

Bachelor of Business Administration Degree

Transition from the Old Degree Requirements to the New Degree Requirements

June 2015

The School of Business introduced changes to the BBA degree requirements effective September 2014. The most important changes were the following:

- The new curriculum added four new specializations - namely **finance**, **marketing**, **organizational management**, and **tourism & hospitality**. These new specializations are in addition to the three specializations that had previously existed: **accounting**, **entrepreneurship** and **international**.
- The required courses for the BBA were modified, and several course numbers were changed to reflect the schedule of the new curriculum.

The new curriculum applies to all students who began the program in September 2014 and to all students who begin the program after that date. However, students who began their BBA degree before September 2014 may be able to benefit from these changes too. Potential advantages include:

- Students who began their program before September 2014 will have a choice between following the curriculum in place when they began the program (the “old curriculum”) and the “new curriculum”. In nearly all cases, students will have the most flexibility in course selection by staying with the old curriculum. However, students will be able to replace Business 252 (Operations Management I) with a business elective, even though they are otherwise following the old curriculum for their required courses.¹
- Students graduating under the old curriculum will be permitted to complete one of the new specializations if they complete all requirements. **During the transition period (2014/15 to 2016/17), the Business School might not be able to offer all necessary courses for all specializations.** To complete courses not offered at UPEI, a student might be able to transfer in courses taken from other universities, such as on-line courses.

Below are two charts. The first chart shows which new courses count as meeting requirements under the old curriculum. The second chart provides course-selection strategies for students wishing to complete one of the seven specializations, to the extent that it is possible.

¹ Under the old curriculum there were three courses in Management Science/Operations Management – namely BUS 251 (Introduction to Management Science), Business 252 (Operations Management I) and Business 351 (Operations Management II). Beginning in 2014/15, the material in these courses was reconfigured into two courses – Business 251 and Business 351.

Courses that Count as Meeting the Requirements of the Old Curriculum

REQUIRED COURSE	CHANGES IN HOW STUDENTS CAN MEET THE REQUIREMENTS
Business 101	no change
Business 171	no change
Economics 101	no change
Economics 102	no change
Math 111	no change
UPEI 101, 102 or 103	no change
Accounting 201	Either Accounting 101 or Accounting 201 can be taken to meet this requirement. (The old Accounting 201 has been renumbered to Accounting 101.)
Accounting 202	Either Accounting 202 or Accounting 221 can be taken to meet this requirement. These are different courses; Accounting 202 is a <i>financial</i> accounting course, whereas Accounting 221 is a <i>managerial</i> accounting course. (Under the new curriculum, Accounting 221 replaces Accounting 202 as the second required accounting course, and students who have not yet taken Accounting 202 can opt to take the managerial accounting course.)
Business 211 or English 381	Business 211 is no longer offered. Students following the old curriculum requirements must take English 381 if they did not take Business 211 while it was offered. UPEI 101 is a prerequisite of English 381.
Business 241	no change
Business 251	no change
Business 252	Students who have not taken Business 252 can replace 252 with a business elective. (See footnote 1 on the previous page for an explanation.)
Business 331	Either Business 331 or Business 231 can be taken to meet this requirement. (The old Business 331 has been renumbered to Business 231.)
Business 341	Either Business 341 or Business 141 can be taken to meet this requirement. (The old Business 341 has been renumbered to Business 141.)
Business 351	no change
Business 371	no change
Business 391	no change
Business 415 or Business 421	This requirement can be met with Business 415, 421 or 333. (The old Business 415 has been renumbered to Business 333.)
Business 416 or Business 481	This requirement can be met with Business 416, 481 or 343. (The old Business 416 has been renumbered to Business 343.)
Business 441	Either Business 441 or Business 272 can be taken to meet this requirement. (The old Business 441 has been renumbered to Business 272.)
Business 495	no change

Course Selection for Students wishing to pursue a Specialization

Accounting Specialization

The required courses for this specialization are the following:

- Accounting 202 (this is a required course for the BBA under the old curriculum)
- Accounting 221 (formerly Accounting 321)
- Accounting 301
- Accounting 302
- Accounting 401
- Accounting 402
- Accounting 412
- Accounting 415
- Accounting 416
- Accounting 431

To view the **old** curriculum requirements for the accounting specialization:

- reference the September 2013 update of the UPEI Academic Calendar 2013-14 at <http://upei.ca/calendar> (page 159 of that document)

To view the **new** curriculum requirements for the accounting specialization:

- go to <http://www.upei.ca/programsandcourses/accounting>
- then click on the “Course Structure” tab

Entrepreneurship Specialization

The Entrepreneurship specialization already existed under the old curriculum. Students wishing to obtain this specialization can use the old curriculum rules, which required fewer courses than the new curriculum requires (3 courses rather than 9) and which did not require students to average at least 70% in the courses counting towards this specialization. Students can obtain this specialization with the following courses:

- Business 365
- Business 366
- Business 468

To view the **old** curriculum requirements for the entrepreneurship specialization:

- reference the September 2013 update of the UPEI Academic Calendar 2013-14 at <http://upei.ca/calendar> (page 160 of that document)

To view the **new** curriculum requirements for the entrepreneurship specialization:

- go to <http://www.upei.ca/programsandcourses/entrepreneurship>
- then click on the “Course Structure” tab

Finance Specialization

This is a new specialization of nine courses. Details of this specialization can be found as follows:

- go to <http://www.upei.ca/programsandcourses/finance>
- then click on the “Course Structure” tab

3rd Year Students

Third-year students interested in this specialization are advised to take Math 112 if they have not already done so. Students may also wish to use as many of their remaining electives as possible for courses that count for this specialization, to give themselves a chance to complete the specialization in their fourth year.

4th Year Students

All five required courses are offered in 2015/16, and many of the listed courses that can count for this specialization are also offered. Students who began taking the necessary courses in their third year should be able to complete this specialization in their fourth year.

International Specialization

The International specialization already existed under the old curriculum. Students wishing to obtain this specialization can use the old curriculum rules, which required fewer courses than the new curriculum (6 courses rather than 9) and which did not require students to average at least 70% in the courses counting towards this specialization.

In 2015/16, the following courses are not offered at UPEI:

- Business 489 (International Strategy and Finance)
- Business 385 or 482 (Special topics course on an international subject)
- Business 486 (Current Issues)

To meet the requirements for this specialization, a student may be able to transfer in international business courses from other universities (e.g. the university at which they did their exchange term). Business 489 can be fulfilled with either a course on international strategy or a course on international finance; the course need not cover both strategy and finance.

Under the old curriculum, the last paragraph in the “Specialization in International Business” section refers to a need to complete a Business 482 (Special topics) course approved for an international academic term, etc. For the purposes of the transition period, students specializing in international business can meet this requirement by registering in Business 386 (for an international academic exchange term) or in Business 394 (for an international co-op work term). International

students are deemed to have already met the international experience requirement by virtue of having travelled from their home country to study at UPEI, but they too should register for Business 386 to document that they have met this requirement. Students wishing to register in Business 386 or 394 must speak with the administration in the Dean's Office to obtain permission.

To view the **old** curriculum requirements for the international specialization:

- reference the September 2013 update of the UPEI Academic Calendar 2013-14 at <http://upei.ca/calendar> (pages 159-160)

To view the **new** curriculum requirements for the international specialization:

- go to <http://www.upei.ca/programsandcourses/international-business>
- then click on the "Course Structure" tab

Marketing Specialization

This is a new specialization of nine courses. Details of this specialization can be found as follows:

- go to <http://www.upei.ca/programsandcourses/marketing>
- then click on the "Course Structure" tab

3rd Year Students

Third-year students interested in this specialization are advised to take both of the required marketing courses (Business 341 and Business 416) if they have not already done so. They should also look at the list of non-business courses that can count towards the marketing specialization, and take any prerequisites for those courses that they might need. For example, many of the listed courses are Psychology courses that will require students to have completed Psychology 101 and 102, and other courses.

