Curriculum Guides Year 4

TABLE OF CONTENTS

CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 4: Term 1

Course Code	BUSI 400	Course Title	E-Marketing Management and Strategy			
Credit Value	3	Department	Business			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	1	0	4
Course Description	This course examines the transition from traditional marketing to marketing in the information era, including key strategies and the analysis of e-market applications. Students will become familiar with different e-marketing tools used for optimization, promotion, and analytics. The course also covers topics such as internet behaviour, appropriate target segments, pricing, product opportunities, and online distribution channels.					
Prerequisite(s)	BUSI 300, BUSI 301, BUSI 305, and BUSI 340					

	UBC	*SFU*	*UVic*	*UNBC*	*TRU*
Initial Articulation Targets	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:
	• Upon successful completion of this course, the student will be able to:
	• Compare traditional marketing and digital marketing approaches and explain their roles within contemporary e-business environments.
	• Assess business websites using usability, content, and conversion principles and recommend digital tools that enhance marketing performance.
	• Design and evaluate digital marketing strategies that integrate SEO, SEM, paid advertising, and multi-channel campaign planning.
	• Develop a comprehensive digital marketing plan that aligns objectives, target markets, messaging, and channel selection.
	• Create content, video, and social media strategies supported by optimization and analytics to improve reach and engagement.
	• Design influencer, affiliate, email, and mobile marketing initiatives that support customer acquisition, conversion, and retention.
	• Apply digital marketing concepts to real or simulated business contexts and evaluate performance using analytics.
	• Assess ethical, legal, and regulatory considerations in digital marketing and identify emerging challenges and future trends.
Content	Core Topics – all of the following will be covered:

	• Digital marketing principles
	• Website Fundamentals and Conversion Basics
	• Search & Organic Visibility
	• Paid Search & Advertising with SEO and SEM
	• Digital marketing planning
	• Digital marketing strategies
	• Content & Video Marketing
	• Social media marketing
	• Influencer & Affiliate Marketing
	• Email Marketing & CRM Integration
	• Mobile marketing
	• Ethics & Legal Issues
	• Advanced Digital Advertising
	• Challenges & Future Directions
	Note: Artificial intelligence (AI) and blockchain concepts are embedded across the above topics. AI is addressed through applications such as personalization, marketing automation, predictive analytics, content generation, ad targeting, optimization, and performance measurement. Blockchain is examined in relation to digital advertising transparency, data integrity, secure transactions, trust in influencer and affiliate ecosystems, and emerging decentralized marketing platforms.
	Additional topics may also be covered at the discretion of the instructor.
Method of Instruction	Lectures, discussions, 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. (2022). *Digital marketing.* (8th Edition). Pearson Intl.
	Supplemental Text(s):
	Hemann, C., Burbary, K. (2018). Digital marketing analytics. (2nd ed.). Que Publishing Ptg.
	Chaffey, D., Ellis-Chadwick, F., Mayer, R., Johnston, K. (2022). Internet marketing: strategy, implementation and practice. David Chaffey (Ed.) Toronto: Prentice Hall.
	Kingsnorth, S. (2022). *Digital marketing strategy: An integrated approach to online marketing* (3rd ed.). Kogan Page.
	Marr, B. (2020). *Data strategy: How to profit from a world of big data, analytics and AI.* Kogan Page.
	Ryan, D. (2021). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (5th ed.). Kogan Page.
	Strauss, J., & Frost, R. (2020). *E-marketing* (8th ed.). Routledge.
	Tafesse, W., & Wien, A. (2021). *Marketing analytics: Strategic models and metrics.* Routledge.

