

A Joint Major in Business Administration and Communication requires a total of 120 units which must include the following requirements:

- a) Lower division requirements
- b) Writing, Quantitative and Breadth requirements (WQB) - If admitted to SFU Fall 2006 onward
- c) Business Core
- d) Marketing focus
- e) Upper Division units

*If admitted to SFU before Fall 2006, BBA students must complete Group Requirements A, B and C**Lower division courses must have a minimum grade of C- to meet graduation requirements.

The upper division hour requirements of this Joint Major are:

32 units of Upper Division credit in Business Administration or Buec courses

24 units of Upper Division credit in Communication

Note: The 32 units of upper division Business, and at least 13 units of upper division Communication, must be completed in the final 60 units of the degree, and would be met in categories: c), d) and e)

Admission is required to both Business and Communication.

Please refer to: Business Administration (beedie.sfu.ca/bba/apply)

Communication (www.cmns.sfu.ca)

a) Lower Division Requirements

For Business Administration

- Bus 207-3 - Managerial Economics (or Econ 301-4)*
- Buec 232-4 - Data and Decisions I (or Stats 270)
- Bus 237-3 - Introduction to Computers and Information Systems in Business
- Bus 251-3 - Financial Accounting I
- Bus 254-3 - Managerial Accounting I*
- Bus 272-3 - Behavior in Organizations
- Econ 103-4 - Principles of Microeconomics
- Econ 105-4 - Principles of Macroeconomics
- Math 157-3 - Calculus for the Social Sciences I (or Math 150-4, 151-3 or 154-3)

and any two of:

- Engl 101-3 - Introduction to Fiction
- Engl 102-3 - Introduction to Poetry
- Engl 103-3 - Introduction to Drama
- Engl 104-3 - Introduction to Prose Genres
- Engl 105-3 - Introduction to Issues in Literature and Culture
- Engl 199-3 - Introduction to University Writing
- Phil 001-3 - Critical Thinking
- Phil 100-3 - Knowledge and Reality
- Phil 120-3 - Introduction to Moral Philosophy
- WL 101W-3 - Writing About Literature

- WL 103W-3 - Pre-Modern World Literature
- WL 104W-3 - Modern World Literature

*Not required for admission to program.

**Minimum required grade for all lower division courses is C-.

For Communication

- Cmns 110-3 Introduction to Communication Studies
- Cmns 130W-3 Explorations in Mass Communication
- Six 200 level Communication courses for a total of 24 units including:

Both:

- Cmns 221-3 Media and Audiences
- Cmns 223W-3 Advertising as Social Communication

Two of:

- CMNS 260-3 Empirical Communication Research Methods
- CMNS 261-3 Documentary Research in Communication
- CMNS 262-3 Design & Method in Qualitative Communication Research

b) Writing, Quantitative and Breadth Requirements (WQB)

Writing

Students are required to complete 6 units of "W" course work in their degree, one of which must be an upper division (300 or 400 level) course. All the English courses and Phil 100W and Phil 120W, of which you need 2 for admission to SFU Business, are "W" courses. BUS 360W, a Business Core Course, will meet the Writing Upper Division requirement.

Quantitative

Students are required to complete 6 units of "Q" course work in their degree. Since 6 courses required for the BBA are designated "Q" courses, students will meet this requirement while completing their BBA.

Breadth

Students are required to complete 24 units of "B" course work in their degree.

- 6 units of Social Sciences (B-Soc) - can be met with Econ 103 and 105
- 6 units of Humanities (B-Hum)
- 6 units of Science (B-Sc)
- 6 units of Undesignated Breadth (UB)

For complete information regarding WQB Requirements go to www.sfu.ca/ugcr/For_Students/

c) Business Core

For Business

- Bus 303-3 - Business, Society and Ethics
- Bus 312-4 - Introduction to Finance
- Bus 336-4 - Data and Decisions II
- Bus 393-3 - Commercial Law
- Bus 343-3 - Introduction to Marketing
- Bus 478-3 - Seminar in Administrative Policy *

And one of:

- Bus 374-3 - Organization Theory
- Bus 381-3 - Introduction to Human Resource Management

* To be completed at SFU

d) Marketing Focus *

Required Business courses

- Bus 343-3 Introduction to Marketing
- Bus 345-4 Marketing Research
- Bus 347-3 Consumer Behavior

and at least one of the following:

- Bus 445-3 Analysis of Data for Management
- Bus 446-4 Marketing Strategy
- Bus 448-4 Advertising and Sales Promotion
- Bus 449-3 Ethical Issues in Marketing

* A marketing focus is not a Marketing concentration. If you wish to complete a Marketing concentration, you will be required to complete two additional 400 level Marketing courses.

Required Communication courses

24 units of Upper Division Communication courses, including:

- Cmns 323-4 Cultural Dimensions in Advertising

Note: Cmns 425-4 Applied Communication for Social Issues is recommended but not required.

Directed Studies (Readings) and Field Placement credit will not count as part of the 24 upper division units required by Communication for the joint major.