

# BUSN – BUSINESS

---

## BUSN 201

### Introduction to Sustainable Business

**3 Credits Weekly (3-0-0)**

This is an interdisciplinary cornerstone course to form the theoretical foundations of business and prepare students for more advanced courses in their areas of interest. The course provides students with an understanding of how different business functions operate as an integrated system, which can also help students choose their majors/minors. The course is based on the premise that responsible leadership and effective management require an understanding of not only how business and its substantive disciplines operate, but also how emerging issues in society require a business sustainability perspective. To this end, the course aims to marry the imperative of sustainable development with the conventional foundations of business and prepare future business leaders. As such, the course addresses all three elements of business sustainability; i.e., ecology, society, and economics. The course also lays the foundations for developing soft skills needed in business settings.

## BUSN 210

### Special Topics in Business

**3 Credits Weekly (0-0-3)**

Students explore a designated topic in Business Studies, allowing them an opportunity to reflect and present findings on an activity or project they have undertaken within the School of Business. A contract between the student(s) and the instructor outlines the objectives, process and criteria for evaluation. Chair approval is required for registration. This course is only open to students in the School of Business who have completed at least 30 credits.

## BUSN 240

### Introduction to Business Research

**3 Credits Weekly (3-0-0)**

This course introduces students to key concepts and practices used in business research. Qualitative and quantitative approaches are introduced and discussed in relation to the development of knowledge for business practice. Emphasis is placed on the research process, including the use of critical thinking practices to read, evaluate and appraise research to inform business practice. The ethical conduct of research is emphasized. Credit can only be obtained in one of MGMT (<https://calendar.macewan.ca/course-descriptions/mgmt/>)240 or BUSN (p. 1)240.

*Prerequisites: MGMT 121 or ORGA 201.*

## BUSN 312

### Introduction to Non-Profit Management

**3 Credits Weekly (3-0-0)**

Students study contemporary management and leadership in non-profit/voluntary sector organizations. Students discuss the local and global impact of non-profit/voluntary sector organizations on the quality of life and economy of communities. Internal and external influences on management and leadership are considered. Topics include the unique purpose of non-profit organizations, legal and ethical considerations, board governance, volunteer involvement, and fund development.

*Prerequisites: BUSN 201.*

## BUSN 330

### Project Management

**3 Credits Weekly (3-0-0)**

Students learn the theory and practice of project management through the phases of initiating, planning, executing, monitoring and controlling, and closing. Students examine how the project management knowledge areas (scope, time, cost, quality, human resources, communications, risk, procurement, and integration) have an impact on projects. Students consider the complexities of international projects and analyze the Project Management Institute's (PMI) Member Code of Ethics and Standards of Conduct. They apply their project management skills in a group project.

*Prerequisites: BUSN 201 or ORGA 201.*

## BUSN 350

### Critical Thinking in Management

**3 Credits Weekly (0-0-3)**

This is an advanced, inter-disciplinary and practical course. Participants will be exposed to a variety of methods and proven techniques to help nurture their critical thinking abilities, analytical capabilities, and presentation skills. Through the reading, writing and presentation of relevant management materials, students internalize critical thinking principles and acquire generic competences that are transferable to a variety of settings including general management and business consulting.

*Prerequisites: ACCT 322, FNCE 301, PROW 210, MARK 301 and ORGA 316; or consent of the department.*

## BUSN 396

### Advanced Quantitative Research Methods for Business

**3 Credits Weekly (3-0-0)**

This course helps students make effective and efficient advanced use of business information. Students study the theory and application of quantitative research design and methods in business. In particular, this course emphasizes on how to perform multivariate statistical techniques for improved company decision making. Students are presented with data sets and learn to analyze and present their results using multiple regression, ANOVA, Factor and Cluster Analysis, Logistic Regression and Conjoint Analysis, among others. Students also discuss sampling issues, ethical issues and questionnaire construction. Restricted to Bachelor of Commerce students and required for Bachelor of Commerce Honours students.

*Prerequisites: MGTS 312.*

## BUSN 397

### Advanced Qualitative Research Methods for Management

**3 Credits Weekly (3-0-0)**

Students learn science epistemology and its coherent application to qualitative research methods in Management. In terms of research practice, students are trained to conduct interviews, focus groups, and participant observations. Students analyze and interpret the data collected through the research methods of content analysis, business case study research, grounded theory, and ethnography, among others. Students learn sampling, reliability, consistence, and generalization applied to qualitative methods. Students learn about research ethics and the research process: how to apply to MacEwan's Research Ethics Board, complete a Tri-Council Policy Statement (TCPS 2) Tutorial, and develop consent forms.

*Prerequisites: Third or Higher Year Standing.*

**BUSN 410**

**Social Responsibility and Sustainability Management**

**3 Credits Weekly 3-0-0**

This course involves reading, discussing, and critically evaluating current research and contemporary societal issues in social responsibility and sustainability management. The course focuses on key principles of sustainability, with students using their unique perspectives to explore sustainability as a spectrum extending from weak sustainability to strong sustainability and deep ecology framework. Additional topics may include: a critical evaluation of business organizations vis-à-vis the environment and the society, theoretical frameworks regarding sustainability, ethics of the environment, business ethics, deep ecology, corporate social responsibility, and market and non-market instruments to promote sustainability. Conceptual frameworks are used to review and critique contemporary issues of local and global importance. Students examine the authenticity of sustainability claims and identify inherent trade-offs when facing dilemmas in decision making.

*Prerequisites: Third Year Standing.*

**BUSN 450**

**Strategic Management**

**3 Credits Weekly (3-0-0)**

This is a capstone, inter-disciplinary course that is intended for students in their final year of the Bachelor of Commerce program. It reinforces, complements and integrates concepts learned in functional courses earlier on in the program. Participants learn how to craft, execute and evaluate business strategies for a sustainable business by applying scientific methods and industry best-practices to a variety of situations in diverse settings. Students also engage, both individually and within groups, in experiential learning activities that increase their awareness of the multidimensional and integrative nature of strategic management. This part will allow the students to experience the impacts of various strategic decisions on performance measures. The course also advances critical soft skills, not least teamworking, presentation, problem-solving, and critical thinking, each pursued by particular course activities.

*Prerequisites: ACCT 322, FNCE 301, MARK 301, ORGA 316 and MGTS 352; or consent of the Department Chair.*

**BUSN 496**

**Senior Honours Seminar**

**3 Credits Weekly (3-0-0)**

Students work with the course instructor and other students to develop and present a proposal for their Honours Thesis. Restricted to Bachelor of Commerce Honours students.

*Prerequisites: MARK 312, OR BUSN 396 and BUSN 397, OR consent of the department.*