

**Bachelor of Applied Business
(Tourism Management)**

Request for Amendment to Ministerial Consent

**Proposal Submission
to the
Ontario
Postsecondary Education Quality
Assessment Board**

Date of Submission: May 2007



1. Organization and Program Information

1.1 Submission Title Page

Full Legal Name of Organization: Humber College Institute of Technology and Advanced Learning
Operating Name of Organization: Humber Institute of Technology and Advanced Learning
Common Acronym of Organization (if applicable):
URL for Organization Homepage (if applicable): www.humber.ca
Degree Nomenclature: Bachelor of Applied Business (Tourism Management) – Amendment to Consent
Date of Submission: May 28, 2007
Location (specific address) where program to be delivered: Humber Lakeshore Campus 3199 Lakeshore Boulevard West, Toronto, ON M8V 1K8
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2. Executive Summary

2.1 Summary of Proposed Amendment to Consent

Humber is seeking an amendment to the Ministerial consent for the Bachelor of Applied Business (Tourism Management) in order to align this degree with other business degrees offered by Humber. The curriculum would be revised to follow the model approved for the B.A.B. (Human Resources Management), the B.A.B. ((International Business) and the B.A.B. (Fashion Management) in Humber's most recent Ministerial consents.

In the revised structure, the first two years of the program will consist of general business courses that will be common to all business degrees, followed by the tourism specialization courses in Years 3 and 4. This modification will involve:

- Changing the order of some of the courses
- Replacing the tourism electives with designated tourism courses (drawn from the previously approved elective courses)
- A program hour/ credit conversion

All other elements of the original consent will remain the same.

The proposed modifications will not change the intent of the program, and students will receive the same depth and breadth of content in their program and will meet the degree-level standard as outlined in the original consent.

Humber wishes to undertake this modification for several reasons:

- There is a high degree of similarity between the business courses in the B.A.B. (Tourism Management) and those in the recently approved business degrees in International Business, Human Resources Management and Fashion Management.
- Aligning the curriculum in the first two years allows for a more efficient use of resources and faculty.
- Sharing courses in the first two years will contribute to the development of a stronger sense of academic community amongst the students.
- The modification will provide students with more options and will allow more time to select a specialization.
- The change will improve transfer opportunities for students.
- The financial viability of the program will be increased.

6. Program Content Standard

6.3 Program Content Summary Material

6.3.1 Program Level Learning Outcomes

Program Level Learning Outcomes	Courses or course segments that contribute to achievement of outcome
<p>1. Analyze the impact and long-range global challenges of economic, environmental, ethical, legal, political, sociological and technological factors upon the strategy, management and behaviour of domestic and global organizations</p>	<ul style="list-style-type: none"> ▪ Business Law ▪ Ethics and Values ▪ Microeconomics ▪ Macroeconomics ▪ Organizational Behaviour ▪ Human Resources Management ▪ International Marketing Research ▪ Tourism & Hospitality Industries ▪ Structure of Canadian Tourism ▪ Breadth electives
<p>2. Analyze, evaluate and solve business and economic problems, using diverse economic frameworks and relevant business models, creativity, analysis, independent judgment and critical self-awareness.</p>	<ul style="list-style-type: none"> ▪ Microeconomics ▪ Macroeconomics ▪ Organizational Behaviour ▪ Human Resources Management ▪ Statistics ▪ Quantitative Methods ▪ Operations Management ▪ International Marketing Research ▪ Advanced Revenue Management ▪ Tourism Business Project ▪ Strategic Management & Business Planning ▪ Work Placement
<p>3. Formulate business strategies that assess costs, benefits, risks, opportunities and that address organizational goals and external trends.</p>	<ul style="list-style-type: none"> ▪ Introductory Accounting ▪ Microeconomics ▪ Macroeconomics ▪ Business Presentations ▪ Financial Management ▪ Business Law ▪ E-Commerce ▪ Statistics ▪ Quantitative Methods ▪ Hospitality Operations Management ▪ E-Tourism Strategy and Marketing ▪ Tourism Marketing, Sales & Distribution ▪ Strategic Management & Business Planning ▪ Tourism Business Project ▪ Work Placement

Program Level Learning Outcomes	Courses or course segments that contribute to achievement of outcome
4. Develop a business plan.	<ul style="list-style-type: none"> ▪ Marketing ▪ HR Management ▪ Financial Management ▪ Tourism Business Project ▪ Business Presentations ▪ Entrepreneurship
5. Interpret and prepare financial reports and assess the overall financial performance of an organization.	<ul style="list-style-type: none"> ▪ Introductory Accounting ▪ Financial Management ▪ E-Tourism Strategy & Marketing ▪ Tourism Business Project
6. Evaluate the contribution of human resources management to organizational effectiveness and to other key functions within the organization.	<ul style="list-style-type: none"> ▪ Human Resources Management ▪ Organizational Behaviour ▪ International Marketing Research ▪ Tourism Business Project ▪ Strategic Management & Business Planning
7. Evaluate marketing strategies and assess their impact on consumers and the achievement of business goals.	<ul style="list-style-type: none"> ▪ Marketing ▪ Customer Service ▪ E-Commerce ▪ Consumer Behaviour ▪ International Marketing Research ▪ International Selling ▪ Tourism Event Management ▪ Tourism Marketing, Sales & Distribution ▪ E-Tourism Marketing & Strategy ▪ Specialty Tourism Product Development & Marketing
8. Explain the management and use of business information systems, including e-business strategies, for personal and organizational success.	<ul style="list-style-type: none"> ▪ E-Commerce ▪ Business Information Systems ▪ Operations Management ▪ International Marketing Research ▪ Business Presentations ▪ Consumer Behaviour ▪ E-Tourism Strategy & Marketing ▪ Advanced Revenue Management
9. Acquire, interpret, analyze, evaluate and employ data, both qualitative and quantitative, from primary and secondary sources.	<ul style="list-style-type: none"> ▪ Business Statistics ▪ Quantitative Methods ▪ E-commerce ▪ International Marketing Research ▪ Tourism Marketing, Sales & Distribution ▪ Advanced Revenue Management ▪ Tourism Business Project ▪ Breadth Electives

Program Level Learning Outcomes	Courses or course segments that contribute to achievement of outcome
10. Adhere to professional, ethical and legal codes of conduct.	<ul style="list-style-type: none"> ▪ Business Law ▪ Ethics and Values ▪ E-Commerce ▪ Financial Management ▪ International Selling Strategies ▪ Risk Management ▪ Tourism Business Project ▪ Work Placement
11. Critically analyze the forces that shape values, ideas, personal and societal circumstances, and business decisions and present an academically structured, sustained and well-supported argument.	<ul style="list-style-type: none"> ▪ Business Presentations ▪ Ethics & Values ▪ Breadth Electives ▪ Strategic Management & Business Planning ▪ International Selling Strategies ▪ Tourism Event Management ▪ Advanced Revenue Management ▪ Hospitality Operations Management ▪ Tourism Business Project
12. Assess strategies of operations management and their impact on domestic and international organizations.	<ul style="list-style-type: none"> ▪ Operations Management ▪ E-Commerce ▪ Business Law
13. Develop and implement project plans and schedules that make efficient use of resources and achieve organizational goals.	<ul style="list-style-type: none"> ▪ Operations Management ▪ Tourism Business Project ▪ Strategic Management & Business Planning
14. Communicate ideas using the most suitable medium for the message, audience and purpose, speaking or writing clearly, concisely, correctly and coherently.	<ul style="list-style-type: none"> ▪ Business Presentations ▪ Work Placement ▪ Tourism Business Project ▪ All courses contribute to achievement of this outcome.
15. Consolidate and extend learning in different contextual frameworks and situations, both within and outside the tourism field.	<ul style="list-style-type: none"> ▪ Breadth Courses ▪ Statistics ▪ Quantitative Methods ▪ International Marketing Research ▪ Work Placement ▪ Tourism Business Project
16. Demonstrate self-awareness, self-confidence, self-direction, self-management and use resources to plan for and attain personal, career and work-related goals, within the context of a changing environment.	<ul style="list-style-type: none"> ▪ All courses, ▪ Work Placement
17. Work effectively and assertively in groups or teams to achieve desired goals and resolve differing and/or opposing ideas and points of	<ul style="list-style-type: none"> ▪ Tourism Business Project ▪ Work placement ▪ All courses contribute to this outcome

Program Level Learning Outcomes	Courses or course segments that contribute to achievement of outcome
view.	
18. Outline and interpret the historical development of and current trends in tourism as they apply to planning and management.	<ul style="list-style-type: none"> • Tourism & Hospitality Industries • Global Geography • Structure of Canadian Tourism
19. Analyze the products, structure, operations and interactions within the tourism sector and describe the managerial dynamics of specific sectors/organizations as they exist in a global context.	<ul style="list-style-type: none"> • Tourism & Hospitality Industries • Tourism Event Management • Global Geography • Structure of Canadian Tourism • Tourism Marketing, Sales & Distribution • Hospitality Operations Management • Specialty Tourism Product Development & Marketing
20. Evaluate the growth and patterns of international tourism and the factors influencing tourism demand.	<ul style="list-style-type: none"> • Tourism & Hospitality Industries • Global Geography • Structure of Canadian Tourism
21. Explain concepts, principles and practices associated with tourism destination management, including proactive, strategic and sustainable development approaches.	<ul style="list-style-type: none"> • Tourism Destination Development – International Perspectives

6.3.2 Course Descriptions

Year and Semester	Course Title	Calendar Course Description
YEAR 1		
Semester 1	Marketing	This foundation course provides an overview of all aspects of marketing as practiced in Canada today, both domestically and internationally. Students examine product, price, promotion, and distribution frameworks as separate and integrated subsets of the marketing mix. These are explored as strategies for satisfying consumer wants and needs to achieve organizational objectives.
Semester 1	Microeconomics	Students are introduced to the concepts of microeconomics – the ideas of how society and individuals

