><td>Quizzes</td><td>10% - 20%</td></tr>
<tr><td>Project</td><td>15% - 25%</td></tr>
<tr><td>Midterm exam</td><td>15% - 20%</td></tr>
<tr><td>Final exam</td><td>25% - 35%</td></tr>
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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 3: Term 1

Course Code	BUSI 340	Course Title	Web Analytics			
Credit Value	3	Department	Business			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	1	0	4
Course Description	This course develops student skills in web and digital management, helping them acquire practical experience in using analytics tools to manage e-business operations and strategies. Students will analyze how web traffic works, including its trends and tendencies. Using a variety of web analytics applications, students will make a strategic plan to improve business performance. Topics include metrics and data collection, web and data management, key performance indicators (KPIs), search engine optimization (SEO) measurements, and optimizing advertising campaigns.					
Prerequisite(s)	ENGL 200, COMM 237, BUSI 220, and COMM 290					

Initial Articulation Targets	*UBC*	*SFU*	*UVic*	*UNBC*	*TRU*
	TBD	TBD	TBD	TBD	TBD
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.				

Learning Outcomes

Upon successful completion of this course, the student will be able to:

- Define and describe the basic concepts of web analytics.
- Explain the value and role of web analytics in business competitiveness.
- Analyze the deployment and implementation of web analytics in a real business setting.
- Interpret all the standard reports from a web analytics platform and use those reports to create business and marketing strategies.
- Design Google Analytics, install tracking codes, and manage user accounts.
- Create a web analytics project and present it to the class.
- Formulate the marketing goals of a business and identify its key performance indicators (KPIs).
- Analyze data and its traffic and make a trendline projection.
- Measure and optimize the search engine exposure of a business.
- Manage Social Media Campaigns as guided by web analytics.
- Calculate Conversion Rates of web traffic to revenue.
- Design and write an AdWords program and analyze its results.

Core Topics – all of the following will be covered:

- Web analytics: definition and concepts
- The relationship between e-commerce and web analytics

<table>
<tr><td>Content</td><td>

Web analytics: definition and concepts
The relationship between e-commerce and web analytics
How web analytics works
Metrics and dimensions in web analytics
Goals and conversions in web analytics
Customers' web search behaviour and search engine optimization (SEO)
Generation and analysis of users’ data, activity leads, traffic, and big data sources
Click-path analysis and “Visitors flow” reports
Data segmentation
Pairing analytics data with users' experience (UX) methods
Usability testing and inspection
Introduction to Google Analytics
Interacting with data in Google Analytics
Google Analytics and in-page analytics
Mobile application analytics
Web and browser security
The future of web analytics and big data–enabled analytics

Note: Big data concepts are integrated across web analytics topics, emphasizing large-scale data collection, processing, segmentation, and analysis to support evidence-based e-commerce and digital marketing decisions.
Additional topics may also be covered at the discretion of the instructor.
</td></tr>
<tr><td>Method of Instruction</td><td>Lecture, class discussion, class collaboration project, individual work on assignments, team project on company web analytics, examinations to assess knowledge, critical thinking and applications of concepts.</td></tr>
<tr><td>Required Textbook(s)</td><td>
The following textbook(s) is/are required, or approved equivalent(s):
Clifton, B. (2020). Advanced web metrics with Google Analytics (3rd ed.). Sybex.
Supplemental Texts:
Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing (8th ed.). Pearson Education.
Marr, B. (2020). Data strategy: How to profit from a world of big data, analytics and AI. Kogan Page.
Menken, Ivanka. (2012). Web Analytics Complete Certification Kit-Core Series for IT. Emereo Publishing.
Tafesse, W., & Wien, A. (2021). Marketing analytics: Strategic models and metrics. Routledge.
</td></tr>
<tr><td>Evaluation</td><td>
<table>
<tr><th>Component</th><th>% Value</th></tr>
<tr><td>Participation and Assignments</td><td>10% - 20%</td></tr>
<tr><td>Quizzes</td><td>15% - 20%</td></tr>
<tr><td>Project</td><td>20% - 30%</td></tr>
<tr><td>Midterm exam</td><td>15% - 20%</td></tr>
<tr><td>Final exam</td><td>30% - 35%</td></tr>
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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 3: Term 2