	Sharda, R., Delen, D., & Turban, E. (2023). *Business intelligence, analytics, and data science: A managerial perspective* (5th ed.). Pearson Education.	
Evaluation	*Component*	*% Value*
	Participation and Assignments (4 – 6)	10% - 20%
	Quizzes/Online Activities	10% - 20%
	Project	20% - 25%
	Midterm exam	15% - 20%
	Final exam	20% - 30%

CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 4: Term 1

Course Code	BUSI 401	Course Title	Customer Relationship Management (CRM)			
Credit Value	3	Department	Business			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	1	0	4

Course Description	This course covers marketing theories and practice, online sales management, consumer behaviour, customer service skills, and customer relationship management. Students will be introduced to comprehensive sales processes from the traditional perspective to online sales management platforms. Relying on contemporary technology, this course will let students manage an e-commerce store to practically apply theoretical learning in online sales and customer relationships.
Prerequisite(s)	BUSI 300, BUSI 301, and BUSI 340

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 CRM in supporting customer acquisition, retention, and long-term value creation. • Analyze customer portfolios using segmentation, lifetime value, and profitability measures to support CRM decision-making. • Design and evaluate customer experience (CX) strategies that integrate marketing, sales, and service processes. • Apply marketing, sales force, and service automation tools to improve customer engagement and operational efficiency. • Use analytical CRM techniques to interpret customer data and generate actionable insights. • Develop and manage customer-related databases, including data quality, privacy, and digital security considerations. • Assess digital distribution channels and online selling strategies to support e-commerce and omnichannel sales. • Apply CRM concepts in practical business scenarios, communicating data-informed recommendations clearly.
	Core Topics – all of the following will be covered: • Introduction to customer relationship management (CRM) • Customer acquisition, retention, and development

Content	• Strategic CRM • Customer portfolio management • Managing customer experience • Marketing and sales force automation • Service automation • Analytical CRM • Developing and managing customer-related databases • Implementing CRM • Applied customer relationship management • Digital security for business • Digital distribution channels • Managing online selling • Online sales management skills • Strategies in online selling • Sales management technology Additional topics may also be covered at the discretion of the instructor.
Method of Instruction	Lectures, discussions, assignments and projects, individual and group work on customer sale management strategies.
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s): Buttle, F., Maklan, S. (2024). *Customer Relationship Management: Concepts and Technologies* (5th ed.). Routledge Publishing. *Supplemental Text(s):* Chaffey, D., & Ellis-Chadwick, F. (2022*). Digital marketing (8th ed.).* Pearson Education. Payne, A. (2021*). Handbook of CRM: Achieving excellence in customer management (2nd ed.).* Routledge. Peppers, D., Rogers, M. (2022). *Managing Customer Experience and Relationships: A Strategic Framework* (4th ed.). Wiley Publishing. Tafesse, W., & Wien, A. (2021*). Marketing analytics: Strategic models and metrics.* Routledge.

	Component	% Value
Evaluation	Participation and Assignments (4 – 6)	20% - 30%
	Quizzes	10% - 20%
	Project	15% - 25%
	Midterm exam	15% - 20%
	Final exam	30% - 35%

CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 4: Term 1

Course Code	BUSI 410	Course Title	Supply Chain Management and Logistics		
Credit Value	3	Department	Business		
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*

No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	0	3

Course Description	This course presents the fundamentals of supply chain, distribution, and transportation network management. It is primarily focused on planning, operation, monitoring and control of local and global distribution networks in support of business operations. It covers demand, supply, production, inventory, warehousing, distribution and transportation, and considers how these interconnections are managed within the supply chain.
Prerequisite(s)	BUSI 330

Initial Articulation Targets	*UBC*	*SFU*	*UVic*	*UNBC*	*TRU*
	COM_V341 (3)	TBD	TBD	TBD	SCMN 3321 (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: • Identify and describe the key components of supply chain management. • Explain the contribution of supply chain management to business operations. • Discuss and assess supply chain and distribution networks. • Construct supply chain and distribution networks that support business operations. • Identify the necessary transportation arrangements that support business strategies. • Analyze the factors involved in selecting an ideal facility location for logistics and transportation. • Design appropriate inventory techniques to determine demand and supply using quantitative and analytical models. • Analyze how technology affects the supply chain. • Identify requirements for the domestic and international transport of goods. • Identify problems and create solutions to contemporary problems related to supply chain, logistics, distribution, and disruption. • Develop a strategic plan for an efficient, sustainable, and successful supply chain operation.
	Core Topics – all of the following will be covered: • The supply chain revolution and fundamental concepts • Supply chain information technology

