



**Bachelor of Management  
Minimum Admission Requirements**

**About Management Minors**

**Campuses**

**Core Requirements:**

Economics 1010 - Introduction to Microeconomics  
 Economics 1012 - Introduction to Macroeconomics  
 Management 1000 - Introduction to Management  
 Management 2020 - Marketing  
 Management 2030 - Introduction to Organizational Behaviour  
 Management 2070/Economics 2070 - Operations and Quantitative Management  
 Management 2100 - Introductory Accounting  
 Management 2400 - Management Accounting  
 Management 3031 - Managing Responsibly in a Global Environment  
 Management 3040 - Finance  
 Management 3050/Political Science 3420 - Human Resource Management  
 Management 3061 - Information Systems and Management  
 Management 3080 - Managerial Skill Development  
 Management 3650 - Introduction to International Management  
 Management 4090 - Management Policy and Strategy  
 Statistics 1770 - Introduction to Probability and Statistics

**One of:**

Writing 1000 - Introduction to Academic Writing  
 A university English course

**Major Requirements:**

Economics 3030 - Managerial Economics  
 Management 3210 - Consumer Behaviour  
 Management 3220 - Marketing Research  
 Management 4230 - Marketing Management  
 Psychology 1000 - Basic Concepts of Psychology

Name: \_\_\_\_\_

ID: \_\_\_\_\_

**Program Planning Guide**

Current and past Program Planning Guides are available on the UofL website at [www.uleth.ca/ross/ppgs/ppg.html](http://www.uleth.ca/ross/ppgs/ppg.html)

**Calendar Year: 2012/2013**

**Faculty: Management**

The Bachelor of Management degree in Marketing requires a minimum of 40 courses.

Admission to the Bachelor of Management program may be gained by one of the following admission routes.

- Alberta or other Canadian high school credentials
- Transfer from recognized colleges or universities
- Adult (Mature) Admission
- Credentials from other countries

Please note that the admission policies and procedures set out in Part 1- Admission of the UofL Calendar are applicable unless otherwise noted.

All applicants must satisfy the following requirements as outlined in Part 1 - Admission, Section 3.a.1. of the UofL Calendar, satisfactory completion of Alberta's (or equivalent):

- English Language Arts 30-1
- Mathematics 30-1, Mathematics 30-2, or Pure Mathematics 30
- Two other 30-level Academic Courses
- A Fifth Course (not including Special Projects) at the Grade 12 level

The Faculty of Management offers minors in First Nations' Governance, Information Systems, International Management, New Media, Social Responsibility, and Supply Chain Management. In some cases, achievement of the minor and a chosen major will require a student to take extra courses. Students may not declare a minor in the same subject as their major. For students who complete all the requirements, the minor will be acknowledged on the official transcript (see Part 11 - Faculty of Management in the UofL Calendar).

The Faculty of Management offers programs on three campuses: Calgary, Edmonton, and Lethbridge. On the Lethbridge campus, students can pursue all programs and majors offered by the Faculty of Management. The Calgary and Edmonton campuses serve adult learners who may be in the work force wanting to further their education. These campuses offer the B.Mgt., Post-Diploma B.Mgt., second degree in Management, the PDA, and other Management Certificates. Combined Degrees programs (B.A./B.Mgt., B.Sc./B.Mgt., B.F.A. (New Media)/B.Mgt., B.H.Sc./B.Mgt., B.Mgt./B.Ed., and Post-Diploma B.Mgt./B.Ed.) cannot be completed in their entirety on the Calgary or Edmonton campuses, and all Combined Degrees applicants will be assigned to the Lethbridge campus (see Part 11 - Faculty of Management, Section 4, in the 2012/2013 UofL Calendar). For information on specific majors and minors for the Calgary and Edmonton campuses, please contact the campus offices.

**Lethbridge Campus**  
 Phone: 403-329-2153  
 Email: [undergrad.management@uleth.ca](mailto:undergrad.management@uleth.ca)

**Calgary Campus**  
 Phone: 403-571-3360  
 Email: [calgary.campus@uleth.ca](mailto:calgary.campus@uleth.ca)

**Edmonton Campus**  
 Phone: 780-424-0425  
 Email: [edmonton.campus@uleth.ca](mailto:edmonton.campus@uleth.ca)

Sociology 1000 - Introduction to Sociology

**One of:**

Psychology 2320 - Cognition and Perception: Thinking and Seeing  
 Psychology 2800 - Social Psychology  
 Sociology 2200 - Classical Sociological Theory  
 Sociology 2600 - The Individual and Society

**One of:**

Economics 2900 - Economics and Business Statistics  
 Statistics 2780 - Statistical Inference

**Three of:**

Management 3230 - Retailing Management  
 Management 3240 - Sales Management  
 Management 3250 - Social Marketing  
 Management 3260 - Not-for-Profit Marketing  
 Management 3280 - Services Marketing Management  
 Management 3806 - Small Business Management  
 Management 3862 - E-commerce Management  
 Management 4210 - Advertising and Promotions  
 Management 4220 - Cross-Cultural Marketing

Seven 3000/4000-level courses offered by any faculty

Three Fine Arts and Humanities courses chosen to ensure completion of the General Liberal Education Requirement (refer to the 2012/2013 University of Lethbridge Calendar, p. 91)

Two additional non-Management electives

**Marketing**

**Bachelor of Management**

Below is a suggested sequence plan for the B.Mgt. Marketing program. (Students admitted via the Diploma Admission Route should refer to the Post-Diploma B.Mgt. Marketing program planning guide.)