<table>
<tr><td>Course Code</td><td>BUSI 310</td><td>Course Title</td><td colspan="4">Financial Management</td></tr>
<tr><td>Credit Value</td><td>3</td><td>Department</td><td colspan="4">Business</td></tr>
<tr><td rowspan="2">No. of weeks</td><td rowspan="2">14</td><td rowspan="2">Hrs. per week</td><td>Lecture</td><td>Tutorial</td><td>Laboratory</td><td>Total</td></tr>
<tr><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>Course Description</td><td colspan="6">This course examines the tools and techniques of financial management and their use in business decision-making. It addresses an understanding of finance theory and a working knowledge of strategies in the financial environment. It covers the whole range of basic financial concepts, including investment, financing and the financial system, financial statement analysis, risk analysis, the valuation process, capital budgeting, capital structure and international finance.</td></tr>
<tr><td>Prerequisite(s)</td><td colspan="6">ENGL 200, BUSI 220, and BUSI 110 or ECON 103</td></tr>
<tr><td rowspan="3">Initial Articulation Targets</td><td>UBC</td><td>SFU</td><td>UVic</td><td>UNBC</td><td>TRU</td></tr>
<tr><td>TBD</td><td>TBD</td><td>TBD</td><td>TBD</td><td>TBD</td></tr>
<tr><td colspan="5">For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.</td></tr>
<tr><td>Learning Outcomes</td><td colspan="6">Upon successful completion of this course, the student will be able to:
Define financial management and explain its function in business operations.
Calculate the time value of money using net present value (NPV) and other investment criteria.
Analyze operating cash flows.
Distinguish riskless from risky assets.
Compile portfolios and evaluate their potential and risk.
Describe the role of cost of capital in business operations and investment.
Analyze an appraisal of an investment project.
Evaluate bonds and stocks.
Describe features of financial markets and securities.
Analyze and evaluate corporate and individual investment decisions.
Describe the concepts and nature of financing and leasing.
Articulate the mechanics and financial implications of mergers and acquisitions.</td></tr>
<tr><td></td><td colspan="6">Core Topics – all of the following will be covered:
An overview of financial management and the financial environment
Financial statements, cash flow, and taxes
Time value of money</td></tr>
</table>

<table>
<tr><td>Content</td><td colspan="2">

Financial planning and forecasting financial statements
Risk, return, and the Capital Asset Pricing Model (CAPM)
Stocks, stock valuation, and stock market equilibrium
The cost of capital
The basics of capital budgeting: evaluating cash flows, estimation and risk analysis
Distributions to shareholders: dividends and repurchases
Public and private financing: initial offerings, seasoned offerings, and investment banks
Working capital management and short-term financing
Current asset management
Derivative techniques
Financial options and applications in corporate finance
International finance and trade
Corporate valuation and governance
Mergers, acquisitions, and restructuring

Additional topics may also be covered at the discretion of the instructor.
</td></tr>
<tr><td>Method of Instruction</td><td colspan="2">Lecture, class discussion, and in-class work on applications of concepts.</td></tr>
<tr><td>Required Textbook(s)</td><td colspan="2">The following textbook(s) is/are required, or approved equivalent(s):
Brigham, E., & Gessaroli, N. (2023). Financial management (4th Canadian ed.). Cengage Learning.
Supplemental Text:
Melicher, R., Norton, E. (2019). Introduction to finance: Markets, investments, and financial management (17th ed.). Wiley.</td></tr>
<tr><td rowspan="6">Evaluation</td><td>Component</td><td>% Value</td></tr>
<tr><td>Participation and Assignments (4 – 6)</td><td>15% - 20%</td></tr>
<tr><td>Quizzes</td><td>10% - 20%</td></tr>
<tr><td>Project</td><td>15% - 25%</td></tr>
<tr><td>Midterm exam</td><td>20% - 30%</td></tr>
<tr><td>Final exam</td><td>25% - 35%</td></tr>
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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 3: Term 2