Content	• Logistics and customer accommodation • Integrated operations planning • Procurement and manufacturing • Inventory • Transportation • Warehousing, materials handling, and packaging • Global supply chains • Network design • Supply chain relationship management • Performance measurement • Role of blockchain and AI in Supply Chain Management • Supply chain trends • Supply chain disruption Additional topics may also be covered at the discretion of the instructor.
Method of Instruction	Lecture, class discussion, class collaboration project, individual work on assignments - case studies, team project on supply chain network analysis, examinations to assess knowledge, critical thinking, and application of concepts.
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s): Bowersox, D., Close, D., Cooper, B. (2023). *Supply Chain Logistics Management* (6th ed.). McGraw-Hill Higher Education (International). *Supplemental Text(s):* Chopra, S., & Meindl, P. (2021). *Supply chain management: Strategy, planning, and operation* (7th ed.). Pearson Education. Langley, C. J., Novack, R. A., Gibson, B. J., & Coyle, J. J. (2024). *Supply chain management: A logistics perspective* (12th ed.). Cengage Learning. Heizer, J., Render, B., Griffin, P., & Munson, C. (2025). *Operations management: Sustainability and supply chain management* (5th Canadian ed.). Pearson Canada. Monczka, R. M., Handfield, R. B., Giunipero, L. C., & Patterson, J. L. (2023). *Purchasing and supply chain management* (7th Canadian ed.). Cengage Learning

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

CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 4: Term 1

Course Code	BUSI 430	Course Title	Business Analytics		
Credit Value	3	Department	Business		
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*

No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	1	4

Course Description	This course introduces a range of methods and modern technologies that are used in business analytics to understand historical information and anticipate future events. It addresses the utilization of data tools for modelling, visualization, reporting, and forecasting. The course deals with advanced techniques and tools to support decision-making processes in business environments.
Prerequisite(s)	COMM 290 and BUSI 340

Initial Articulation Targets	*UBC*	*SFU*	*UVic*	*UNBC*	*TRU*
	COMM-V 414 (3)	BUS 336 (3)	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 business analytics and explain its role in business operations and management. • Demonstrate an understanding of the theories, methods, and technologies used in business analytics. • Compare the performance and reliability of the different business analytics applications. • Identify and justify opportunities for management and group-support systems using business analytics. • Identify and evaluate the trends and best practices in business analytics. • Demonstrate how managers use business analytics in managerial decision-making to formulate and solve business problems. • Collect, generate, and analyze actual business data. • Create a digital dashboard and prepare a business analytics report. • Apply Excel and Excel add-ins to solve business problems. • Apply both statistics and business analytics to a business problem. • Explain the essence of statistical process control in Six Sigma and demonstrate how it is applied.
Content	Core Topics – all of the following will be covered: • Definition and use of business analytics • Types of analytics

	- Business analytics in value chain - An applied integrated approach to business analytics - Data types, format, and structure - Data management—integration, data quality, and governance - Analytics methodology and modelling tools - Descriptive and diagnostic Tools: business intelligence (BI) visualization and reporting - Exploratory data analysis (EDA) and business intelligence (BI) analysis - Advanced analytics tools: prediction, optimization, discovery, and forecasting - A unified view of BI analysis, advanced analytics, and visualization - Types of advanced analytics and applications - KNIME advanced analytics platform - The analytics decision-making process and the analytics deciders - Identifying business opportunities by recognizing patterns - Business analytics and risk management - Demonstration of business analytics workflows: analytics enterprise - Demonstration of business analytics workflows: analytics CRM Additional topics may also be covered at the discretion of the instructor.
Method of Instruction	Lectures, discussions, assignments and projects, individual and group work on an analytics report.
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s): Albright, S. C., & Winston, W. L. (2023). *Business analytics: Data analysis and decision making* (8th ed.). Cengage Learning. *Supplemental Text(s):* Bailey, C., & Lightstone, S. (2023). *Data analytics in business: A Canadian perspective* (1st Canadian ed.). Nelson Education. Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., Anderson, D. R., & Williams, T. (2023). *Business analytics* (5th ed.). Cengage Learning. Evans, J. R. (2022). *Business analytics: Methods, models, and decisions* (2nd ed.). Pearson Education. Lin, N. (2015). *Applied business analytics: Integrating business process, big data, and advanced analytics* (2nd ed.). Pearson Education. Richardson, V. J., & Watson, M. W. (2023). *Introduction to business analytics*. McGraw-Hill Education. Sharda, R., Delen, D., & Turban, E. (2023). *Business intelligence, analytics, and data science: A managerial perspective* (5th ed.). Pearson. Shmueli, G., Patel, N. R., & Bruce, P. C. (2022). *Data mining for business analytics: Concepts, techniques, and applications in R* (2nd ed.). Wiley.
	Component *% Value*