Year and Semester	Course Title	Calendar Course Description
		use limited resources to meet their needs. They develop an understanding of current events in the context of microeconomic theories including supply, demand, prices, wages, unemployment, markets, competition and monopoly. Students examine the concept of market failure and the need for government intervention to achieve social and political goals.
Semester 1	Introductory Accounting	Students are introduced to the complete accounting cycle, from the recording of transactions in journals to the preparation of common types of financial statements used by Canadian businesses. They examine accounting for payroll and develop skills in how to record and summarize transactions into financial statements used by businesses to manage operations.
Semester 1	Business Law	Students are introduced to the complex legal system in which businesses and consumers operate. The Canadian Constitution, statutory and common law concerning business and consumer transactions are covered. Students examine the laws of contracts and torts that form the basis of business relationships. Topics include sale of goods and consumer protection legislation, debtor-creditor relations, competition law, employment law, manufacturer's product liability, and intellectual property rights.
Semester 1	Breadth Elective	Students select from a wide variety of courses outside their discipline drawn from the fields of arts and humanities, social sciences, and natural sciences. See descriptions for breadth electives.
Semester 2	Organizational Behaviour	This introductory course in Organizational Behaviour provides an opportunity for students to examine

Year and Semester	Course Title	Calendar Course Description
		individual and group behaviour in the workplace and the implications for effective management and leadership of people. Participants will study individual work behaviours based on values and attitudes, as well social behaviours and organizational processes. The course provides an opportunity to view the total organization from a structural and organizational change perspective. Students will be challenged to enrich their own individual careers through application of organizational behaviour theory and behavioural skills.
Semester 2	Business Information Systems	This course provides students with an overview of information technology and its use in the achievement of organizational goals and strategic objectives. Students examine the role of information technology in managing operations, achieving competitive advantage, and on organizational structure and employees. They also study the dynamics of information technology systems specific to various industry sectors.
Semester 2	Macroeconomics	In this course, students examine the operation of the economy as a whole. It builds on the concepts and theories of microeconomics and provides the theoretical construct for understanding total Canadian production and spending. Students examine how governments may manipulate fiscal and monetary policy to control the economy and achieve economic goals. They also study interest rates, unemployment, inflation, and the exchange rate of the Canadian dollar.
Semester 2	Business Presentations	Effectively presenting oneself is essential in contemporary business where people must negotiate in increasingly complex and diverse workplaces. Students examine and

Year and Semester	Course Title	Calendar Course Description
		practice methods of effecting clear written, oral and interpersonal communication for proposals and presentations in business. They explore communication theories, types of communication, and methods and vehicles that have an impact on their performance. Students enhance their ability to organize information based on purpose and audience, express ideas clearly, precisely and effectively and use up-to-date technology for presentations.
Semester 2	Business Statistics	This is an introductory course on the application of statistical methods for business degree students. Topics include descriptive statistics, probability and probability distributions, estimation and hypothesis testing, correlation, simple and multiple regression, chi-squared test.
YEAR 2		
Semester 3	Human Resources Management	In this course, students explore the essential elements of human resources management and how it contributes to organizational goals. They examine the relationship between effective human resources management, employee satisfaction, and business strategy. Students receive an introduction to functional areas of HR including job analysis, selection and recruitment, orientation, training and career development, performance appraisals, compensation and benefits, labour legislation, health and safety requirements, human resource planning and workplace applications. Emphasis throughout the course is placed on the strategic role of HR in today's business environment.
Semester 3	Ethics and Values	Students examine the ethical and

Year and Semester	Course Title	Calendar Course Description
		<p>evaluative issues in business and professional activities. They explore the nature of values and ethical systems, duties and rights, private and public good, the consumer movement, social marketing, corporate social accounting, private rights and professional ethics and responsibilities.</p>
Semester 3	Customer Service	<p>Students explore customer service as a key factor in the success of organizations. They identify the essential knowledge, skills and systems required to support effective customer service. They examine theoretical models and contrast them with applications. Students also explore how to evaluate customer service potential and issues in a specific organizational context.</p>
Semester 3	Quantitative Methods for Business	<p>This is an introductory course on the application of quantitative methods for business degree students. Topics include decision analysis, linear programming, forecasting, project management, inventory models and queuing models.</p>
Semester 3	Breadth Elective	<p>Students select from a wide variety of courses outside their discipline drawn from the fields of arts and humanities, social sciences, and natural sciences. See descriptions for breadth electives.</p>
Semester 4	Financial Management	<p>Students are introduced to the theoretical concepts of finance that are required for effective decision making in a variety of business environments. Topics include financial-ratio analysis, budgeting, forecasting policy, evaluation of intangibles, short/long term financing, equity/non-equity financing arrangements, venture capital, capital budgeting, and cost/risk factors associated with capital budgeting.</p>

Year and Semester	Course Title	Calendar Course Description
Semester 4	E-Commerce	Students analyze current business models designed for the Internet and the characteristics of business-to-business and retail e-commerce sites. They explore a variety of design and technology issues including servers and credit security. In applied work, students design the storefront for a proposed business-to-business or retail site. They also implement site traffic analysis and community building strategies.
Semester 4	Operations Management	In this course, students examine the decision-making role of the operations manager in transforming organizational inputs into desired outputs. They study logistics and supply chain systems. Students analyze the major issues and challenges of designing, scheduling, operating, and controlling the production system of organizations. Managing quality will be an important emphasis in this course.
Semester 4	Tourism and Hospitality Industries	This course provides an introductory examination of the tourism system, its concepts and terms. It examines the structure of the tourism industry and its relationship to society, culture, the environment and the economy. The course will provide interdisciplinary perspectives on tourism.
Semester 4	Breadth Elective	Students select from a wide variety of courses outside their discipline drawn from the fields of arts and humanities, social sciences, and natural sciences. See descriptions for breadth electives.
YEAR 3		
Semester 5	International Marketing Research	This course covers international marketing research practices, processes and tools that assist in business decision-making. It concentrates on exporting, but also

Year and Semester	Course Title	Calendar Course Description
		<p>covers importing and foreign direct investment for a MNE, SME or retail organization. Students develop research objectives that are compatible with international business objectives and select the most suitable methods of data acquisition. They structure an information system that is accessible, current and useful. Students evaluate a broad range of international trade and investment opportunities. Written reports and presentations are covered in the course.</p>
Semester 5	Tourism Marketing, Sales & Distribution	<p>Students will identify and apply the fundamentals of marketing to the various sectors of the tourism industry with specific reference to Canadian case studies. They will examine the unique characteristics of tourism and hospitality marketing including service, distribution channels, loyalty marketing, pricing and product design, packaging, promotion and sales, promotional planning and management, and customer segmentation. Using sector case studies, students will identify and assess the application of essential marketing management principles such as developing a marketing plan, understanding consumer behaviour, conducting marketing research and implementing a marketing mix. Differentiation of marketing strategies between leisure and business travel organizations will be identified.</p>
Semester 5	The Structure of Canadian Tourism	<p>This course introduces students to structural components of the Canadian Tourism Industry. The course looks at the evolution of tourism in Canada, the role of public and private sector organizations and the fundamentals of managing these organizations. Students will identify career</p>

Year and Semester	Course Title	Calendar Course Description
		opportunities and develop strategies to pursue these opportunities within the tourism industry.
Semester 5	Global Geography	This course presents an analysis of Canadian and world travel destinations, including the exploration of the principal physical and human geographic features, population centers, various attractions, customs and traditions, festivals, and events and their impact on the development of tourism markets. It examines world travel geography from the perspective of tourist preferences and behaviour and industry evolution and management.
Semester 5	Breadth Elective	Students select from a wide variety of courses outside their discipline drawn from the fields of arts and humanities, social sciences, and natural sciences. See descriptions for breadth electives.
Semester 6	Consumer Behaviour	This course explores the cultural, psychological and technological factors in consumer behaviour in relation to product research and development. Exposure, perception, attitudes, post-decision processes and their influence on traditional and e-business approaches to selling and marketing are examined. Consumer age, gender, social class, social, cultural, religious, regional, household and psychographic influences are also examined in relation to their effect on business-consumer relationships and on product development, selling and marketing.
Semester 6	E-Tourism Strategy and Marketing	This course covers the broad principles of electronic business marketing in tourism and hospitality including technological applications and processes as part of an organization's overall business strategy. The impact of e-business

Year and Semester	Course Title	Calendar Course Description
		strategies on jobs, workflow, organizational structures, business-operating efficiencies improved quality and communication approaches are examined. This course also addresses e-business from a business-to-business and business-to-consumer perspective.
Semester 6	Entrepreneurship	This course covers current theories and practices of entrepreneurship. Through lectures, readings, cases and guest speakers, topics including resources, environment, strategies, business planning, the e-environment, new venture capital, intrapreneurship and franchising covered. Students will focus on the entrepreneurship paradigm as a holistic framework for specific examples of successful, and not so successful, entrepreneurship. Case analysis will be the major learning strategy.
Semester 6	Risk Management in Tourism	Contemporary issues in tourism development and tourism business management are discussed in this course. Organizational decision making in tourism is complex and influenced by a readily changing economic, social and political climate. Decision-making skills and risk management strategies are examined and developed through the analysis of current issues and global trends in the context of tourism management. Current issues may involve economic recession, war, terrorism, geopolitical forces, technological innovations, climatic trends and environmental sustainability.
Semester 6	Breadth Elective	Students select from a wide variety of courses outside their discipline drawn from the fields of arts and humanities, social sciences, and natural sciences. See descriptions for breadth electives.