Course Code	BUSI 320	Course Title	Business Law, Internet Law, and Intellectual Property Rights			
Credit Value	3	Department	Business			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	0	3
Course Description	This course examines the legal environment for businesses and its influence on digital business operations. Students analyze regulations, legislation, statutes, and company policies to identify compliance requirements for effective management and the mitigation of risks. Students also explore topics such as contracts, internet-related law, cyber-crimes, and intellectual property rights.					
Prerequisite(s)	ENGL 200 and BUSI 220					

Initial Articulation Targets	*UBC*	*SFU*	*BCIT*	*UNBC*	*TRU*
	COMM-V431 (3)	MGMT 360 (3)	BLAW 3100 (3)	COMM 300 (3)	BLAW 2910 (3)
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.				

Learning Outcomes

Upon successful completion of this course, the student will be able to:

- Describe the constitutional foundations of Canada's legal system.
- Explain the structure of the Canadian judicial system and the legal process in each court.
- Define and explain the various types of claims, intentional torts, and negligence.
- Explain and analyze the requirements of an enforceable contract and negotiable instruments.
- Describe and evaluate the different types of business organizations and their legal obligations.
- Analyze the legal obligations of employees, employers, agents, and independent contractors.
- Apply the legal concepts in real estate that affect business operations.
- Compare and contrast the rights and obligations of creditors and debtors in various types of credit, including foreclosure, escrow, sequestered accounts, mortgages, and bankruptcy.
- Specify the legal obligations of the parties involved in sales transactions.
- Identify and assess different cybercrimes, explaining how they occur and the possible legal remedies.
- Classify the different internet-related laws and their impact on business.
- Enumerate and explain the intellectual property rights that affect business operations.

Content

Core Topics – all of the following will be covered:

- Foundations of Canadian Law & Legal Environment
- Torts, Negligence & Product Liability
- Contracts & E-Contracts
- Business Organizations & Corporate Formation
- Agency & Commercial Relationships

	• Employment & Labour Law • Property & Intellectual Property • Banking, Credit & Mortgages • Bankruptcy & Insolvency • Advertising, Marketing & Consumer Regulation • Internet Law, Privacy & Social Media • Criminal Law & Cybercrime • International & Global Business Law Additional topics may also be covered at the discretion of the instructor.
Method of Instruction	Lecture, class discussion, individual and group case-studies, individual work on assignments, critical thinking and applications of concepts.
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s): Willes, J. A., Willes, F. M., & Willes, C. (2024). *Contemporary Canadian business law* (13th ed.). McGraw-Hill Canada. Sookman, B. B. (2024). *Computer, internet, electronic commerce and artificial intelligence law*. Thomson Reuters Canada. *Supplemental Text):* Miller, R.L. (2017). *Business Law Today* (Comprehensive 11th ed.). Cengage Learning. Alexander, T., & Papadeas, P. (2018). *Canadian business law* (3rd ed.). Emond Publishing. Craig, B. (2021). *Cyberlaw: The law of the internet and information technology*. Pearson. Deturbide, M., & Scassa, T. (2020). *Digital commerce in Canada*. LexisNexis Canada. Ervine, C. (2023). *Business law and ethics* (Canadian ed.). Open Educational Resource. https://ecampusontario.pressbooks.pub/buslawandethicscanada/front-matter/introduction/ Macdonald, K. (2019). *Cybercrime: Awareness, prevention, and response*. Emond Publishing. Yar, M., & Steinmetz, K. F. (2024). *Cybercrime and society* (4th ed.). Sage.