Evaluation	Participation and Assignments	15% - 20%
	Quizzes	15% - 20%
	Project	20% - 30%
	Midterm exam	15% - 20%
	Final exam	25% - 35%

CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 4: Term 1

Course Code	BUSI 445	Course Title	Advanced Business Research		
Credit Value	4	Department	Commerce		
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*

No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	2	5

Course Description	This course equips students with advanced skills in designing, conducting, analyzing, and reporting business research for strategic decision-making. Students explore mixed-methods and experimental designs, survey and instrument development, marketing and customer research, digital analytics, and key performance indicators. Emphasis is placed on advanced qualitative and quantitative analysis, including coding, thematic synthesis, regression, segmentation, and conversion metrics. Students learn to communicate insights effectively through data visualization, interactive dashboards, and professional reports, linking findings to actionable business strategies. By the end of the course, students will critically evaluate research designs, apply advanced analytical techniques, and present evidence-based recommendations suitable for executive-level decision-making, demonstrating readiness for complex, real-world business research challenges.
Prerequisite(s)	BUSI 210 and BUSI 305

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: • Demonstrate advanced understanding of research design, methodology, and ethical considerations in complex business contexts. • Apply mixed-methods, experimental, and digital research approaches to investigate managerial and organizational problems. • Develop, test, and validate measurement instruments, ensuring reliability and construct validity. • Conduct advanced qualitative and quantitative analyses, including regression, segmentation, and KPI interpretation. • Design and implement digital dashboards and data visualizations to communicate insights effectively. • Translate research findings into actionable recommendations for strategic business decisions. • Prepare professional research reports and executive summaries that adhere to ethical and scholarly standards.

Content	**Core topics** – all of the following will be covered: • Research in Upper-Division Business and Capstone Preparation • Advanced Research Design • Marketing Research Foundations

	- Customer & User Research - Advanced Survey & Instrument Design - Experimental & A/B Testing Designs - Qualitative Data Analysis - Advanced Quantitative Analysis - Digital Analytics & KPIs - Data Visualization Principles - Building Digital Dashboards - Interpreting Results for Strategy - Research Reporting Additional topics may also be covered, at the discretion of the instructor.
Methods of Instruction	Lectures, assignments, computer laboratory work, research projects, assigned reading, quizzes, and examinations.
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s). Brown, T. J., Suter, T. A., & Churchill, G. A., Jr. (2024). *Basic marketing research: Customer insights and managerial action* (10th ed.). Cengage. Saunders, M., Lewis, P., & Thornhill, A. (2024). *Research methods for business students* (9th ed.). Pearson Education. Supplementary Textbooks: Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2024). *Statistics for business and economics* (15th ed.). Cengage. Black, K. (2023). *Business statistics: For contemporary decision making* (11th ed.). Hoboken, NJ: Wiley. Bryman, A., & Bell, E. (2021). *Business research methods* (5th ed.). Oxford University Press. Cooper, D. R., & Schindler, P. S. (2024). *Business research methods* (14th ed.). McGraw-Hill Education. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage. Hair, J. F., Babin, B., & Anderson, R. E. (2022). *Marketing research* (4th ed.). McGraw-Hill Education. Knaflic, C. N. (2015). *Storytelling with data: A data visualization guide for business professionals*. Wiley. Lind, D. A., Marchal, W. G., & Wathen, S. A. (2020). *Basic statistics for business & economics* (10th ed.). McGraw-Hill Education. Marshall, A. (2023). *Marketing research: A managerial approach*. Sage. Nunan, D., Birks, D. F., & Malhotra, N. K. (2020). *Marketing research: Applied insight* (6th ed.). Pearson. Powell, S. G., & Baker, K. R. (2020). *Management science: The art of modelling with spreadsheets* (5th ed.). Wiley. Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill-building approach* (8th ed.). Wiley. Shmueli, G., Bruce, P. C., Gedeck, P., & Patel, N. R. (2020). *Data mining for business analytics: Concepts, techniques, and applications in Python* (3rd ed.). Wiley.