Year and Semester	Course Title	Calendar Course Description
YEAR 4		
Semester 7	Hospitality Operations Management	<p>This course provides students with an understanding of strategic, operational and managerial issues facing owners and operators in the lodging, food and beverage (f & b) and casino industries. The organizational structure of each sector will be examined by studying the roles and responsibilities and the dynamics of their inter-dependence at the property level. The impact of revenue management on departmental profitability will be studied including the evolution of e-distribution, branding and franchising impacting marketing and pricing decisions. Topics will include the control of labour and f & b costs, purchasing and budgeting. Standards and procedures involving maintenance, security, human resources and the value of training affecting customer satisfaction will be discussed.</p>
Semester 7	Specialty Tourism Product Development and Marketing	<p>This course examines the development and marketing of specialty tourism products, sometime known as niche tourism products. Specialty or niche tourism refers to tourism products and experiences that appeal to a small but often dedicated market. They may involve unusual or exotic locations or activities, or at least locales and activities not associated with so-called mass tourism. The course examines the nature of tourism products generally, identifies sources of information that can be used to develop and market specialty products, and presents selected case studies.</p>
Semester 7	Strategic Management & Business Planning	<p>Strategic management is a way of thinking and planning for the future. This is an integrative capstone course using the concepts of strategy</p>

Year and Semester	Course Title	Calendar Course Description
		<p>formulation, competitive analysis and positioning and strategy implementation as models for problem solving and decision making in an organizational setting. Computer software applications are used to assist in the comprehensive case study analysis.</p>
Semester 7	Tourism Event Management	<p>This course introduces the student to the principles of Event Tourism and Event Management. The evolution of meetings, expositions and event tourism is examined and, using case study analysis, event planning examples and their impact are assessed. The organizational, programming, financial and risk management, human resource, marketing and communications fundamentals of event organization and planning are examined. Fundraising and sponsorship concepts are identified and evaluated.</p>
Semester 7	Breadth Elective	<p>Students select from a wide variety of courses outside their discipline drawn from the fields of arts and humanities, social sciences, and natural sciences. See descriptions for breadth electives.</p>
Semester 8	International Selling Strategies	<p>This course details strategic selling principles and techniques and international sales management. Students develop skills required for planning, making sales calls and providing follow-up to clients. The course covers prospecting, conducting sales meetings, making sales presentations, negotiating and sales management and control. A special focus is placed on sales issues in international business. Emphasis is placed on developing confidence and professionalism in the selling interaction and enhancing cross-cultural communications, listening, team participation, problem solving</p>

Year and Semester	Course Title	Calendar Course Description
		and international management skills.
Semester 8	Advanced Revenue Management for Tourism	Building on the principles covered in Financial Management and Microeconomics, students will focus more specifically on the concepts, tools and techniques of revenue management (also referred to as yield management) as used in various tourism sectors. Tourism sectors that will be examined include airlines, hotels, tour operators and web-based distributors. Revenue management systems and strategies are discussed. Using real time or simulated models, students will develop their own revenue management strategies and design management strategies to maximize revenues using a range of revenue management techniques.
Semester 8	International Tourism Destination Development – International Perspectives	This course explores tourism activity in various regions of the world - Europe, Africa, the Middle East, Asia, the Pacific and South America. The course identifies the cultural, political, economic and social factors influencing the growth and development of tourism in the selected region. An analysis of case studies related to planning, development and management in specific regions is undertaken. Using case studies, the concepts and issues of tourism as an agent in the social and economic development are examined at both a national and regional level.
Semester 8	Applied Tourism Business Project	In this capstone course, students will apply the knowledge and skills acquired through their earlier course work and work terms to develop a comprehensive business plan which can successfully launch a product or service for a new or existing enterprise. Students will be required to find an industry sponsor for their project.

Year and Semester	Course Title	Calendar Course Description
Semester 8	Breadth Elective	Students select from a wide variety of courses outside their discipline drawn from the fields of arts and humanities, social sciences, and natural sciences. See descriptions for breadth electives.

Year and Semester	Course Title	Calendar Course Description
Breadth Electives		
	Academic Writing and Critical Reasoning	The purpose of this course is twofold: (i) to reinforce students' academic writing skills, with an emphasis on exposition, analysis, and argumentation, and (ii) to develop critical reasoning through discussion and analysis of readings drawn from various academic disciplines and of varying complexity. These readings, which have a general relevance to students' area of study, may vary from semester to semester. Emphasis will be placed on clear writing and the ability to develop reasoned arguments. Students will be required to write on topics related to their field of study.
	Astronomy: Discovering Our Place in the Universe	At the beginning of the 21 st Century we have the capacity to understand, in a way no previous generation could, our unique and privileged place on a planet in our solar system as part of the Milky Way galaxy in an expanding universe of galaxies. Through direct observation and classroom simulations, we will encounter and describe the movements of the night sky; the same night sky ancient civilizations observed and recorded with amazing accuracy. We will uncover the birth of scientific thought as humans developed models and physical laws to explain the dance of the heavens. With the benefit of data from modern land-based telescopes,

Year and Semester	Course Title	Calendar Course Description
		<p>the Hubble Space Telescope and space probes, we will explore the planets, the life cycle of stars, the nature of galaxies in an expanding universe, the origins and future of the cosmos and the possibility of extraterrestrial life. Direct observation will be encouraged using binoculars, the college telescope plus local and worldwide resources.</p>
	<p>Betrayal in Contemporary Fiction</p>	<p>It is probably safe to say that betrayal, of one kind or another, is a universal human experience. We have all felt betrayed. We should admit, though, that some betrayals are more serious, more profound, than others. Some betrayals are the stuff of tragedy itself. Through the study of fiction, mainly novels, published since 2000, this course explores betrayal: its kinds: personal, communal, historical, linguistic, technological; its implications: physical, emotional, moral; and its outcomes: change, loss, revelation.</p>
	<p>Brainstorm</p>	<p>This course investigates what it means to think rationally and intelligently through an examination of powerful arguments on topics such as the nature of truth, the relationship between religion and science, campus speech codes and censorship, the nature of mental illness, war crimes, and the nature of evil. Through this examination of the ideas and arguments of great thinkers, students are encouraged to question underlying assumptions, appreciate the formal structure of good argumentation, and evaluate the ultimate strength of various positions. Students will develop complex thinking skills that will allow them to analyze their own beliefs as well as assess the arguments of others for soundness</p>

Year and Semester	Course Title	Calendar Course Description
		and reasonableness.
	Breakthroughs of 20 th Century Science	<p>The Twentieth Century saw breakthroughs in scientific understanding that went a long way to answering ancient questions: the source of heredity in the DNA molecule, the explanation of earthquakes and volcanoes through plate tectonics. Our view of the universe expanded from thousands to billions of light years while at the same time our understanding of fundamental particles imploded from the billiard ball like atom to the weird quantum features of the subatomic world. These understandings have dramatically impacted the way we live. Nanotechnologies built on our quantum understanding make GigaByte storage devices and GigaHz processors everyday terms. Although rapid international travel makes SARS a global threat, advances in medical understanding and practice avoid the disaster of the Spanish Flu. There was also a shift in our fundamental understanding of nature from the familiar, deterministic world of Newtonian Mechanics and Maxwell's Electromagnetism to the counterintuitive domains of Einstein's Relativity and Heisenberg's Uncertainty Principle. Throughout the 20th century productive accomplishments based on the reductionist approach of previous centuries were supplemented by breakthroughs in the integrative approaches of ecology, systems theory and complexity. Based on our exploration of the nature and direction of the breakthroughs of the 20th century, what breakthroughs can we anticipate and what breakthroughs do we need to survive in the 21st century? These are some of the ideas and</p>

Year and Semester	Course Title	Calendar Course Description
		<p>questions that will be explored in a manner accessible and of interest to all students.</p>
	<p>Business and Politics (Advanced Level)</p>	<p>The last two decades have witnessed a momentous shift in the relationship between business and the state. Amid talk of “the end of big government,” the post-World War II consensus in favour of a strong public sector regulating and supervising economic activity has come under attack from economists, public policy analysts, journalists, politicians, corporate elites, and even segments of the public. This course investigates this evolution, adopting an interdisciplinary approach that synthesizes insights from history, political science, economics, and political theory. After setting out the theoretical framework underlying contemporary policy debates concerning government and business, the course will address specific issues such as macroeconomic stabilization policy, international trade, anti-trust law, environmental regulation, labour unions, pensions, corporate liability, consumer protection, health care and education, as well as fairness/equality policies. This course encourages students to reflect on the implications of the changing relationship between business and politics.</p>
	<p>Canadian Studies</p>	<p>This course examines four fundamental challenges (political, economic, social, and cultural) that Canadians face on a regular basis. As well as examining the current status of these challenges, students investigate the historical roots of contemporary problems. Questions such as the future of sovereignty, the problem of ongoing regional grievances, the transition from a resource and industrial economy to an information</p>

Year and Semester	Course Title	Calendar Course Description
		<p>economy, multiculturalism and equity, and the future of Canadian culture in the “McWorld” of television, film, and music will be analyzed in detail. Students evaluate Canada’s strengths and weaknesses as a player in the global economy and in the light of various trade agreements such as NAFTA and MAI. Canada’s Charter of Rights and Freedoms and its connection to contemporary and future social change will be explored and assessed.</p>
	<p>City Life (Advanced Level)</p>	<p>As a result of their magnetic attraction, cities concentrate people, money and power so that now three out of four North Americans live within their confines. What began as the natural growth of settlements around agriculture evolved into regional market towns that have now been further transformed into spaces where millions live and struggle and work and play. The city intensifies our focus, making possible both the best and the worst of human activity. The best health care, the most vital and competitive markets, the greatest diversity of human culture and the most sophisticated knowledge in science and the arts co-exist with the most appalling corruption, crime, ignorance, violence and homelessness. This course examines how it feels to live in cities as well as how different cities afford different experiences among their citizens. As well, it explores how the city is both a response to, and an actor in, fundamental economic and political factors that can have a global reach. Sociological theory provides students with a solid foundation in university-level sociology as well as a perspective from which to view the theme of the city and the issues it</p>

