

STUDY ABROAD – BUSINESS AND MEDIA

For International Students



STUDY ABROAD BY DESIGN

Build a custom program by selecting up to four courses from one or more program areas. The following list provides a sample of the courses offered by the School of Business:

MARKETING

MKTG 1352	Digital Marketing
MKTG 3554	Digital Branding
MKTG 1323	Effective Public Speaking
MKTG 1552	Social Media Marketing
MKTG 1123	Sustainable Event Management
MKTG 1324	Small Business Development
MKTG 2203	Marketing Communications Essentials

BUSINESS ADMINISTRATION

BUSA 2205	Entrepreneurial Management
BUSA 4800	Management Policy
BUSA 7250	Management Skills and Applications
BUSA 3455	Introduction to E-Commerce
ORGB 1105	Organizational Behaviour
BUSA 2705	Teamwork Skills
BUSA 3105	Leadership Skills 1

HUMAN RESOURCE MANAGEMENT

HRMG 3105	Human Resource Management Fundamentals
HRMG 3305	Recruitment and Selection
HRMG 3505	Training and Development
HRMG 4155	Performance Management
HRMG 4405	Total Compensation Strategy
BLAW 3805	Human Rights Law
HRMG 2805	Workplace Health and Safety

OPERATIONS AND PROJECT MANAGEMENT

OPMT 1197	Statistics for Business and Industry
OPMT 1710	Introduction to Lean Concepts
OPMT 1198	Operations Management Fundamentals

OPMT 2298	Business Process Improvement
OPMT 1187	Project Management Essentials
OPMT 2515	Project Communication and Team Management
OPMT 2500	Project Scope and Schedule Management

ACCOUNTING AND FINANCE

FMGT 1152	Accounting for the Manager
FMGT 2711	Computerized Accounting
FMGT 3210	Cost/Managerial Accounting
FMGT 4620	Security Fundamentals
FMGT 4570	Money and Banking
FMGT 7910	The Business Environment
FMGT 7710	Management Information Systems

DIGITAL ARTS, MEDIA AND DESIGN

MDIA 1040	Graphics
MDIA 1105	Visual Composition and Layout
MDIA 1140	Colour Theory for Design
MDIA 1205	Web Design Technologies 1
MDIA 1920	Typography
MDIA 2310	Portfolio Design
MDIA 2088	Strategic Design for Business

BROADCAST AND MEDIA

BCST 1180	Introduction to Video Editing
BCST 1260	Professional Video Camera Operations
BCST 1170	Introduction to Journalism
BCST 1158	Interviewing for Broadcasting and Podcasting
BCST 2248	Online Journalism
BCST 1121	Discover Your Inner Storyteller
BCST 1193	Social Media Storytelling