	Wilson, A. (2018). *Marketing research: Delivering customer insight* (4th ed.). Bloomsbury Academic.
	Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2019). *Business research methods* (10th ed.). Cengage Learning.

Evaluation	Component	% Value
	Presentation	10% - 15%
	Analytical Assignment	15% - 20%
	Advanced Research Proposal	10% - 15%
	Dashboard Project	20% - 25%
	Marketing Research Study Dashboard	20% - 25%
	Final Research Report	15% - 20%

CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Year 4: Term 2

Course Code	BUSI 405	Course Title	Strategic Management			
Credit Value	3	Department	Business			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	0	3

Course Description	Integrating organizational and economic theories, this course focuses on approaches to strategic management that have proved to be successful. The course introduces concepts and analytical techniques for creating a sustainable advantage in competitive business environments. The application of these approaches will occur through the use of case studies of various businesses from around the world. Key topics include external and internal business environments, value creation, competitive dynamics, strategies, advantages and strategic leadership.
Prerequisite(s)	BUSI 330

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: • Apply internal and external methods of business analysis, including strengths, weaknesses, opportunities, threats (SWOT) analysis and Porter's Five Forces. • Apply the appropriate business-level competitive strategies to specific business scenarios. • Design an overall corporate strategy, based on portfolio analysis and the consideration of related and unrelated diversification, mergers and acquisitions, joint ventures, and divestitures. • Explain the dynamics of international expansion and apply Porter's Diamond Model of National Competitive Advantage. • Design a plan for the launch of a new venture, either inside the firm or as an independent entity. • Explain the principles of effective strategic control and corporate governance. • Describe the main characteristics of effective strategic leadership.
	Core Topics – all of the following will be covered: **Strategic Analysis** • Strategic management: creating competitive advantages • Analyzing the external environment of the firm

Content	• Assessing the internal environment of the firm • Recognizing a firm's intellectual assets: moving beyond a firm's tangible resources **Strategic Formulation** • Business-level strategy: creating and sustaining competitive advantages • Corporate-level strategy: creating value through diversification • International strategy: creating value in global markets • Entrepreneurial strategy and competitive dynamics **Strategic Implementation** • Strategic control and corporate governance • Creating effective organizational designs • Strategic leadership models: creating a learning organization and an ethical organization • Managing innovation and fostering corporate entrepreneurship Additional topics may also be covered at the discretion of the instructor.
Method of Instruction	Lecture, class discussion, case studies, audio-visual materials, individual and group assignments
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s): Dess, G., McNamara, G., Eisner, A., & Lee, S-H. (2023). *Strategic management: Text and cases* (11th ed.). McGraw Hill Education. *Supplemental Texts):* Barney, J. B., & Hesterly, W. S. (2022). *Strategic management and competitive advantage: Concepts and cases* (7th ed.). Pearson. Crossan, M. M., Fry, J. N., & Killing, J. P. (2021). *Strategic analysis and action* (10th ed.). Pearson Canada. Gamble, J.E., Thompson, A.A., & Peteraf, M. (2023). *Essentials of strategic management* (8th ed.). McGraw Hill Education Grant, R. M., & Jordan, J. (2023). *Foundations of strategy* (3rd Canadian ed.). Wiley Canada. Hill, C. W. L., Schilling, M. A., & Jones, G. R. (2023). *Strategic management: Theory and cases: An integrated approach* (14th Canadian ed.). Cengage Canada. Rothaermel, F. T. (2024). *Strategic management* (6th ed.). McGraw Hill.