Year and Semester	Course Title	Calendar Course Description
		raises, such as culture, class, stratification, race, ethnicity, gender and deviance.
	Communications, Technology and Culture	By adopting an interdisciplinary approach that draws upon resources from literature, philosophy, sociology, and media studies, this course examines the interdependence of communications, technology and culture. Integrating practical lab assignments with theory, students will reflect on the ways in which the new media is changing how we view the world and see ourselves.
	Contemporary Narrative (Advanced Level)	This course investigates our intense relationship with narrative. Our fascination with narrative points to the desire to find meaning in the sometimes chaotic realm of real world experience. Using a number of theoretical perspectives, this course examines a variety of contemporary texts whose compelling nature has found a wide audience. Students explore texts by authors such as Atwood, Richler, Ondaatje, Byatt, Barker, de Bernieres, McEwan, Coetzee, De Lillo, Roth, Morrison, and McCarthy.
	The Corporation and Society	Traditionally, corporations have been permitted to operate free from the moral and social obligations imposed on other institutions. The maximization of profits for shareholders has long been seen as the only appropriate object for corporations. Recently, however, this view has been challenged. A growing movement insists that corporations ought to subordinate the pursuit of profit to the fulfillment of social responsibilities. This course explores how socially responsible corporations should conduct their business affairs. The course begins by laying out the

Year and Semester	Course Title	Calendar Course Description
		<p>general principles of corporate social responsibility, while identifying the parties, known as stakeholders, whose interests corporations ought to heed. Afterwards, the course proceeds through each of the stakeholders, analyzing the particular challenges each pose to the socially responsible corporation. At the end of the course, a framework for the comprehensive social evaluation of corporations is developed in the form of a social audit.</p>
	<p>Desire and Discontent (Advanced Level)</p>	<p>Much has been written, thought, and said about the cycles of human yearning and our subjugation to endless, often fleeting desires that, even when fulfilled, leave a residue of discontent. Our relentless search for a rich life can leave us dissatisfied with our jobs, our partners, and our lives as a whole, and so we are constantly on the lookout for something new, something other than what we have. Focusing on our experiences of passion, acquisitiveness, success, happiness, shame, guilt, regret, boredom and anger, this course examines the role which desire and discontent play in motivating human behaviour and shaping personality.</p>
	<p>Developmental Psychology</p>	<p>This course is designed to introduce students to theory, methodology and research findings in the field of life-span developmental psychology. Students will explore human development from conception to death, focusing on biological, cognitive and emotional processes.</p>
	<p>Ethics & Moral Theory</p>	<p>Whatever our cultural and socio-economic backgrounds, all of us seek to achieve a good life. Though most people immediately identify that with happiness, there can be little doubt that the good life must also include being a moral person. For no matter</p>

Year and Semester	Course Title	Calendar Course Description
		<p>how much pleasure, money and power we happen to have at our disposal, most people will ultimately find it unsatisfying unless they feel that they deserve their situation in life by virtue of the acts they've performed and the causes they've supported. The purpose of this course is to examine and clarify the moral component of the good life. Our focus will be on contemporary issues of the sort that people are likely to come across in their everyday lives. Hence, the course considers moral dilemmas that arise in our relations with family, friends, lovers, work, business, law, health care, animals, and the environment. Moral theories are discussed to ensure students can thoughtfully engage the issues, but the emphasis will be on resolving practical dilemmas.</p>
	Film Survey and Analysis	<p>This is an introductory survey of the cinema as 20th century art. The course will analyze the basic elements of movies – shots, angles, camera movement, editing and composition – and explore the language of film through viewing and discussion of notable examples of movies from various decades. Students will examine film theories to help understand the meaning of films. Several genres will be studied both for the images of society they project, and to understand their influence on current cinema. The course will also examine examples of propaganda and documentary, and the way in which contemporary, popular cinema can deal with ideologically oppressed groups.</p>
	Foundations of Literature and Composition	<p>This course introduces students to some of the major themes of literature through the four genres: novels,</p>

Year and Semester	Course Title	Calendar Course Description
		<p>poetry, short fiction, and drama. Students read and analyze some of the classics of these literary forms. Through reading and discussion, students develop an understanding of literature's relationship to history, society, and philosophy. Students increase their appreciation of language by studying drama, poetry, and prose from the 16th to the 20th century. They also recognize themes, situations, and character types that recur in literature in different guises in different ages and cultures. Through examination of key texts, they observe the development of such types as the Machiavellian, the aristocratic, the romantic, and the bourgeois.</p>
	<p>How is Society Possible? Conflict, Cooperation and Social Theory (Advanced Level)</p>	<p>What constitutes the social glue that binds individuals together to form a society? How is conflict accommodated and sufficient cooperation encouraged to ensure continuity? How is society best organized? Looking at issues such as the concept of human nature, the dynamics of group behaviour, the development of social institution, the distribution of scarce resources, and the notions of power and punishment, students reflect on these questions in a critical and theoretically informed manner. Through the study of the works of Marx, Durkheim, Weber, Mead, Parsons, Mills, Goffman, Habermas, Foucault, and Bourdieu, this course explores competing social theories.</p>
	<p>Human Security and World Disorder</p>	<p>A survey of 20th century history reveals two disparate trends in world politics. States, nations and individuals increasingly seem willing to abandon public goods in order to ensure a sense of security. Yet, even as such fundamental values as equality,</p>

Year and Semester	Course Title	Calendar Course Description
		<p>liberty, and justice are bargained away in return for peace and stability, the world seems to slip further into a state of disorder – a state in which the conditions for the possibility of security are undermined. Is public fear of lawlessness well founded? How can real security be achieved? What are citizens willing to surrender in order to meet this objective? At what cost? Examining such issues as the changing relationship between states and corporations, the creation of a world court and legislature, contemporary warfare, and the rise of the personal security industry, in this course students address these questions as they analyze works in political theory by such authors as Hobbes, Machiavelli, Rousseau, Hegel, Nietzsche and Arendt.</p>
	<p>The Influence of Mass Media on Canadian Society</p>	<p>This course investigates the impact of mass media on Canadian culture. The relationship between the messages transmitted through mass communication and politics, corporate interests, human behaviour and the individual will be covered through readings, discussions and analysis of current, national examples. Comparisons between the role of mass media on Canadian and American soil as well as in European and developing cultures will also be considered.</p>
	<p>Introduction to Environmental Studies</p>	<p>Each of us is part of various environments and form relationships with nature every day of our lives such that our memories, identities and knowledge are wrapped up in how we understand nature and our links to environments. Environmental studies is fundamentally an attempt to integrate understandings of the natural world with knowledge about the social</p>

Year and Semester	Course Title	Calendar Course Description
		<p>(or human) world. How we form connections among ourselves and with nature, what values underlie our understandings of nature, and how we can improve the environment are all questions worthy of exploration in this context. This introductory course to environmental studies will challenge students to investigate these questions through the themes of social justice, technology, sustainability, activism, and ethics. The overall purpose of this course is to develop greater knowledge and critical awareness about the complex relationships between natural environments and people. We will do this by actively engaging with the lecture materials, readings, tutorial discussions and case studies and by relating these ideas to our daily lives and our future hopes.</p>
	Introduction to Politics	<p>Politics is the study of the ideas and institutions that underlie the distribution of power in any human society. An introduction to politics focuses on political theories about the best form of government, the limits (if any) placed on government, and the rights of citizens. The study of politics also includes an understanding of the basic political institutions that compose one's own society. Additionally, the study of politics compares different forms of government (totalitarian, communist, democratic, authoritarian, etc.) and the ideologies on which they are based. The comparison of different types of governmental systems is also concerned with how political change occurs, i.e. revolution vs. reform, and the definition and causes of terrorism. An introduction to politics would not be complete without consideration of international relations. To this end the</p>

Year and Semester	Course Title	Calendar Course Description
		rules and institutions that regulate politics amongst nations and effectiveness of international political institutions will be considered.
	Introduction to Psychology	This course is designed to introduce students to the field of psychology. Students will be exposed to a discipline that is rich in theoretical diversity, research findings, and practical applications. They will be encouraged to think critically and challenge their preconceptions.
	Introduction to Sociology	In a dynamic society, it is important for everyone to understand the social forces, cultural values, and ideological beliefs that frame and shape their behaviour and the pace and direction of change. Sociology, as the scientific study of collective human life, attempts to understand why people think, function and behave the way they do. This course examines the classical sociological theories of Marx, Durkheim, and Weber, in addition to more contemporary social theorists. This theoretical examination is then applied to understanding the importance of economic and political power, cultural and religious values, ethnic and racial identity, as well as gender, age, and class, in shaping who we are both as individuals and as members of a social group.
	Knowing and Believing: Epistemology	Not only does the theoretical investigation of knowledge – epistemology – occupy one of the main branches of philosophical study, but as Louis Pojman has ventured, it is also arguably “the central subject in philosophy...basic to virtually everything else”. Epistemologists have wrestled with such age-old questions as: What is the difference between knowledge and opinion? How do I know the external world?

