

**Faculty of Business**  
**Undergraduate Curriculum Report to Undergraduate Council**

**FOR THE 2024-2025 UNDERGRADUATE CALENDAR**

**Approved by the Faculty of Business Faculty Council Feb 29, 2024**

**FACULTY OF BUSINESS  
REPORT TO SENATE  
SUMMARY OF MAJOR CURRICULUM CHANGES FOR 2024-2025  
ACADEMIC CALENDAR**

**February 2024**

This report highlights substantive changes being proposed to the Undergraduate curriculum. For a complete review of all changes, please refer to the Faculty of Business Curriculum Report for Changes to the 2024-2025 Undergraduate Calendar, located electronically at:  
<http://ug.degroote.mcmaster.ca/curriculum-report/>

**New Programs**

- N/A

**Program Closures**

- N/A

**Major Revisions**

- N/A

**FACULTY OF BUSINESS  
REPORT TO UNDERGRADUATE COUNCIL  
SUMMARY OF CURRICULUM CHANGES FOR 2024-2025 ACADEMIC  
CALENDAR**

**February 2024**

This report highlights substantive changes being proposed to the Undergraduate curriculum. For a complete review of all changes, please refer to the Faculty of Business Curriculum Report for Changes to the 2024-2025 Undergraduate Calendar, located electronically at:

<http://ug.degroote.mcmaster.ca/curriculum-report/>

Below is a summary of the proposed changes for approval by the Faculty of Business. Full proposals and course outlines can be found in the appendices beginning on page 9.

**New Programs**

- N/A

**Program Closures**

- N/A

**Major Revisions**

- N/A

# **FACULTY OF BUSINESS REPORT TO UNDERGRADUATE COUNCIL SUMMARY OF CURRICULUM CHANGES FOR 2024-2025 ACADEMIC CALENDAR**

**February 2024**

This report highlights substantive changes being proposed to the Undergraduate curriculum. For a complete review of all changes, please refer to the Faculty of Business Curriculum Report for Changes to the 2024-2025 Undergraduate Calendar, located electronically at:

<http://ug.degroote.mcmaster.ca/curriculum-report/>

Below is a summary of the proposed changes for approval by the Faculty of Business. Full proposals and course outlines can be found in the appendices beginning on page 9.

## **REVISIONS TO ADMISSION REQUIREMENTS**

- N/A

## **REVISIONS TO MCMASTER GENERAL ACADEMIC REGULATIONS**

- N/A

## **REVISIONS TO DEGROOTE SCHOOL OF BUSINESS (FACULTY OF BUSINESS) – ACADEMIC REGULATIONS**

- Updated notes describing the requirement for students in a Honours Commerce with Internship or Integrated Business and Humanities to be enrolled in full-time studies

## **REVISIONS TO EXISTING MINORS**

- N/A

## **REVISIONS TO EXISTING CERTIFICATES**

- N/A

## **NEW COURSES**

- IBH 3LD0 - Leadership Development - Leadership Effectiveness

## **REVISIONS TO EXISTING COURSES**

- Commerce 2AB3 – Managerial Accounting I
- Commerce 2FB3 – Managerial Finance
- Commerce 2IN0 – Career Development Course
- Commerce 4SI3 – Innovation for Social Impact
- Commerce 4SM3 – Sports Management

## **REVISIONS TO DEGROOTE SCHOOL OF BUSINESS (FACULTY OF BUSINESS) – ACADEMIC REGULATIONS**

We are seeking to update the Program Notes for both the Honours Commerce with Internship as well as the Integrated Business and Humanities with Internship Program. This will impact the following cohorts;

- Students who Enter Business 1 in September 2021 or later
- Students who Enter Business 1 in September 2020
- Students who Enter Business 1 in September 2016-2019
- Students who Enter the Integrated Business & Humanities Program (IBH Program) in September 2022 or later
- Students who Enter the Integrated Business & Humanities Program (IBH Program) in September 2019-2021
- Students who Enter the Integrated Business & Humanities Program (IBH Program) prior to September 2019

### **Proposed Change -**

#### **Program Notes**

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1. To remain in the Integrated Business and Humanities with Internship program, students must maintain a cumulative GPA of 7.0, and remain in good academic standing.
2. Only students completing an approved 16-month internship will enroll in [COMMERCE 4IC0](#).
3. Students should refer to the table below to plan their enrolment for their work term.
4. Students enrolled in a DSB Internship program must be registered in full-time studies, including all prescribed courses, during the academic terms of their program (a minimum of 18 units in a full-term; and at least 9 units in a half-term)

**Rationale:** Requirements for full-time studies pre and post internship are to align with the accreditation standard from CEWIL Canada (Co-operative Education and Work-Integrated Learning Canada). CEWIL definitions inform various external bodies and policies such as the Co-operative Tax Credit, Student Work Placement Program (federal funding for employers) and Public Service Commission of Canada (program eligibility for co-op hiring). CEWIL definitions continue to inform that national WIL landscape and it is important that we align with these guidelines to ensure our students and employer partners have access to every available opportunity.