	Component	*% Value*
Evaluation	Active Learning (incl. in-class exercises, topic presentation, and discussion)	5% - 20%
	Quizzes	5% - 15%
	Team Case-Based Projects (2)	25% - 40%
	Midterm exam	15% - 20%
	Final exam	25% - 30%

CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 4: Term 2

Course Code	BUSI 425	Course Title	Digital Finance 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 explores the convergence of digital finance, blockchain, and Artificial Intelligence (AI) in the modern financial ecosystem. It delves into the transformative power of these technologies across banking, payments, investment, risk management, and compliance. By the end of the course, students will gain a comprehensive understanding of how AI and blockchain integrate to create innovative financial services, enhance security, streamline transactions, and improve decision-making.
Prerequisite(s)	BUSI 220, ECON 105, BUSI 310

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 evolution of digital finance and distinguish digitization from digital transformation, including how AI and blockchain are reshaping financial services. • Analyze digital payment systems and platforms, including AI-based fraud detection and blockchain-enabled settlement models. • Explain blockchain and distributed ledger fundamentals and evaluate the roles of cryptocurrencies, stablecoins, and CBDCs. • Assess DeFi as a blockchain-based financial model, including smart contracts, tokenization, and decentralized exchanges, and compare it to traditional finance. • Apply foundational AI and machine learning concepts to finance use cases such as credit scoring, digital lending, robo-advisory, and algorithmic trading. • Use digital finance data to support analytics and forecasting, including KPI selection, dashboards, and AI-supported predictive modelling concepts. • Evaluate regulatory compliance and risk in digital finance, including AI governance, cybersecurity, privacy, and legal/ethical issues in blockchain-based services. • Analyze case studies of AI-driven and blockchain-enabled financial services to propose evidence-based recommendations for e-business integration and assess emerging trends.
	Core topics – all of the following will be covered:

Content	- Introduction to digital finance (AI- and blockchain-enabled financial ecosystems) - Evolution of financial services in the digital era (platformization, automation, decentralized models) - Digitization vs. digital transformation (role of AI and distributed ledger technologies) - Digital payments and platforms (AI fraud detection, blockchain-based settlement) - Decentralized Finance (DeFi) (smart contracts, decentralized exchanges, tokenization) - Blockchain and cryptocurrencies (distributed ledgers, consensus mechanisms, stablecoins, CBDCs) - Artificial intelligence and machine learning in finance (credit scoring, fraud detection, robo-advisory, algorithmic trading) - Digital lending and credit (AI-driven underwriting and alternative data) - Regulatory compliance (RegTech, AI-driven monitoring, blockchain audit trails) - Digital finance and e-business (embedded finance, API-based platforms) - Security, privacy, and regulatory challenges in digital finance (cybersecurity, cryptography, data protection) - Case studies in blockchain- and AI-driven financial services - Digital finance, analytics, and forecasting (predictive modelling, real-time dashboards) - Investment and wealth management in the digital era (robo-advisors, tokenized assets) - Emerging trends and future of digital finance (generative AI, decentralized identity, Web3 finance) Note: Artificial intelligence and blockchain are embedded across payments, lending, compliance, analytics, and investment topics to ensure students understand how emerging technologies are transforming digital financial services. Additional topics may also be covered, at the discretion of the instructor.
Methods of Instruction	Lectures, discussions, case studies, assignments and projects, individual and group work on digital finance (fintech, e-investments, e-finance, etc.)
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s). Gasiorkiewicz. L. (2023), *Digital Finance and the Future of the Global Financial System: Disruption and Innovation in Financial Services,* Routledge Publishing. Beaumont, P. (2020), *Digital Finance, Big Data, Start-ups, and the Future of Financial Services,* Routledge Publishing Supplemental Texts: Agrawal, A., Gans, J. S., & Goldfarb, A. (2018). *Prediction Machines*. Harvard Business Review Press. Arner, D. W., Barberis, J., & Buckley, R. P. (2020). *The Regtech Book*. Wiley. Kogan & Kolokolova (2023), Marr (2020), and Schär (2021) for deeper insight into AI and blockchain applications in finance. Tapscott, D., & Tapscott, A. (2016). *Blockchain Revolution*. Penguin.