Year and Semester	Course Title	Calendar Course Description
		<p>What counts as adequate justification for my beliefs? And what, if anything, can I know for certain?</p> <p>But while the approach to such questions has grown increasingly refined in the Anglo-American world since the early part of the 20th century, challenges from feminist and other post-colonial writers have been gaining momentum in recent times, threatening the “epistemological project” as it has traditionally been conceived. These challengers have insisted on new questions such as: What is the relationship between knowledge and power? What political interests underlie the quest for objectivity? And is the sex of the knower epistemologically significant?</p> <p>These and other such questions will be examined throughout the course, as we navigate a path through the history of epistemology – from a brief survey of its Ancient origins and Early Modern rebirth, to a more sustained investigation of its present-day concerns and outlook for the future.</p>
	Money, Markets and Democracy	<p>Over the past two-and-a-half decades, capital markets have markedly grown in influence, increasingly taking over from governments and banks the tasks of financing economic activity and serving the public’s saving and retirement needs. After introducing students to the operational and regulatory framework of the currency, bond, equity, mutual/hedge funds, and derivative markets, the course poses the question: Do these markets, on balance, negatively or positively influence the social structure, economy, and politics of nations? In assessing this issue, the course surveys the debate surrounding</p>

Year and Semester	Course Title	Calendar Course Description
		<p>theories of capital market efficiency and rationality, the history of recurring financial bubble and crash sequences, social justice issues raised by investment in morally suspect industries and emerging economies, the constraints imposed by the markets on governments' ability to manage their economies, the tension between democratic governance and central banking, the spread of an equity culture, and proposals for a new international financial architecture. Essentially, this course stresses the institutional details of capital markets, while placing them within their socio-economic and political contexts.</p>
	Philosophy of Law	<p>The law is both the source of our admiration and often our disappointment. While we increasingly turn to the law to adjudicate disputes that arise in our public and private lives, we are, from time to time, surprised at its failure to mete out justice. What is it that we expect from the law? Why do we look to the law to govern not only our actions but also our beliefs and ideas? Adopting an interdisciplinary approach, this course provides students with an opportunity to address these issues as they are introduced to key concepts and theories in the philosophy of law through the reading of literary works including <i>Antigone</i>, <i>Crime and Punishment</i>, <i>The Outsider</i>, and <i>The Trial</i>.</p>
	Power	<p>Power. It is something that most of us strive for but few of us obtain. Why do we desire power? Why is it that for many, power is allusive? In order to address these questions, it is first necessary to ask: What is power? How is power acquired? How is power maintained? In this course we</p>

Year and Semester	Course Title	Calendar Course Description
		<p>will examine the answers to these questions provided by some of the central figures in the history of political theory. In so doing, we will investigate underlying issues concerning the relation between ethics and politics, the notion of good government, the qualities of leaders, the rationality of the use of violence, the importance of property, and the relation between power and truth. Students will be asked to employ the theories and concepts studied in the analysis of issues in contemporary society.</p>
	<p>Power 2: The Question of Legitimation (Advanced Level)</p>	<p>When historians in the future stand back and reflect upon the 20th century, they will no doubt see it as a time period marked by violence. That this will be the legacy of this century is surprising, for as the philosopher Hannah Arendt noted, "All great nineteenth-century thinkers were convinced that the next century would be the one of progress and reason. And yet, from Auschwitz to the Gulag, the barbarians ruled." Why was this the case? Why, when the world had become smaller and we had mastered a vast array of technology, did we so vehemently turn against each other? And what will be the repercussions of this violence and its increasing acceptance as we enter the 21st century?</p> <p>This course attempts to address these issues focusing on the problem of legitimation. In a time in which violence infiltrates our public and private lives, it is important to question when and under what circumstances, if any, violence can legitimately be employed. However, before addressing these issues, it is first necessary to examine the meaning of the term violence, to look at the</p>

Year and Semester	Course Title	Calendar Course Description
		<p>conditions which give rise to violent action and to examine the variety of contexts in which violence flourished in the 20th century. Students will be challenged to reflect on these issues, considering how they inform not only our past but also our future.</p>
	Principles of Leadership	<p>Leaders surround us – we find them in the political arena, the military, families, and the workplace. The quality of our lives depends on how well our leaders perform. This course explores what it means to be an effective leader. Using both classical and contemporary writings, the course examines the psychological, moral, and socially acquired characteristics of leaders. We will consider the tasks and challenges leaders face, such as initiating change, motivating people, formulating strategy, communications, decision-making, negotiations, and crisis management. The course ends with a case study of a famous leader.</p>
	Social Psychology	<p>Social Psychology is an extremely diverse field that generally deals with people in social situations. Core topics include social behaviour such as aggression, obedience, conformity, intimate relationships, discrimination, and how groups function. They also include attitudes, social cognition, social perception, prejudice, and feelings of guilt, all of which are assumed to affect social behaviour. In addition, we will cover some applied areas, such as psychology and the law. We will also discuss basic methodological issues as they pertain to the above topics. Class discussion will be an integral part of the course.</p>
	Sociology of Consumption	<p>It's not who you know, but who you wear. Such is the advice from dedicated followers of fashion and others who might urge us to declare</p>

Year and Semester	Course Title	Calendar Course Description
		<p>our identities and allegiances through the codes of consumption. The pursuit of the good life has been replaced by that of the “goods life.” As the globalization process seeks to expand the market economy, this expansion requires the manufacture of desire for ever more “stuff” and an industry devoted to the creation of the false hope that just one more purchase may buy happiness. This course tackles some of the most compelling interpretations of the function of consumption. Through exposure to a variety of contemporary and classical theories, students reflect on the social patterns of consumption and how these patterns reproduce, subvert, or reformulate inequalities of class, gender, and ethnicity. In order to promote self-reflexivity about our own role in the marketplace, methods of resistance are studied and arguments for ecological constraint are considered.</p>
	Sociology of Technology	<p>This course examines the complex implications of the increasing importance of technology in our lives. Is the Internet changing the way we think about ourselves? Will personal computers and artificial intelligence change how we understand the human mind? How will biotechnology affect the most intimate aspects of our lives, such as the food we eat and the way we reproduce? Do we all share equally in the benefits of technology, or do some of us gain more from technological advances than others? Students examine the twin myths of technology: how technology is thought to be the key to all our hopes, on the one hand, and a kind of hazardous force that we must control lest it control us, on the other.</p>

Year and Semester	Course Title	Calendar Course Description
	Theories of Beauty (Advanced Level)	<p>We are bombarded with images and ideas of the beautiful, frequently in (a corporate environment) the context of someone trying to sell us something. We assume that we know what the beautiful is, even though our notions of beauty are constantly challenged and clearly undergo frequent change. Not often do we reflect on the theories that lie behind these images and think through our own presuppositions about beauty, art and culture. This course provides an introduction to key concepts and issues in aesthetics. Drawing on resources from literature, fine art, music, film and architecture, students reflect on the significance of art in our lives as individuals and the role it plays in the social order as they investigate mimetic, cathartic, expressionistic, hermeneutic, and post-modern theories of art.</p>

6.3.3 Academic Course Schedule Information

6.3.3.1 Program Hours/Credit Conversion Justification

1.	Does the program include laboratory components? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2.	If “yes”, will the calculation of program breadth be based on a conversion of all program hours into program credits? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3.	If “yes”, complete Table 6.3.3.1. If “no”, proceed to Appendix 6.4.2

Table 6.3.3.1

The applied nature of study of this business program requires that additional labs be added to courses such as accounting, financial management, macroeconomics, information systems, human resource management, and research methods. This form of delivery for these types of courses is consistent with the Bachelor of Business Administration program Humber offers in collaboration with the University of Guelph. Additionally, there are labs and seminars attached to business courses offered by Ryerson University as a part of its Bachelor of Commerce program.

	Contact Hours	Credit Equivalency
Courses (core and breadth)	3 – 5 per week	3
Laboratories (list all laboratories if credit equivalencies are assigned differently)		No additional credit will be given for labs/seminars
<p>Justification: Provide the following information as evidence to show that the conversion of laboratory hours to program credits is consistent with Ontario postsecondary educational credit standards for training in the subject/field.</p> <p>Institution: University of Guelph-Humber Program comparison: Bachelor of Business Administration Number of credits assigned to number of course hours: .5 credits = 1 course Number of credits assigned to number of laboratory hours: No additional credits for labs/seminars for business courses</p>		

6.3.3.2.1 Original Academic Course Schedule and Summary of Changes

- The School of Hospitality, Recreation and Tourism and The Business School, which jointly offer the B.A.B. (Tourism Management), wish to make some changes to the tourism degree in order to align it with other business degrees to be offered by Humber. The curriculum would be revised to follow the common platform of general business courses in the first two years of the degree, followed by the tourism specialization in Years 3 and 4. This model was approved for Humber's latest three degree submissions for Bachelors of Applied Business in International Business, Human Resources Management and Fashion Management.
- Broadly, the changes will involve:
 - re-ordering some of the courses;
 - eliminating the series of tourism electives and integrating many of them into the curriculum as designated tourism courses (see the summary of changes below); and
 - calculating the program breadth based on a conversion of all program hours into program credits. Given the high degree of similarity in the business courses in the tourism degree and those in the common business platform in other business degrees offered by Humber, the transition to the common platform will not be difficult.
- All but one of the courses (Hospitality Operations Management) to be included in the revised curriculum (see Appendix 6.3.3.2.2 – Revised Academic Course Schedule) have been reviewed and approved as part of either the Bachelor of Applied Business (Tourism Management) or the Bachelor of Applied Business (International Business). The Hospitality Operations Management course reflects a revision to a previously submitted outline (Hotel Operations Management) to broaden its focus.
- The amendments will not change the outcome or intent of the tourism degree.

There are a number of reasons for proposing these revisions:

- There is a high degree of similarity between the business courses in the BAB Tourism Management and those in the recently approved business degrees in International Business, Human Resources Management and Fashion Management.
- Aligning the curriculum in the first two years allows for a more efficient use of resources and faculty.
- Sharing courses in the first two years will contribute to the development of a stronger sense of academic community amongst the students.
- The modification will provide students with more options and will allow more time to select a specialization.
- The change will facilitate transfer into the degree.
- The financial viability of the program will be increased.

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes/Rationale
					Original	Changes	
Year 1							
Semester 1	Organizational Behaviour	56			None	No change	Course moved to Year 1, Semester 2 to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees.
	Tourism and Hospitality Industries	70			None	No change	Course moved to Year 2, Semester 2 to conform to placement of 1 st specialization course approved as part the BAB International Business, Human Resources Management and Fashion Management degrees.
	Microeconomics	42			None	No change	No change
	Marketing	56			None	No change	No change
	Introduction to Psychology		42		See summary of breadth electives below.	No change	No change
Semester 2	Accounting 1	56			None	No change	Course moved to Year 1, Semester 1 and renamed Introductory Accounting to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees.
	Consumer Behaviour	42			Pre-Req: Marketing	No change	Course moved to Year 3, Semester 2. This course is not part of the common platform, but is considered important to the tourism degree so it was included as part of the specialization in Years 3 and 4.
	Global Geography	56			None	No change	Course moved to Year 3, Semester 1.
	Business Information	56			None	No change	No change.

