

STRATEGIC MANAGEMENT MAJOR (B.COM.) (72 CREDITS)

Offered by: Management (Desautels Faculty of Management)

Degree: Bachelor of Commerce

Program credit weight: 72

Program Description

The Strategic Management Major combines traditional topics in strategic management, such as competition and globalization, with attention to pressing social, and environmental challenges. Since the activities of contemporary businesses can no longer be considered separately from these challenges, the Major is intended to foster a holistic view of management practice. Students will be encouraged to consider strategy formation and change for large corporations, small businesses, and social enterprises within their economic, social and environmental contexts. Because Strategic Management is a broad subject area, students are given flexibility to tailor this Major to their interests. Anticipated career trajectories are diverse, and include positions in management consulting, business development in new start-ups and small businesses; and strategic planning and analysis in large multinationals, NGOs, international organizations, and government agencies.

All BCom students take a Core curriculum in addition to this Major.

Note: For information about Fall 2025 and Winter 2026 course offerings, please check back on May 8, 2025. Until then, the "Terms offered" field will appear blank for most courses while the class schedule is being finalized.

Required Courses (42 credits)

Management Core

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Course	Title	Credits
MGCR 211	Introduction to Financial Accounting.	3
MGCR 222	Introduction to Organizational Behaviour.	3
MGCR 233	Data Programming for Business.	3
MGCR 250	Expressive Analysis for Management.	3
MGCR 271	Business Statistics.	3
MGCR 293	Managerial Economics.	3
MGCR 294	The Firm in the Macroeconomy.	3
MGCR 331	Information Technology Management .	3
MGCR 341	Introduction to Finance.	3
MGCR 352	Principles of Marketing.	3
MGCR 372	Operations Management.	3
MGCR 382	International Business.	3
MGCR 423	Strategic Management.	3
MGCR 460	Social Context of Business.	3

Complementary Courses (30 credits)

9-15 credits from the following:

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Course	Title	Credits
MGPO 383	International Business Policy.	3
MGPO 445	Industry Analysis and Competitive Strategy.	3
MGPO 460	Managing Innovation.	3
MGPO 469	Managing Globalization.	3
MGPO 470	Strategy and Organization.	3

9-15 credits from the following:

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Course	Title	Credits
MGPO 365	Business-Government Relations.	3
MGPO 438	Social Entrepreneurship and Innovation.	3
MGPO 440	Strategies for Sustainability.	3
MGPO 450	Ethics in Management.	3
MGPO 475	Strategies for Developing Countries.	3
MGPO 485	Emerging Technologies: Organizing and Societal Stakes.	3

0-12 credits from the following:

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Course	Title	Credits
AGRI 411	Global Issues on Development, Food and Agriculture.	3
ANTH 212	Anthropology of Development.	3
BUSA 300	Case Analysis and Presentation.	3
BUSA 391	International Business Law.	3
ECON 305	Industrial Organization.	3
ECON 313	Economic Development 1.	3
ECON 314	Economic Development 2.	3
INTD 200	Introduction to International Development.	3
MGPO 362	Fundamentals of Entrepreneurship.	3
MGPO 402	Dynamic Cities.	3
MGPO 430	Practicum in Not for Profit Consulting.	3
MGPO 433	Topics in Social Business and Enterprise.	3
MGPO 434	Topics in Policy 1.	3
MGPO 435	The Origins of Capitalism.	3
ORGB 380	Cross Cultural Management.	3