**Prerequisites and corequisites as of 2012/2013 are given in parentheses below each applicable course; where more than one prerequisite/corequisite is required, items are separated by semi-colons. Check the current Calendar/Timetable for current prerequisites and corequisites.**

### Year 1 FALL (Sept - Dec)

One of: ECON 1010 - Introduction to Microeconomics ECON 1012 - Introduction to Macroeconomics
MGT 1000 - Introduction to Management
STAT 1770 - Introduction to Probability and Statistics (PREREQS: One of MATH 30-1, MATH 30-2, Pure MATH 30, or MATH 0500)
SOCI 1000 - Introduction to Sociology
Fine Arts & Humanities Course

### Year 2 FALL (Sept - Dec)

MGT 2030 - Introduction to Organizational Behaviour (PREREQS: One of WRIT 1000 or a university English course; 2nd-year standing)
MGT 2400 - Management Accounting (PREREQS: MGT 2100; One of WRIT 1000 or a university English course; all prereqs must have a minimum 'C-' grade) (COREQS: ECON 1010; ECON 1012; STAT 1770)
One of: ECON 2900 - Economics and Business Statistics (PREREQS: STAT 1770; One of ECON 1010 or ECON 1012) STAT 2780 - Statistical Inference (PREREQS: STAT 1770)
Fine Arts & Humanities Course
Elective - Non-Management

### Year 3 FALL (Sept - Dec)

MGT 3031 - Managing Responsibly in a Global Environment (PREREQS: ECON 1010; ECON 1012; One of WRIT 1000 or a university English course)
MGT 3040 - Finance (prereqs: ECON 1010; ECON 1012; MGT 2400; STAT 1770)
MGT 3080 - Managerial Skill Development
MGT 3210 - Consumer Behaviour (PREREQS: MGT 2020; One of WRIT 1000 or a university English course)
Elective - Non-Management

### Year 4 FALL (Sept - Dec)

MGT 3650 - Introduction to International Management (PREREQS: 3rd-year standing)
Elective - Marketing <sup>1</sup> (PREREQS: see current Calendar)
Elective - Marketing <sup>1</sup> (PREREQS: see current Calendar)
Elective - 3000/4000 level
Elective - 3000/4000 level

### SPRING (Jan - Apr)

One of: ECON 1010 - Introduction to Microeconomics ECON 1012 - Introduction to Macroeconomics
MGT 2100 - Introductory Accounting
One of: WRIT 1000 or a university English course
PSYC 1000 - Basic Concepts of Psychology
Fine Arts & Humanities Course

### SPRING (Jan - Apr)

MGT 2020 - Marketing
MGT 2070/ECON 2070 - Operations and Quantitative Management (PREREQS: STAT 1770; 2nd-year standing)
ECON 3030 - Managerial Economics (PREREQS: ECON 1010)
One of: PSYC 2320 - Cognition and Perception: Thinking and Seeing (PREREQS: One of PSYC 1000 or a previous course in NEUR) PSYC 2800 - Social Psychology (PREREQS: One of PSYC 1000 or a previous course in NEUR) SOCI 2200 - Classical Sociological Theory (PREREQS: One of SOCI 1000 or a previous course in SOCI) SOCI 2600 - The Individual and Society (PREREQS: One of SOCI 1000 or a previous course in SOCI)
Elective - 3000/4000 level

### SPRING (Jan - Apr)

MGT 3050/POLI 3420 - Human Resource Management (PREREQS: One of MGT 2030 or a 2000 level course in Political Science; One of WRIT 1000 or a university English course)
MGT 3061 - Information Systems and Management
MGT 3220 - Marketing Research (PREREQS: MGT 2020; One of ECON 2900 or STAT 2780)
Elective - 3000/4000 level
Elective - 3000/4000 level

### SPRING (Jan - Apr)

MGT 4090 - Management Policy and Strategy (PREREQS: 4th-year standing; MGT 2020; MGT 3031; MGT 3040; MGT 3050/POLI 3420; MGT 3061)
MGT 4230 - Marketing Management (PREREQS: MGT 3210; MGT 3220; 4th-year standing)
Elective - Marketing <sup>1</sup> (PREREQS: see current Calendar)
Elective - 3000/4000 level
Elective - 3000/4000 level

### Notes

**IMPORTANT: Prerequisites and corequisites are subject to change annually. Consult the current Calendar or Timetable.**

- Marketing Electives: Students must complete three (3) of the following: MGT 3230, MGT 3240, MGT 3250, MGT 3260, MGT 3280, MGT 3806, MGT 3862, MGT 4210, MGT 4220.

### Minimum Grade Requirement

A minimum grade of 'C-' is required in Statistics 1770; Economics 1010 and Economics 1012; Writing 1000 OR a university English course; and all Management courses in order to meet degree requirements.

### 1000-Level Limit

Not more than 10 courses may be taken at the 0100/1000 level for credit toward the degree.

### Residence Requirement

All students must complete at least 20 University of Lethbridge courses, 10 of which must be 3000/4000-level Management courses.

### Repeated Courses

You are allowed to repeat a course. Only your most recent attempt will be calculated in the GPA. Students who have repeated a course must submit a 'Repeated Course Form' (available at the Registrar's Office and Student Services [ROSS]).

### Sequencing

Courses in this major may not be offered every semester. Students should consult current timetables.

Students may opt to take Summer Session courses which may reduce the overall length of time required to complete the degree.

Sequencing of courses will vary for part-time students.