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes/Rationale
	Systems						
	Canadian Business Law	56			None	No change	Course moved to Year 1, Semester 1 to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees.
Year 2							
Semester 1	Accounting 2	56			Pre-Req: Accounting 1	Deleted	Course eliminated to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees. Discussions with faculty in The Business School concluded that 2 courses in accounting and finance (Introductory Accounting and Financial Management) provided sufficient background in a common platform leading to students entering specializations in HR, International Business, Fashion Management and Tourism Management. A review of related programs at other institutions showed this practice is consistent with many of those degrees.
	E-Commerce: Concepts & Principles	56			Pre-Req: Business Information Systems	No change	Course moved to Year 2, Semester 2 to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees.
	Business Communications	56			None	No change	Course moved to Year 1, Semester 2 to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees.
	Ethics and Moral		42		See	No change	Course retitled Ethics and Values and re-

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes/Rationale
	Theory				summary of breadth electives below.		classified as a DL course to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees.
	Elective		42		See summary of breadth electives below.	No change	No change.
Semester 2	Customer Service	42			Pre-Req: Consumer Behaviour	Changed to Marketing	Course moved to Year 2, Semester 1 to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees. For the pre-requisite, upon review, an understanding of marketing was considered more important to understanding the content of Customer Service course than Consumer Behaviour.
	Business Statistics			56	None	No change	Course moved to Year 1, Semester 2 to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees. Classify as a DW course.
	Macroeconomics			42	Pre-Req: Microeconomics	No change	Course moved to Year 1, Semester 2 and re-classified to a DW course to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees.
	The Structure of Canadian Tourism	56			Pre-Req: Tourism & Hospitality	No change	Course moved to Year 3, Semester 1 as part of tourism specialization in final 2 years of the program.

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes/Rationale
					Industries		
	Elective		42		See summary of breadth electives below.	No change	No change.
Year 3							
Semester 1	Human Resource Management	56			Pre-Req: Organizational Behaviour Structure of Canadian Tourism	Deleted Structure of Canadian Tourism	Course moved to Year 2, Semester 1 to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees. Pre-req of Structure of Canadian Tourism eliminated. The pre-requisite Structure of Canadian Tourism was not considered essential to studying HRM upon review. The application of HR concepts to tourism will occur in Years 3 and 4.
	Research Methods		56		Statistics	Changed to Quantitative Methods	Course changed to International Marketing Research to enable sharing with International Business program and re-classified as a DW course to reflect changed content. In terms of the change to the pre-requisite, a course on quantitative methods is included in the common business platform after the statistics course and provides students with a stronger background for the International Marketing Research course.
	Tourism Marketing, Sales and Distribution	56			Pre-Req: Customer Service	No change	No change.
	Entrepreneurship	56			Pre-Req: Accounting 2	Accounting 2 changed to	Course moved to Year 3, Semester 2. In terms of the change to the pre-requisite,

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes/Rationale
					Customer Service	Financial Management.	Financial Management is now the second of the two finance and accounting courses offered in the common business platform as discussed above.
	Elective		42		See summary of breadth electives below.	No change.	No change.
Semester 2	Financial Management	56			Pre-Req: Accounting 2	Changed to Accounting 1	Course moved to Year 2, Semester 2 to conform to common platform approved as part the BAB International Business, Human Resources Management and Fashion Management degrees. In terms of the change to the pre-requisite, the accounting 2 course has been eliminated as discussed above.
	Tourism Planning and Policy	56			Pre-Req: Structure of Canadian Tourism		Course eliminated. Given the increased emphasis on enterprise management and business operations, this course was viewed less relevant and more applicable to a planning degree.. Elements of Canadian Tourism Policy have been included in the examination of the Canadian Tourism Commission case study in the Structure of Canadian course.
	Tourism Elective 1	56			See summary of tourism electives below.		Elective choice replaced by designated tourism specialization course – Hospitality Operations Management, which includes elements of 3 of the former elective courses. Moved to Year 4, Semester 1.
	Tourism Elective 2	56			See summary		Elective choice replaced by designated tourism specialization course - International

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes/Rationale
					of tourism electives below.		Tourism Destination Development – International Perspectives (one of the former elective choices) which is now offered in Year 4, Semester 2.
	Principles of Leadership		42		See summary of breadth electives below.	No change	Course moved to Year 4, semester 1.
Year 4							
Semester 1	Strategic Management & Business Planning	56			Pre-Req: Structure of Canadian Tourism	No change	No change.
	E-Tourism Strategy & Marketing	56			Pre-Req: Tourism Marketing, Sales & Distribution E-Commerce	No change	Course moved to Year 3, Semester 2
	Tourism Elective 3	56			See summary of tourism electives below.		Elective course replaced by designated tourism specialization course -Tourism Event Management course (one of the former elective choices)
	Tourism Elective 4	56			See summary of tourism electives below.		Elective course replaced by designated tourism specialization course - Specialty Tourism Product Development & Marketing (one of the former elective choices)
	Elective		42		See summary	No change	Course moved to Year 3, Semester 2

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes/Rationale
					of breadth electives below.		
Semester 2	Advanced Revenue Management for Tourism	56			Pre-Req: Financial Management	No change	No change
	Risk Management in Tourism	56			Pre-Req: Structure of Canadian Tourism Business Law	No change	Course moved to Year 3, Semester 2.
	Applied Tourism Business Project	56			Pre-Req: Successful completion of all tourism & business courses to date Research Methods Statistics	Quantitative Methods added	No change. Change to pre-requisites reflects the addition of the Quantitative Methods course to the common business platform.
	Tourism Elective 5	56			See summary of tourism electives below.		Course replaced by International Selling Strategies, a course to be shared with International Business. Given the global nature of the tourism industry and global patterns of ownership, this course was considered particularly important.
	Elective		42		See summary of breadth	No change	No change.

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes/Rationale
					electives below.		

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes
Tourism Electives					Original	Changes	
	Food, Beverage and Facilities Management	56			Pre-Req: Structure of Canadian Tourism		Deleted. Elements of this course to be incorporated into new Hospitality Operations Management course in Year 4, Semester 1, which is a more general management operations course with common management principles to all hospitality sectors. Specific case studies from each sector have been applied to demonstrate the transferability of these principles.
	Gaming and Casino Operations Management	56			Pre-Req: Structure of Canadian Tourism		Deleted. Elements of this course to be incorporated into new Hospitality Operations Management course in Year 4, Semester 1, which is a more general management operations course with common management principles to all hospitality sectors. Specific case studies from each sector have been applied to demonstrate the transferability of these principles.
	Global Tourism Economics	56			Pre-Req: Macroeconomics Microeconomics Structure of		Course deleted This is a macro level course that falls outside of the enterprise /business management focus of the new common platform. Some elements will be incorporated and discussed in macro-

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes
					Canadian Tourism		economics.
	Hotel Operations Management	56			Pre-Req: Structure of Canadian Tourism	No change	Course being revised to reflect a broader focus. Elements of this course along with elements from Food, Beverage and Facilities Management and Gaming and Casino Operations Management to be incorporated into new Hospitality Operations Management course in Year 4, Semester 1, which is a more general management operations course with common management principles to all hospitality sectors. Specific case studies from each sector have been applied to demonstrate the transferability of these principles.
	Tourism Event Management	56			Pre-Req: Structure of Canadian Tourism	No change	Course now a designated course in Year 4, Semester 1
	Tourism Destination Development and Management: International Perspectives	56			Pre-Req: Tourism Planning & Policy	Pre -Req Change to Global Geography	Course now a designated course in Year 4, Semester 2 Geography of demand and tourism resources is required for the development, marketing and management of tourism destinations.
	Ecotourism: Policy, Planning & Practice	56			Pre-Req: Tourism Planning & Policy		Course deleted Elements of this course now covered in the Speciality Tourism Product Development and Management course.
	Impact Assessment and Management in Tourism	56			Pre-Req: Tourism Planning & Policy		Course deleted This course falls outside the common business platform and the revised business operations focus of the curriculum. Some ethical elements of tourism sustainability will

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites		Summary of Planned Changes
							be discussed in the Ethics and Values.
	Specialty Tourism Product Development & Marketing	56			Pre-Req: Structure of Canadian Tourism	No change	Now a designated course in Year 4, Semester 1.

