

Bachelor of Business Administration in e-Business Management

Course List by Year — Credits, Hours, Course Descriptions, and Prerequisites

Alexander College | Ministerial Consent Ref. 150792

Year 1

BUSI 110 Business Mathematics

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	1	0

Total hrs/wk: 4

Course Description: This course introduces foundational mathematical and quantitative techniques used in business. Topics include arithmetic and algebra foundations, financial mathematics, break-even analysis, descriptive statistics, probability, sampling, and introductory regression, with emphasis on business decision-making.

Prerequisite(s): ENGL 098

COMM 100 Introduction to Business

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 3

Course Description: This course provides an understanding of different business types, structures, functions, disciplines, principles, and activities within a Canadian context and an understanding of the forces, both external and internal, of the company that impact businesses and their performance. The course material will be applicable to all main types of business ownership, i.e. sole proprietorship, partnership and corporation.

Prerequisite(s): ENGL 098

CPSC 165 Introduction to Internet Concepts and Web Design Principles

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	1

Total hrs/wk: 4

Course Description: This course introduces students to basic planning and designing of effective web pages; implementing web pages using HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets); enhancing web pages with the use of page layout techniques, text formatting, graphics, images, and multimedia; and producing a functional, multi-page website. It does not require nor expect any prior knowledge of HTML or Web design.

Prerequisite(s): ENGL 098

ECON 103 Principles of Microeconomics

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 3

Course Description: Microeconomics is a particular branch of economics that exploits a model of behaviour based on several principles of motivation, preferences, and technology. This introductory course introduces the principal

elements of theory concerning utility and value, price and costs, factor analysis, productivity, labour organization, competition and monopoly, and the theory of the firm.

Prerequisite(s): ENGL 098; and ECON 100 or MATH 11 (B) or MATH 12 (C) or MATH 100 or BUSI 110

ECON 105 Principles of Macroeconomics

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 3

Course Description: Principles of macroeconomics introduces macroeconomic theories and issues, and how economic variables interact with one another. This introductory course covers topics such as the national product and income and how to measure it, the theory of income and employment determination, inflation, money, banking, and the Bank of Canada, interest rates and exchange rates, and fiscal and monetary policies.

Prerequisite(s): ENGL 098; and ECON 100 or MATH 11 (B) or MATH 12 (C) or MATH 100 or BUSI 110

ENGL 100 Strategies for University Writing

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	6	0	0

Total hrs/wk: 6

Course Description: This course provides instruction and practice in writing essays and reports for college and university courses. The primary aim of this course is to teach students the components of the composing process: how to generate ideas, research a topic, compose a thesis, plan, draft, revise, and edit various genres of academic discourse. These include expository and persuasive essays, rhetorical analysis, literary analysis, scholarly research essay, review of previous research, and examination/in-class essay. The course also helps students improve the active reading, speaking, and critical thinking skills and abilities necessary for success in college and university courses.

Prerequisite(s): ENGL 099 (C or higher) or English 12 (C or higher)

Arts and Science Electives

Arts & Science Elective Lower-Division Elective 1

Credits: 3 (Term 1) — specific course to be selected by the student from the approved Arts and Science elective list; not a fixed curriculum guide entry.

Arts & Science Elective Lower-Division Elective 2

Credits: 3 (Term 1) — specific course to be selected by the student from the approved Arts and Science elective list; not a fixed curriculum guide entry.

Arts & Science Elective Lower-Division Elective 3

Credits: 3 (Term 2) — specific course to be selected by the student from the approved Arts and Science elective list; not a fixed curriculum guide entry.

Arts & Science Elective Lower-Division Elective 4

Credits: 3 (Term 2) — specific course to be selected by the student from the approved Arts and Science elective list; not a fixed curriculum guide entry.

Year 1 Credit Total: 30 (incl. electives)

Year 2

BUSI 210 Business Research Methods

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	1	0

Total hrs/wk: 4

Course Description: 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.

Prerequisite(s): ENGL 100 and BUSI 110

BUSI 220 Introduction to E-Business

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	1	0

Total hrs/wk: 4

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 100 and COMM 100

COMM 237 Information Systems in Business

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
4	3	0	2

Total hrs/wk: 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

COMM 280 Small Business and Entrepreneurship

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 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 (COMM 100 recommended for students with no previous work experience)

COMM 281 Human Resources Management

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 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

COMM 290 Introduction to Quantitative Decision Making

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	1

Total hrs/wk: 4

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

COMM 292 Management and Organizational Behaviour

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 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

COMM 293 Introduction to Financial Accounting

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	6	0	0

Total hrs/wk: 6

Course Description: 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. 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.

Prerequisite(s): ENGL 098

COMM 296 Introduction to Marketing

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	1	0

Total hrs/wk: 4

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 (ECON 103 recommended)

ENGL 200 Professional and Technical Communication

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 3

Course Description: 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.

Prerequisite(s): ENGL 100

Year 2 Credit Total: 31

Year 3

BUSI 300 Advanced E-Business

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	1	0

Total hrs/wk: 4

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): ENGL 200 and BUSI 220

BUSI 301 E-Commerce

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	1

Total hrs/wk: 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

BUSI 305 Digital Marketing and AI

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	1

Total hrs/wk: 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 220

BUSI 310 Financial Management

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 3

Course Description: 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.

Prerequisite(s): ENGL 200, BUSI 220, and BUSI 110 or ECON 103

BUSI 320 Business Law, Internet Law, and Intellectual Property Rights

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 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

BUSI 330 Operations Management with AI Applications

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	1

Total hrs/wk: 4

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

BUSI 340 Web Analytics

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	1

Total hrs/wk: 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

BUSI 350 Business and Cyber-Ethics

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 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

BUSI 360 Database Management and Cyber-Security

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
4	3	0	2

Total hrs/wk: 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

Arts and Science Electives

Arts & Science Elective Upper-Division Elective

Credits: 3 (Term 2) — specific course to be selected by the student from the approved Arts and Science elective list; not a fixed curriculum guide entry.

Year 3 Credit Total: 31 (incl. electives)

Year 4

BUSI 400 E-Marketing Management and Strategy

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	1

Total hrs/wk: 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

BUSI 401 Customer Relationship Management (CRM)

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	1

Total hrs/wk: 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

BUSI 405 Strategic Management

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 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

BUSI 410 Supply Chain Management and Logistics

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 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

BUSI 425 Digital Finance and AI

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	1

Total hrs/wk: 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, and BUSI 310

BUSI 430 Business Analytics

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	1

Total hrs/wk: 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

BUSI 440 Global Business Management

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
3	3	0	0

Total hrs/wk: 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

BUSI 445 Advanced Business Research

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
4	3	0	2

Total hrs/wk: 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**BUSI 450 Capstone: Portfolio and Applied Research**

Credits	Lecture hrs/wk	Tutorial hrs/wk	Lab hrs/wk
4	3	1	2

Total hrs/wk: 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**Arts and Science Electives****Arts & Science Elective Upper-Division Elective**

Credits: 3 (Term 2) — specific course to be selected by the student from the approved Arts and Science elective list; not a fixed curriculum guide entry.

Year 4 Credit Total: 32 (incl. electives)

Program Credit Total (Years 1–4, incl. electives): 124