Evaluation	*Component*	*% Value*
	Participation and Assignments	10% - 20%
	Quizzes	15% - 20%
	Project	20% - 30%
	Midterm exam	15% - 20%
	Final exam	30% - 35%

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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 3: Term 2

Course Code	BUSI 350	Course Title	Business and Cyber-Ethics			
Credit Value	3	Department	Business			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	0	3
Course Description	This course prepares students to be professionals who actively ensure and observe ethical standards and social responsibilities when making decisions on issues faced by their organizations. Topics include ethical theories, ethical decision-making, corporate culture and social responsibility, technology and privacy in the workplace, ethics in the online environment, employment rights, ethics in online marketing and advertising, corporate governance, accounting, and environmental sustainability. The course also emphasizes the role of corporate culture in the manager's ethical context for decision-making.					
Prerequisite(s)	ENGL 200 and BUSI 220					
Initial Articulation Targets	*UBC*	*SFU*	*UVic*	*UNBC*	*TRU*	
	TBD	TBD	TBD	TBD	TBD	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.					
Learning Outcomes	Upon successful completion of this course, the student will be able to: • Explain the impact and implications of corporate culture in the manager's ethical context for decision-making. • Explain the managerial importance of ensuring ethical and social responsibility in organizations. • Assess organizational situations where ethical decision-making is needed. • Evaluate organizational action plans to ensure they reflect social responsibility towards the communities that the organization serves. • Develop ethical and socially responsible action plans. • Effectively communicate ethical and socially responsible decisions and action plans verbally and in writing.					

Content	Core Topics – all of the following will be covered:
	• Ethics, business and corporate social responsibility
	  ○ Ethical theories
	  ○ Ethics and business
	  ○ Corporate social responsibility
	  ○ Fair labour practices					

<table>
<tr><td></td><td colspan="2">

Corporate culture and ethics

Impact and implications of corporate culture on ethical practices
Employees' rights and responsibilities

Ethical decision-making

Personal and professional contexts of ethics
Technology and privacy in the workplace
Corporate governance, accounting and finance
Marketing and advertising
Business and environmental sustainability

Additional topics may also be covered at the discretion of the instruAdditional topics may also be covered at the discretion of the instructor.
</td></tr>
<tr><td>Method of Instruction</td><td colspan="2">Lecture, case studies, role plays, discussions, audio-visual materials, readings</td></tr>
<tr><td>Required Textbook(s)</td><td colspan="2">
The following textbook(s) is/are required, or approved equivalent(s):
Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2022). Business ethics: Ethical decision making and cases (13th ed.). Cengage Learning.
Supplemental Text:
Baase, S., & Henry, T. M. (2023). A gift of fire: Social, legal, and ethical issues for computing technology (6th ed.). Pearson.
Boatright, J. R., & Smith, J. (2017). Revel Ethics and the Conduct of Business (8th ed.). Pearson Education
Hartman, L., Desjardins, J., & MacDonald, C. (2023). Business Ethics (6th ed.). McGraw Hill Education.
Spinello, R. A. (2020). Cyberethics: Morality and law in cyberspace (7th ed.). Jones & Bartlett Learning.
Tavani, H. T. (2022). Ethics and technology: Controversies, questions, and strategies for ethical computing (6th ed.). Wiley.
</td></tr>
<tr><td rowspan="6">Evaluation</td><td>Component</td><td>% Value</td></tr>
<tr><td>Class participation</td><td>5% - 15%</td></tr>
<tr><td>In-class quizzes/assignments</td><td>5% - 15%</td></tr>
<tr><td>Team project</td><td>25% - 30%</td></tr>
<tr><td>Midterm exam</td><td>20% - 25%</td></tr>
<tr><td>Final exam</td><td>30% - 35%</td></tr>
</table>

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CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 3: Term 2