6.3.3.2.2 Revised Academic Course Schedule

Year and Semester	Course Title	Total DW Course Credit Hours	Total DO Course Credit Hours	Total DL Course Credit Hours	Course Pre-requisites and Co-Requisites	Proposed Instructor (or indicate if faculty to be recruited)	Highest Qualification earned (or required of faculty to be hired) and, only where applicable, highest qualifications in progress
Year One							
Semester 1	Marketing	3			None	Peter Madott Suzanne Ross	M.B.A. (marketing & finance) M.B.A. (marketing)
	Microeconomics	3			None	Pierre-Pascal Gendron Ihor Sokolyk Khyati Antani Glenn Belanger	Ph.D. (economics) M.B.A. M. Phil. (economics) M.I.R., M.A. (economics)
	Introductory Accounting	3			None	John Currie Ramesh Saxena Carol Smith	M.B.A. Ph.D. (economics), C.M.A. M.B.A.
	Business Law	3			None	Susan Lieberman Shirley Wales Bernie Aron Philip Sworden Jennifer Zubrick Laura Masella	M.A., LL.M. LL.M. LL.M. LL.M., Ph.D. (Canadian History) LL.M. (in progress) LL.M.
	General Breadth Elective – Introduction to Psychology		3		See summary of breadth electives below.	See summary of breadth electives below.	
Semester 2	Organizational Behaviour	3			None	Teresa Matheson Stan Arnold	M.I.R. M.B.A. (human resources/labour relations)

Year and Semester	Course Title	Total DW Course Credit Hours	Total DO Course Credit Hours	Total DL Course Credit Hours	Course Pre-requisites and Co-Requisites	Proposed Instructor (or indicate if faculty to be recruited)	Highest Qualification earned (or required of faculty to be hired) and, only where applicable, highest qualifications in progress
						Clem Ramchatesingh	MBA (strategic management, organizational behaviour and human resources)
	Business Information Systems	3			None	Edmund Baumann Eli Lewin Frank Fusca	M.B.A. M.Sc. (Industrial Engineering) M.B.A.
	Macroeconomics	3			None	Pierre-Pascal Gendron Khatyi Antani Ihor Sokolyk Glenn Belanger	Ph.D. (economics) M.A./M.Phil. (economics) M.B.A. M.I.R., M.A. (economics)
	Business Presentations	3			None	Susan Lieberman Thomas Manning	M.A., LL.M. M.B.A.
	Business Statistics	3			None	Alexei Gohkman Mohammed Hussain Gerard Leung Midori Kobayashi	Ph.D. (math) M.A. (applied math – statistics) Master of Mathematics (statistics) M.S. (mathematics)
Year Two							
Semester 1	Human Resources Management	3			None	To be hired	Ph.D. (human resources, organizational behaviour, industrial/organizational psychology, industrial relations)

Year and Semester	Course Title	Total DW Course Credit Hours	Total DO Course Credit Hours	Total DL Course Credit Hours	Course Pre-requisites and Co-Requisites	Proposed Instructor (or indicate if faculty to be recruited)	Highest Qualification earned (or required of faculty to be hired) and, only where applicable, highest qualifications in progress
	Ethics & Values			3	None	Susan Lieberman	M.A., LL.M.
	Customer Service	3			Pre-Req: Marketing	Peter Madott Suzanne Ross Teresa Meffe Mark Fletcher Jim Higginson	M.B.A. (marketing & finance) M.B.A. (marketing) M.B.A. M.B.A. E.D.M., M.B.A. (marketing)
	Quantitative Methods	3			Pre-Req: Business Statistics	Alexei Gohkman Mohammed Hussain Gerard Leung Midori Kobayashi	Ph.D. (math) M.A. (applied math – statistics) Master of Mathematics (statistics) M.S. (mathematics)
	General Breadth Elective		3		See summary of breadth electives below.	See summary of breadth electives below.	
Semester 2	Financial Management	3			Pre-Req: Introductory Accounting	Ramesh Saxena	Ph.D. (economics), C.M.A.
	E-Commerce	3			Pre-Req: Principles of Marketing, Business Information Systems	Edmund Baumann Frank Fusca Heather Tremble	M.B.A. M.B.A. M.A. (economics), M.B.A. (marketing & finance)
	Operations Management	3			Pre-Req: Quantitative Methods	Janet Porter Eli Lewin Burchell Hanson	M.Eng. (mechanical & industrial engineering) M.Sc. (industrial engineering) M.B.A.
	Tourism & Hospitality Industries	3			None	Janet Baker	Ph.D. Candidate (environmental design)

Year and Semester	Course Title	Total DW Course Credit Hours	Total DO Course Credit Hours	Total DL Course Credit Hours	Course Pre-requisites and Co-Requisites	Proposed Instructor (or indicate if faculty to be recruited)	Highest Qualification earned (or required of faculty to be hired) and, only where applicable, highest qualifications in progress
	General Breadth Elective		3		See summary of breadth electives below.		
Year Three							
Semester 1	International Marketing Research	3			Pre-Req: Marketing Quantitative Methods	To be hired	Ph.D. (marketing, international marketing, business, management)
	Tourism Marketing, Sales & Distribution	3			Pre-Req: Customer Service, Marketing	Mary Lendway	M.B.A. (hospitality & tourism management)
	The Structure of Canadian Tourism	3			Pre-Req: Tourism & Hospitality Industries	Janet Baker	Ph.D. Candidate (environmental design)
	Global Geography	3			None	Janet Baker Ryan Snider	Ph.D. Candidate (environmental design) M.A. (geography and international development).
	General Breadth Elective		3		See summary of breadth electives below.		
Semester 2	Consumer Behaviour	3			Pre-Req: Marketing	Jim Higginson	E.D.M., M.B.A. (marketing)
	E-tourism Strategy & Marketing	3			Pre-Req: Tourism Marketing, Sales & Distribution E-commerce	To be recruited	M.B.A./M.A.
	Entrepreneurship	3			Pre-Req: Financial Management Customer Service, Marketing	Mary Lendway	M.B.A. (hospitality & tourism management)
	Risk Management in	3			Pre-Req: Structure of	To be recruited	M.B.A./M.A.

Year and Semester	Course Title	Total DW Course Credit Hours	Total DO Course Credit Hours	Total DL Course Credit Hours	Course Pre-requisites and Co-Requisites	Proposed Instructor (or indicate if faculty to be recruited)	Highest Qualification earned (or required of faculty to be hired) and, only where applicable, highest qualifications in progress
	Tourism				Canadian Tourism Business Law		
	General Breadth Elective		3		Depends upon selection		
Year Four							
Semester 1	Hospitality Operations Management	3			Pre-Req: Structure of Canadian Tourism	Ramesh Srinivasan	M.A. (hotel administration)
	Specialty Tourism Product Development & Marketing	3			Pre-Req: Structure of Canadian Tourism	To be recruited	Ph.D.
	Strategic Management & Business Planning	3			Pre-Req: Structure of Canadian Tourism	Susan Ratkai Jim Higginson	M.A. (Recreation & Leisure Studies) E.D.M., M.B.A. (marketing)
	Tourism Event Management	3			Pre-Req: Structure of Canadian Tourism	Ramesh Srinivasan	M.A. (hotel administration)
	General Breadth Elective - Principles of Leadership		3		See table of breadth electives below.	See table of breadth electives below.	
Semester 2	International Selling Strategies	3			Pre-Req: Customer Service Consumer Behaviour	Tony Gifford Suzanne Ross Teresa Meffe Mark Fletcher Jim Higginson	M.A. M.B.A. (marketing) M.B.A. M.B.A. E.D.M., M.B.A. (marketing)
	Advanced Revenue Management for Tourism	3			Pre-Req: Financial Management	Ramesh Srinivasan	M.A. (hotel administration)

Year and Semester	Course Title	Total DW Course Credit Hours	Total DO Course Credit Hours	Total DL Course Credit Hours	Course Pre-requisites and Co-Requisites	Proposed Instructor (or indicate if faculty to be recruited)	Highest Qualification earned (or required of faculty to be hired) and, only where applicable, highest qualifications in progress
	International Tourism Destination Development – International Perspectives	3			Pre-Req: Structure of Canadian Tourism	Janet Baker	Ph.D. candidate
	Applied Tourism Business Project	3			Pre-Req: Successful completion of all tourism and business courses.	To be recruited	Ph.D.
	General Breadth Elective		3		Depends upon selection		
Subtotal Course Credits		96	21	3			
Total Program Credits		120					
Calculate the percentage of program offered in DO and DL courses		20%			Must be at least 20% of total program		
Calculate the percentage of the breadth courses offered in DO courses		87.5%			Must be at least 75% of total DO and DL courses		
Calculate the percentage of the breadth courses offered in DL courses		12.5%			Must not be greater than 25% of the total DO and DL courses		

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites	Proposed Instructor (or indicate if faculty to be recruited)	Highest Qualification earned (or required of faculty to be hired) and, only where applicable, highest qualifications in progress
Breadth Electives							
	Ethics and Moral Theory		3		None	Melanie Chaparian Ian Gerrie Georges Bragues Wendy O'Brien-Ewara John Elias	M.A. (philosophy) Ph.D. (philosophy) Ph.D. (political science) Ph.D. (philosophy) in progress Ph.D. (social & political thought) in progress
	Human Security and World Disorder		3		None	Wendy O'Brien-Ewara Ian Baird Georges Bragues	Ph.D. (philosophy) in progress Ph.D. ABD (criminology) Ph.D. (political science)
	Philosophy of Law		3		None	Wendy O'Brien-Ewara	Ph.D. (philosophy) in progress
	Knowing and Believing: Epistemology		3		None	Ian Gerrie Melanie Chaparian	Ph.D. (philosophy) M.A. (philosophy)
	Academic Writing and Critical Reasoning		3		None	David Wallace	Ph.D. (English)
	Betrayal in Contemporary Fiction		3		Successful completion of at least two lower level breadth courses or letter of permission.	Barbara Morris	Ph.D. (English)
	Film Survey and Analysis		3		None	To be recruited	Ph.D.
	Brainstorm		3		None	John Elias Greg Narbey	Ph.D. (social & political thought) in progress Ph.D. (political science)

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites	Proposed Instructor (or indicate if faculty to be recruited)	Highest Qualification earned (or required of faculty to be hired) and, only where applicable, highest qualifications in progress
						Ian Gerrie	in progress Ph.D. (philosophy)
	Theories of Beauty		3		Successful completion of at least two lower level breadth courses or letter of permission.	Wendy O'Brien-Ewara Ian Gerrie John Elias	Ph.D. (philosophy) in progress Ph.D. (philosophy) Ph.D. (social & political thought) in progress
	Power		3		None	Wendy O'Brien-Ewara George Bragues	Ph.D. (philosophy) in progress Ph.D. (political science)
	Power 2: The Question of Legitimation		3		None	Wendy O'Brien-Ewara George Bragues	Ph.D. (philosophy) in progress Ph.D. (political science)
	Introduction to Psychology		3		None	Ann Wainwright Rena Borovilos	Ph.D. (developmental process psychology) M.A. (psychology)
	Social Psychology		3		None	Rena Borovilos	M.A. (psychology)
	Developmental Psychology		3		None	Ann Wainwright Rena Borovilos	Ph.D. (developmental process psychology) M.A. (psychology)
	Introduction to Sociology		3		None	Danita Mushkat Angela Aujla Naomi Couto Guy Letts	Ph.D. (sociology) Ph.D (sociology) in progress Ph.D. (sociology) Ph.D. (sociology) in progress
	Introduction to Politics		3		None	Greg Narbey George Bragues	Ph.D. (political science) in progress Ph.D. political science