	Supplementary Resources: Online Resources: o MIT OpenCourseWare: *FinTech: Shaping the Financial World* o Coursera*: FinTech and the Transformation in Financial Services* o Websites: CoinDesk, Finextra, and the CFA Institute blog.	
Evaluation	*Component*	*% Value*
	Participation and Assignments	10% - 20%
	Quizzes	15% - 20%
	Project	20% - 30%
	Midterm exam	15% - 20%
	Final exam	30% - 35%

CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 4: Term 2

Course Code	BUSI 440	Course Title	Global Business Management			
Credit Value	3	Department	Business			
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*
			3	0	0	3

Course Description	This course provides a comprehensive examination of issues and challenges facing business managers who seek to initiate or expand their businesses internationally, primarily through digital strategies. The course draws on real-world international business examples, trade agreements, and case analyses, enabling students to formulate effective implementation strategies for entry and expansion. Product, management, and digital competitiveness perspectives are explored. In this integrative course, students are encouraged to apply knowledge from other business areas to address challenges related to the structure, digital technologies, human resources, and cultural needs of global business.
Prerequisite(s)	BUSI 330

	UBC	*SFU*	*UVic*	*UNBC*	*TRU*
Initial Articulation Targets	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 importance of international business as the basis for business entry or expansion. • Identify the role of enablers, especially technology and corporate social responsibility in formulating international business relationships. • Summarize the driving forces of global trade and the resulting world trade flows from a country perspective. • Apply a variety of tools and frameworks to identify and evaluate the potential advantages or limitations international trade arrangements provide to international businesses. • Assess international market entry modes, with an emphasis on global digital delivery channels. • Identify a management decision framework for successful international business operations, including sustainability and environmental drivers of supply and demand; the focus of management practice will be on global digital entrepreneurship. • Evaluate the role and capacity of multinationals in relation to establishing competitive strategies in the digital environment. • Analyze and evaluate best practices for international business leadership and digital entrepreneurship. • Develop a strategic plan for international business entry or expansion, from product,

	management and competitiveness perspectives that consider human resources, digital technology, organizational structure and cultural sensitivity requirements.
Content	Core Topics – all of the following will be covered: • The challenging context of international business • International trade and investment • Sociocultural forces • Sustainability and natural resources • Political forces that affect global trade • Intellectual property rights and other legal forces • Economic and socioeconomic forces • The international monetary system and financial forces • International competitive strategy • Organizational design and control with an emphasis on global digital delivery • Global leadership issues and practices • Global digital entrepreneurship • Global marketing with an emphasis on e-business • Managing human resources in an international context • International accounting and financial management Additional topics may also be covered at the discretion of the instructor.
Method of Instruction	Lecture, class discussion, and class work on applications of concepts.
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s): Geringer, M., McNcNett, J., & Ball, D. (2024). *International Business* (4th ed.). McGraw Hill *Supplemental Text(s):* Cavusgil, S. T., Deligonul, S., & Zhang, C. (2024). *International business: The new realities — Canadian Perspective* (5th ed.). Pearson Canada. Collinson, S., Narula, R., Qamar, A., & Rugman, A. M. (2024). *International business* (9th ed.). Pearson. Deresky, H. (2017). *International Management: Managing across borders and culture*, 9th edition. Prentice Hall. Hill, C. W. L., McKaig, T., Cotae, F., & Musabende, J. (2024). *Global business today* (7th Canadian ed.). McGraw-Hill Education. Palacios, M., & Vicencio, R. (2023). *Canada in the global economy: Business, trade, and competitiveness* (1st ed.). University of Toronto Press.

	Component	% Value
	In-class activities	10% - 20%
	Class project	10% - 15%

Evaluation	Case project (team)	25% - 30%
	Midterm exam	20% - 25%
	Final exam	25% - 30%

CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE
Year 4: Term 2

Course Code	BUSI 450	Course Title	Capstone: Portfolio and Applied Research		
Credit Value	4	Department	Commerce		
No. of weeks	14	Hrs. per week	*Lecture*	*Tutorial*	*Laboratory*	*Total*