In addition, it would be prudent to use as many of their 2015/16 electives as possible towards fulfilling the requirements of the marketing specialization, to give themselves a chance to complete the specialization in their fourth year.

Students should also be aware that the Business School does not yet know whether it will be able to offer all of the fourth-year marketing courses before 2017/18. In their fourth year, students may need to take some of the required courses from other universities and then transfer them in to UPEI.

4th Year Students

Fourth year students who in their third year completed as many electives as possible towards this specialization, might be able to complete the marketing specialization, with the help of some transfer credits.

Note that the following required courses (for the marketing specialization) are not offered in 2015/16:

- Business 444 (Market research)
- Business 445 (Brand management)
- Business 446 (Personal selling and sales)

Students might be able to transfer in equivalent courses from another university.

Organizational Management Specialization

This is a new specialization of nine courses. Details of this specialization can be found as follows:

- go to <http://www.upei.ca/programsandcourses/organizational-management>
- then click on the “Course Structure” tab

3rd Year Students

Third-year students interested in this specialization should take Business 272, if they have not already done so. They should also look at the list of non-business course that can count towards the organizational management specialization, and take the prerequisites for those courses. For example, many of the listed courses are Psychology courses that will require students to have completed Psychology 101 and 102, and other courses.

In addition, it would be prudent to use as many of their 2014/15 electives as possible towards fulfilling the requirements of the organizational management specialization, to give themselves a chance to complete the specialization in their fourth year.

Students should also be aware that the Business School does not yet know whether it will be able to offer all of the fourth-year management courses before 2017/18. In their fourth year, students may need to take some courses from other universities and then transfer them in to UPEI.

4th Year Students

Some fourth-year students may be able to complete this specialization in 2015/16, especially if in their third year they took Business 372 and maximized the number of courses that count towards this specialization.

For 2015/16, the availability of “List A” courses is as follows:

- Business 476 (Intercultural management) – OFFERED IN THE FALL TERM
- Business 465 (Project management) – OFFERED IN THE WINTER TERM
- Business 372 (Industrial relations) – NOT OFFERED
- Business 461 (Communications) – NOT OFFERED
- Business 471 (Organizational Development and change) – NOT OFFERED
- Business 488 (Management in Perspective) – NOT OFFERED

Since students need at least three courses from LIST A, they may need to transfer in from another university a course that is equivalent to Business 372, 461, 371 or 488.

Tourism & Hospitality Specialization

This is a new specialization of nine courses. Details of this specialization can be found as follows:

- go to <http://www.upei.ca/programsandcourses/tourism-and-hospitality>
- then click on the “Course Structure” tab

3rd year students

Third-year students interested in this specialization are advised to consider the following:

- Consider taking courses from the Modern Languages department as electives, since these courses count under “List A” for the Tourism & Hospitality specialization.
- Consider taking Business 476 (Intercultural management), which also counts under “List A”.
- Consider taking Anthropology 105, which counts under “List B” and which is also a prerequisite for other Anthropology courses or Sociology/Anthropology courses.
- Consider taking Religious Studies 101 and/or 102, which count under “List B”
- Consider taking Business 465 (Project Management), which counts under “List A”. (Business 351 is a prerequisite.)

Three of the four required courses for this specialization are not offered in 2015/16, namely Island Studies 211, Business 454, and Business 455. Economics 242 is the only required course that is offered this upcoming year. Since the Economics Department might not offer this course in 2016/17, students pursuing this specialization should take Economics 242 in the current year.

Students should also be aware that the Business School does not yet know whether UPEI will be able offer any of the required courses (IST 211, BUS 454, BUS 455, and ECON 242) in 2016/17. In their fourth year, students may need to take some of the required courses from other universities and then transfer them in to UPEI.

4th Year Students

Most fourth-year students will not be able to complete this specialization in 2015/16. However, it is possible if in prior years a student completed a sufficient number of electives that count towards this specialization, and if the student can transfer in from another university courses that are equivalent to the required courses for this specialization.