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites	Proposed Instructor (or indicate if faculty to be recruited)	Highest Qualification earned (or required of faculty to be hired) and, only where applicable, highest qualifications in progress
	Sociology of Consumption		3		None	Danita Mushkat Angela Aujla Naomi Couto Guy Letts	Ph.D. (sociology) Ph.D (sociology) in progress Ph.D. (sociology) Ph.D. (sociology) in progress
	Sociology of Technology		3		None	Danita Mushkat Naomi Couto Guy Letts	Ph.D. (sociology) Ph.D. (sociology) Ph.D. (sociology) in progress
	City Life		3		Successful completion of at least two lower level breadth courses or letter of permission.	Danita Mushkat Guy Letts	Ph.D. (sociology) Ph.D. (sociology) in progress
	Desire and Discontent		3		Successful completion of at least two lower level breadth courses or letter of permission.	Wendy O'Brien-Ewara	Ph.D. (philosophy) in progress
	How is Society Possible? Conflict, Cooperation & Social Theory		3		Successful completion of at least two lower level breadth courses or letter of permission.	George Bragues Wendy O'Brien-Ewara	Ph.D. (political science) Ph.D. (philosophy) in progress
	The Good Life: A Philosophic Investigation		3		None	Georges Bragues	Ph.D. (political science)
	Breakthroughs of 20 th Century Science		3		None	Tom Olien	Ph.D. (biophysics)
	Astronomy: Discovering our Place in the Universe		3		None	Tom Olien	Ph.D. (biophysics)

Year and Semester	Course Title	Total DW Course Semester Hours	Total DO Course Semester Hours	Total DL Course Semester Hours	Course Pre-requisites and Co-Requisites	Proposed Instructor (or indicate if faculty to be recruited)	Highest Qualification earned (or required of faculty to be hired) and, only where applicable, highest qualifications in progress
	Money, Markets and Democracy		3		None	George Bragues	Ph.D. (political science)
	Communications, Technology and Culture		3		None	To be recruited.	Ph.D. (communication)
	The Influence of Mass Media on Canadian Society		3		None	Mark Ihnat	Ph.D. (communications) in progress
	Canadian Studies		3		None	Greg Narbey	Ph.D. (political science) in progress
	Business and Politics		3		Successful completion of at least two lower level breadth courses or letter of permission.	George Bragues	Ph.D. (political science)
	Principles of Leadership		3		None	Georges Bragues	Ph.D. (political science)
	Research Methods		3		None	Dan Andreae	Ph.D. (adult education)
	The Corporation & Society		3		None	Georges Bragues	Ph.D. (political science)
	Introduction to Environmental Studies		3		None	Catherine Phillips	Ph.D. ABD (environmental studies)

6.3.3.3 Identification of Previously Assessed Subjects

Subject Title	Type	Previously Assessed	Consent Program
Marketing	DW	Yes ^{1,2}	B.A.A. Creative Advertising Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Microeconomics	DW	Yes ^{1,2}	B.A.B. E-Business, B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Introductory Accounting	DW	Yes ^{1,2}	B.A.B. E-Business, B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Business Law	DW	Yes ^{1,2}	B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Organizational Behaviour	DW	Yes ¹	B.A.B. E-Business, B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Business Information Systems	DW	Yes ^{1,2}	B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Macroeconomics	DW	Yes ^{1,2}	B.A.B. E-Business, B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Business Presentations	DW	Yes ¹	B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource

Subject Title	Type	Previously Assessed	Consent Program
			Management, International Business, Fashion Management
Business Statistics	DW	Yes ¹	B.A.B. E-Business, B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Human Resources Management	DW	Yes ¹	B.A.B. E-Business, B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Ethics and Values	DL	Yes ^{1, 2}	B.A.B. E-Business Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Customer Service	DW	Yes ^{1, 2}	B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Quantitative Methods	DW	Yes ¹	B.A.B. Manufacturing Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Financial Management	DW	Yes ¹	B.A.B. E-Business, B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
E-Commerce	DW	Yes ^{1, 2}	B.A.B. E-Business, B.A.B. Tourism Management Most recently assessed in B.A.B. Human Resource Management, International Business, Fashion Management
Operations Management	DW	Yes ²	Most recently assessed in B.A.B. Human Resource

Subject Title	Type	Previously Assessed	Consent Program
			Management, International Business, Fashion Management
Tourism & Hospitality Industries	DW	Yes	B.A.B. Tourism Management
International Marketing Research	DW	Yes	B.A.B. International Business
Tourism Marketing, Sales & Distribution	DW	Yes	B.A.B. Tourism Management
The Structure of Canadian Tourism	DW	Yes	B.A.B. Tourism Management
Hospitality Operations Management	DW	No	This course is a revision of a course previously submitted as part of the B.A.B. Tourism Management
Consumer Behaviour	DW	Yes	B.A.B. Tourism Management B.A.B. International Business
E-Tourism Strategy & Marketing	DW	Yes	B.A.B. Tourism Management
Entrepreneurship	DW	Yes	B.A.B. Tourism Management
Risk Management in Tourism	DW	Yes	B.A.B. Tourism Management
Global Geography	DW	Yes	B.A.B. Tourism Management
Specialty Tourism Product Development and Marketing	DW	Yes	B.A.B. Tourism Management
Strategic Management & Business Planning	DW	Yes	B.A.B. Tourism Management
Event Management	DW	Yes	B.A.B. Tourism Management
International Selling Strategies	DW	Yes	B.A.B. International Business
Advanced Revenue Management for Tourism	DW	Yes	B.A.B. Tourism Management
International Tourism Destination Development: International Perspectives	DW	Yes	B.A.B. Tourism Management
Tourism Business Project	DW	Yes	B.A.B. Tourism Management
Breadth Courses			
Academic Writing and Critical Reasoning	DO	Yes	B.A.B. Tourism Management
Astronomy: Discovering our Place in the Universe	DO	Yes ²	Pilot project submissions, B.A.A. Creative Advertising
Betrayal in Contemporary Fiction	DO	Yes ²	B.A.A. Creative Advertising

Subject Title	Type	Previously Assessed	Consent Program
Brainstorm	DO	Yes	Pilot project submissions, B.A.A. Creative Advertising
Breakthroughs in 20 th Century Science	DO	Yes ²	Pilot project submissions, B.A.A. Creative Advertising
Business & Politics	DO	Yes ²	Pilot project submissions, B.A.A. Creative Advertising
Canadian Studies	DO	Yes	Pilot project submissions, B.A.A. Creative Advertising
City Life	DO	Yes ²	Pilot project submissions, B.A.A. Creative Advertising
Communications, Technology and Culture	DO	Yes	Pilot project submissions, B.A.A. Creative Advertising
The Corporation and Society	DO	Yes	B.A.B. Human Resource Management, International Business, Fashion Management
Desire and Discontent	DO	Yes ²	Pilot project submissions, B.A.A. Creative Advertising
Developmental Psychology	DO	Yes	B.A.A. Creative Advertising
Ethics and Moral Theory	DO	Yes	B.A.T. Industrial Design, B.A.A. Creative Advertising
Film Survey and Analysis	DO	Yes	Pilot project submissions, B.A.A. Creative Advertising
Foundations of Literature and Composition	DO	Yes	Pilot project submissions, B.A.A. Creative Advertising
The Good Life: A Philosophic Investigation	DO	Yes	B.A.A. Creative Advertising
How is Society Possible? Conflict, Cooperation and Social Theory	DO	Yes	B.A.A. Creative Advertising
Human Security and World Disorder	DO	Yes ²	4 pilot project submissions, B.A.A. Creative Advertising
The Influence of Mass Media on Canadian Society	DO	Yes	B.A.A. Creative Advertising
Introduction to Environmental Studies	DO	Yes	B.A.B. Human Resource Management, International Business, Fashion Management
Introduction to Politics	DO	Yes	B.A.A. Creative Advertising
Introduction to Psychology	DO	Yes ²	B.A.A. Creative Advertising
Introduction to Sociology	DO	Yes ²	B.A.A. Creative Advertising

Subject Title	Type	Previously Assessed	Consent Program
Knowing and Believing: Epistemology	DO	Yes	Pilot project submissions, B.A.A. Creative Advertising
Money, Markets and Democracy	DO	Yes ²	Pilot project submissions, B.A.A. Creative Advertising
Philosophy of Law	DO	Yes	Pilot project submissions, B.A.A. Creative Advertising
Power	DO	Yes	B.A.A. Creative Advertising
Power 2: The Question of Legitimation	DO	Yes	B.A.A. Creative Advertising
Principles of Leadership	DO	Yes	B.A.B. Tourism Management
Research Methods	DO	Yes	B.A.B. Creative Advertising
Social Psychology	DO	Yes	B.A.A. Creative Advertising
Sociology of Consumption	DO	Yes ²	Pilot project submissions, B.A.A. Creative Advertising
Sociology of Technology	DO	Yes	B.A.A. Creative Advertising
Theories of Beauty	DO	Yes	Pilot project submissions, B.A.A. Creative Advertising

Notes:

¹The outlines for these courses may have been updated as part of the normal review of relevant and current topics as well as upgrades to text books and other resource materials. There have been no significant additions or changes to the content or method of delivery.

²These courses have also been reviewed by the joint curriculum committee of Humber and the University of Guelph, the Board of Undergraduate Studies at the University of Guelph and the University of Guelph Senate and deemed to be baccalaureate-level courses for degrees offered through the University of Guelph-Humber