## NEW COURSES

IBH 3LD0 - Leadership Development - Leadership Effectiveness

0 unit(s)

This course builds upon the foundation of leadership self-awareness gained in IBH 1LD0 and self-regulation gained in 2LD0. In 3LD0, students will continue to take an outward focus by understanding how their leadership impacts others. Students will reflect upon how their personality and values influence their decision-making and how those decisions impact those they lead and broader stakeholders. Students will further develop their leadership development plans supported by small group workshops and 1:1 coaching.

**Prerequisite(s):** Registration in Level III or above of an Integrated Business and Humanities program

## REVISIONS TO EXISTING COURSES

**Commerce 2AB3 – Managerial Accounting I**

3 unit(s)

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An introduction to concepts underlying the use of cost accounting information for managerial planning and control and for inventory valuation. The nature and analysis of costs and the usefulness and limitations of accounting data for decision-making, including ethical considerations, will be discussed. Lectures (~~two~~ **three** hours); ~~tutorial (one hour)~~

**Prerequisite(s):** One of [COMMERCE 1AA3](#), [IBH 1AA3](#), GENTECH 3FA3 or GENTECH ~~3FF3~~ **3FS3**; and registration in any four or five level program or applicable minor (see *Faculty Note 2*.)

**Antirequisite(s):** [IBH 2BA3](#)

**Rationale for Change:** The GENTECH courses have been evaluated and added as approved prerequisites for the course. This submission is to update a course code that was mistakenly added in our Fall 2023 curriculum submission. The Accounting Area is also updating the structure of the course due to the lack of attendance at the tutorials. There will be 3 hours of lecture going forward with optional tutorials offered throughout the term.

## Commerce 2FB3 – Managerial Finance

3 unit(s)

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This course examines various aspects of the financial management of the firm including the sources and methods of financing, capital structure, dividend policy, leasing, mergers and acquisitions, working capital management, effects of taxation on financial decisions and international aspects of finance.

Lectures (three ~~two~~ hours), Tutorials (one hour)

**Prerequisite(s):** One of COMMERCE 2FA3, ~~or~~ ECON 2I03, GENTECH 2EE3, GENTECH 3EE3, or ENGINEER 2B03; and registration in any four or five level program or applicable minor (see *Faculty Note 2.*)

**Antirequisite(s):** COMMERCE 3FA3; IBH 3AC3

**Rationale for Change:** We are updating the structure of the course to allow for smaller working sessions with students in tutorials.

## Commerce 2IN0 – Career Development Course

0 unit(s)

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A Career Development course designed to equip students with the tools necessary to successfully participate in summer, internship and full time job searches. Topics include: skills assessment, resume and cover letter development, interview skills, networking, job search strategies, business etiquette. Successful completion of this course is one of the requirements to participate in the Honours Commerce with Internship and Integrated Business and Humanities with Internship Programs.

Lectures (two hours)

**Prerequisite(s):** Registration in Level II of a Bachelor of Commerce Program or Permission of the Manager of the Career and Professional Development

A separate course fee of \$175 will be applied to your student account upon enrolment in the course. For more information on Commerce 2IN0 see <http://ug.degrootemcmaster.ca/course-outlines/>. Please refer to the Honours Commerce with Internship and Integrated Business and Humanities with Internship Program sections of the Undergraduate Calendar for a complete listing of requirements for participation.

**Rationale for Change:** We would like to update the calendar copy for COMMERCE 2IN0 to reflect the new degree names. Thus changing “Commerce Internship Program” to “BCom/IBH with Internship Programs”

## Commerce 4SI3 – Innovation for Social Impact

3 unit(s)

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This course provides students from Humanities, Social Sciences, and Business the opportunity to learn and apply social innovation skills in the non-profit sector. In the classroom, students will gain an understanding of key social innovation concepts including impact assessment, systems mapping, design thinking, collective impact, and theory of change while also learning about the unique characteristics and work environment of the non-profit sector. In the community, students will engage with a non-profit

partner to help them conceptualize, develop, and/or implement a social innovation.

Lectures, Group work, Cases, Guest lectures

**Prerequisite(s):** Registration in Level IV or above in any Bachelor of Commerce, Social Science, or Humanities program or Instructor Permission. Please note: Spaces are limited.

**Rationale for Change:** This course is meant to be open to a wide range of students. Having the flexibility to provide instructor permission will enable that flexibility while still maintaining high quality, upper year student involvement.