No. of weeks	14	Hrs. per week	Lecture	Tutorial	Laboratory	Total
			3	1	2	6

Course Description	This capstone course provides a comprehensive, summative assessment of student ability through completion of a professional self-actualization portfolio and an applied research project, both of which are intended to showcase student employability. Nurtured amid small-group tutorial sessions, the portfolio will highlight individual strengths. Meanwhile, the group-based, applied research project will highlight collaborative engagement with a real-world business scenario, creating further opportunities for community liaison and service. The research project will be presented to and evaluated by a panel of industry professionals.
Prerequisite(s)	107 program credits with a minimum cumulative GPA of 2.00, including BUSI 400 and BUSI 445

	UBC	*SFU*	*UVic*	*UNBC*	*TRU*
Initial Articulation Targets	TBD	TBD	TBD	TBD	TBD

Initial Articulation Targets	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: • Review and integrate e-business concepts, strategies, and tools from previous courses. • Produce a self-actualization portfolio • Produce an applied e-business research project. • Analyze a business scenario and define related problems. • Demonstrate problem-analysis and problem-solving skills. • Conduct mining, conversion, and analysis of data. • Build a digital dashboard and use it to create a report. • Translate marketing challenges into an opportunity by creating an e-marketing strategic plan. • Collaborate and effectively work on a team project. • Use AI as a tool in business research • Professionally interact and communicate with stakeholders of an existing business. • Develop competence in producing business reports and presentations to prospective stakeholders. • Research, analyze, assess, present findings, and propose business solutions and alternatives

	given the constraints and risks in a business.
	• Identify key strategic decisions in a business and communicate them for evaluation.
Content	**Core topics** – all of the following will be covered: • Review and integrate e-business concepts, strategies, and tools from previous courses, including e-commerce, e-marketing strategies, web analytics, business analytics, operations, customer relationship management, and supply chain management • Application of the foregoing concepts, strategies, and tools to develop an e-business plan • Project planning, analysis, development, management, completion, and evaluation • Research requirements and data gathering plan • Data mining, conversion, and analysis • Digital dashboards • Business analysis reports • Stakeholder analysis, management, and interaction • Soft skills in project management • Use of AI in business research • Reporting and presentation techniques Note: the portfolio will consolidate projects from the courses below: • BUSI 301: E-Commerce: Online Store Profile, Web Map and Summary of Web Administration Manual • BUSI 340: Web Analytics: Web Analytics Report • BUSI 360: Database Management and Cyber Security: Sample Database • BUSI 400: E-Marketing Management and Strategy: E-Marketing Plan • BUSI 430: Business Analytics: Digital Dashboard The projects are updated, polished, summarized, and consolidated. Publishing the portfolio is also an option. Additional topics may also be covered, at the discretion of the instructor.
Method of Instruction	Lecture, review, discussions, assignments and projects, individual and group work, problem solving, class sharing, and individualized mentoring in small tutorial groups.
Required Textbook(s)	The following textbook(s) is/are required, or approved equivalent(s). Laudon, K., & Traver, C. (2022). *E-Commerce 2022: Business, Technology and Society* (16th ed.). Pearson Publication. Saunders, M., Lewis, P., & Thornhill, A. (2022). *Research methods for business students* (8th ed.). Pearson Education. Supplemental Text: Agnihotri, A., & Rapp, A. (2023). *E-business strategies in Canada: Managing digital transformation and value creation* (1st Canadian ed.). University of Toronto Press. Beasley, M. (2013). *Practical web analytics for user experience: How analytics can help you understand*

	your users. Morgan Kaufmann.
	Creswell, J. W., & Creswell, J. D. (2024). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.
	Chaffey, D., Ellis-Chadwick, F. (2024). *Digital marketing* (8th ed.). Pearson Intl.
	Kollman, T. (2019). *E-Business* (7th ed.). Springer Gabler.
	Sekaran, U., & Bougie, R. (2022). *Research methods for business: A skill-building approach* (8th ed.). Wiley.
	Wirtz, B. W. (2025). *Digital business and electronic commerce: Strategy, value creation and implementation*. Springer.

Evaluation	*Component*	*% Value*
	Self-Actualization Portfolio	30% - 40%
	Applied E-Business Group Project	40% - 50%
	Industry Evaluation of Group Project	20% - 30%