Course Code	BUSI 360	Course Title	Database Management and Cyber-Security			
Credit Value	3	Department	Business			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	2	5
Course Description	This course provides an integrated introduction to database systems and cybersecurity, emphasizing how organizations design, implement, secure, and manage data assets in contemporary digital environments. Students examine data modelling, database design, structured, semi-structured, and unstructured data use cases, SQL querying, database applications, physical database infrastructure, data warehousing, big data technologies, and analytics implications. A substantial portion of the course focuses on cybersecurity principles and practices, including database security, platform hardening, identity and access management, network and application security, data protection and privacy, cyber defence, incident response, and risk management. Through hands-on exercises, case studies, and applied projects, students develop practical skills in building and querying databases, securing data platforms, and applying foundational cybersecurity controls to protect organizational information systems.					
Prerequisite(s)	ENGL 200, BUSI 220, and COMM 237					
Initial Articulation Targets	*UBC*	*SFU*	*UVic*	*UNBC*	*TRU*	
	TBD	TBD	TBD	TBD	TBD	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca.					
Learning Outcomes	Upon successful completion of this course, the student will be able to: • Explain the role of database systems and cybersecurity in managing and protecting organizational data assets. • Differentiate structured, semi-structured, and unstructured data and model organizational data requirements using conceptual data modelling techniques. • Design and implement relational databases using EER modelling, logical design principles, normalization, and SQL. • Write and execute basic and advanced SQL queries to create, retrieve, and manipulate data within business applications. • Explain physical database design, data warehousing, data integration, and big data technologies and assess their implications for analytics and decision-making. • Explain core cybersecurity principles, including confidentiality, integrity, availability (CIA), identity and access management, and secure system architecture. • Identify database, network, and application security threats and recommend appropriate					

<table>
<tr><td></td><td>preventive and corrective controls.
• Apply foundational cyber defence, privacy, and incident response practices to support secure and compliant data environments.</td></tr>
<tr><td>Content</td><td>Core Topics – all of the following will be covered:
• Foundations of Data & Databases
• Structured vs. Semi-Structured vs. Unstructured Data Use Cases
• Database Design
• Querying & Database Applications
• Data Infrastructure & Analytics
• Database Security Foundations
• Cybersecurity Principles
• Network & Application Security
• Data Protection & Privacy
• Cyber Defense & Incident Response
• Integrated Case Studies & Emerging Issues
Additional topics may also be covered at the discretion of the instructor.</td></tr>
<tr><td>Method of Instruction</td><td>Lecture, class discussion, class collaboration project, individual assignments, team project on database design, examinations to assess knowledge, critical thinking, and applications of concepts.</td></tr>
<tr><td>Required Textbook(s)</td><td>The following textbook(s) is/are required, or approved equivalent(s):
Coronel, C., & Morris, S. (2023). Database systems: Design, implementation, & management (14th ed.). Cengage Learning.
Whitman, M. E., Mattord, H. J., & Green, A. (2022). Principles of information security (7th ed.). Cengage Learning.
Supplemental Texts:
Silberschatz, A., Korth, H. F., & Sudarshan, S. (2019). Database system concepts (7th ed.). McGraw-Hill Education.
Hoffer, J. Venkatarama, R. (2022). Modern Database Management, 13th edition. Pearson.
Kimball, R., & Ross, M. (2019). The data warehouse toolkit: The definitive guide to dimensional modelling (3rd ed.). Wiley.
Sharda, R., Delen, D., & Turban, E. (2023). Business intelligence, analytics, and data science: A managerial perspective (5th ed.). Pearson Education.
Stallings, W., & Brown, L. (2022). Computer security: Principles and practice (5th ed.). Pearson Education.</td></tr>
<tr><td rowspan="5">Evaluation</td><td>Component</td><td>% Value</td></tr>
<tr><td>Participation and Assignments</td><td>10% - 20%</td></tr>
<tr><td>Quizzes</td><td>15% - 20%</td></tr>
<tr><td>Project</td><td>20% - 30%</td></tr>
<tr><td>Midterm Examination</td><td>15% - 20%</td></tr>
</table>

	Final examination	30% - 35%