### Commerce 4SM3 – Sports Management

3 unit(s)

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This course emphasizes management principles as they relate to the business of sports. Students are introduced to the following sports management issues: marketing and advertising of sports events and brands, understanding of legal and ethical issues in sport, media and promotion, sponsorship and event management, sports equipment and product management, recreational sports management and other related areas. There is an emphasis on developing and improving communication skills as much of the course content will be case-based. An overview is provided with regard to career opportunities in the sports management field.

Lectures (three hours)

**Prerequisite(s):** Registration in Level II ~~III~~ or above in any Bachelor of Commerce or Engineering and Management program or relevant minor (see *Faculty Note 2*.)

**Rationale for Change:** Given its popularity with Commerce students, it is proposed that this course be opened to a wider range of students from various faculties. Having the flexibility to provide instructor permission will enable that flexibility while still maintaining high quality, upper year student engagement.





## APPENDIX

# RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2024-2025 Course and Calendar Change Proposal Form

### DeGroote School of Business McMaster University

1. All sections of this form must be completed.
2. This form must be completed for all course changes.
3. If the committee has any questions regarding this proposal, who should be contacted?

Area Chair Name: **Greg Rombough**  
Extension: **x 27213**

4. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

#### Submitted by which area group (select one):

- ☐ Strategic Management
- ☐ Marketing
- ☐ Health Policy and Management
- ☐ Accounting and Financial Management Services
- ☐ Finance and Business Economics
- ☐ Human Resources and Management
- ☐ Information Systems
- ☐ Operations Management
- ☒ Student Experience Office
- ☐ Joint Areas (please specify):

#### Nature of recommendation (check whichever is applicable):

- ☐ Change in tutorial structure
- ☐ Change in delivery (blended/online/etc)
- ☐ Change in prerequisites / corequisites

- ☐ Change in course title
- ☐ Change in credit value: from  credits to  credits
- ☒ Change in Academic Calendar description

### Current Description

Section Title: Integrated Business and Humanities with Internship Program -  
Program Notes and Honours Commerce with Internship Program – Program Notes

### Program Notes

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1. To remain in the Integrated Business and Humanities with Internship program, students must maintain a cumulative GPA of 7.0, and remain in good academic standing.
2. Only students completing an approved 16-month internship will enroll in [COMMERCE 4IC0](#).
3. Students should refer to the table below to plan their enrolment for their work term.

**Rationale:** Explain briefly the reasons behind the recommendation for change.

Requirements for full-time studies pre and post internship are to align with the accreditation standard from CEWIL Canada (Co-operative Education and Work-Integrated Learning Canada). CEWIL definitions inform various external bodies and policies such as the Co-operative Tax Credit, Student Work Placement Program (federal funding for employers) and Public Service Commission of Canada (program eligibility for co-op hiring). CEWIL definitions continue to inform that national WIL landscape and it is important that we align with these guidelines to ensure our students and employer partners have access to every available opportunity.

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

### Program Notes

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5. To remain in the Integrated Business and Humanities with Internship program, students must maintain a cumulative GPA of 7.0, and remain in good academic standing.
6. Only students completing an approved 16-month internship will enroll in [COMMERCE 4IC0](#).
7. Students should refer to the table below to plan their enrolment for their work term.
8. Students enrolled in a DSB Internship program must be registered in full-time studies, including all prescribed courses, during the academic terms of their program (a minimum of 18 units in a full-term; and at least 9 units in a half-term)



## RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2023-2024 New Course Proposal

### DeGroote School of Business McMaster University

5. All sections of this form must be completed.  
6. If the committee has any questions regarding this proposal, who should be contacted?

Chair Name: **Brent McKnight (Program Director)**  
Instructor (if known): **TBD**  
Extension: **x 24704**

7. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

#### Submitted by which area group (select one):

- ☐ Strategic Management  
☐ Marketing  
☐ Health Policy and Management  
☐ Accounting and Financial Management Services  
☐ Finance and Business Economics  
☐ Human Resources and Management  
☐ Information Systems  
☐ Operations Management  
☒ Joint Areas (please specify): **IBH**

#### Proposed Course Details:

Course Title: **Leadership Development - Leadership Effectiveness**  
Instructor(s): **TBD**

Course Code: **3LD0**  
Credit Value: **0**

Prerequisites: Enrolment in Level III of Integrated Business and Humanities

**Rationale:** Explain briefly the reasons behind the recommendation. If the course is being re-named, give the old and new titles, and old and new course numbers. If the course is to be cancelled, state the rationale.

This is the third course in the sequence of four-year leadership development courses in the IBH program.

**Course Description:** Provide a brief description to be included in the Undergraduate Calendar (max. 6 lines).

This course builds upon the foundation of leadership self-awareness gained in IBH 1LD0 and self-regulation gained in 2LD0. In 3LD0, students will continue to take an outward focus by understanding how their leadership impacts others. Students will reflect upon how their personality and values influence their decision-making and how those decisions impact those they lead and broader stakeholders. Students will further develop their leadership development plans supported by small group workshops and 1:1 coaching.

**Statement of purpose** (How does the course fit into the Faculty's programme?):

When approved in 2016-2017, the New Program Proposal for the IBH listed leadership development as one of the pillars of the IBH program. Moreover, leadership development for Business students is DSB priority where the school is dedicating a leadership development centre in the McLean Centre for Collaborative Learning.

**Class size (please provide context if below standard class-size: 60**

**Method of presentation of course material:**

Individual coaching sessions, workshops, and lectures.

**Method of evaluation** (exams, essays, assignments, group projects, class participation, etc.):

Completing assessment instruments, meeting with leadership coordinator, and the submission of individual leadership development plan.

**To prevent overlap**, is a similar course being offered elsewhere on campus? If so, please attach any relevant correspondence with the other area(s) or department(s)? ☒ not offered elsewhere

If the proposed course is to be **cross-listed** in another department/faculty, please attach relevant correspondence with the department/faculty. ☒ not cross-listed elsewhere

If this course is intended primarily for students **outside the DeGroote School of Business**, have you the support of the department concerned? ☒ not intended for students outside the faculty

A **draft course outline** is attached to this form. ☐ Yes it is included.

#### Configuration for Mosaic Course Catalog

<b>Class Component(s) required for Scheduling:</b>	
<i>Check all that apply to a maximum of 3. All components used in the catalog <b>must be scheduled</b> or students won't be able to enrol in the course. For example, if a course is approved with lecture and tutorial components and the tutorial is not scheduled, students will not be able to enrol into the course.</i>	
<i>The components configured in Mosaic should also match the calendar description (i.e. if the phrase "Three hours (lectures, tutorials); one term" is used, then lectures and tutorials should be used in Mosaic.)</i>	
X Lecture <input type="checkbox"/> Tutorial <input type="checkbox"/> Lab <input type="checkbox"/> Seminar <input type="checkbox"/> Field Study <input type="checkbox"/> Independent Study <input type="checkbox"/> Placement	
X Project <input type="checkbox"/> Thesis <input type="checkbox"/> Work Experience	
<b>Default section size:</b>	<b>60</b>
<i>(For the primary component, how many seats per section would an average offering of this course have? This can be adjusted later.)</i>	
<b><u>Note regarding Personal Interest Courses (PIC):</u></b>	
<i>All undergraduate courses will be eligible for PIC unless they use a field study, independent study, placement or thesis component. Additionally, students are not eligible to use the PIC option for required (program) courses.</i>	
<b>Is a Registrar-scheduled exam required?</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>What is the grading basis for the course?</b>	<input type="checkbox"/> Standard (A+ to F) <input checked="" type="checkbox"/> Pass/Fail <input type="checkbox"/> Other (specify):
<b>Is this course repeatable for credit?</b>	X No <input type="checkbox"/> Yes, to a maximum of      units.
<b>Is permission required to enrol in the course?</b>	X No <input type="checkbox"/> Yes; department permission <input type="checkbox"/> Yes; instructor permission
<b>Is this a multi-term (A/B) course?</b>	X Yes <input type="checkbox"/> No

# RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2024-2025 Course and Calendar Change Proposal Form

## DeGroote School of Business McMaster University

8. All sections of this form must be completed.
9. This form must be completed for all course changes.
10. If the committee has any questions regarding this proposal, who should be contacted?

Area Chair Name: **EMAD MOHAMMAD**  
Extension: x **27432**

11. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

### Submitted by which area group (select one):

- ☐ Strategic Management
- ☐ Marketing
- ☐ Health Policy and Management
- ☒ Accounting and Financial Management Services
- ☐ Finance and Business Economics
- ☐ Human Resources and Management
- ☐ Information Systems
- ☐ Operations Management
- ☐ Student Experience Office
- ☐ Joint Areas (please specify):

### Nature of recommendation (check whichever is applicable):

- ☐ Change in tutorial structure
- ☐ Change in delivery (blended/online/etc)
- ☒ Change in prerequisites / corequisites
- ☐ Change in course title
- ☐ Change in credit value: from  credits to  credits
- ☐ Change in Academic Calendar description
- ☐ Other:

### Current Course Description

Course Title: **Managerial Accounting I**

Course Code: **2AB3**

**Rationale:** Explain briefly the reasons behind the recommendation for change.

**The GENTECH courses have been reviewed and evaluated to provide appropriate background to enrol in this course.**

**Updated a course code error that was submitted in the Fall package.**

**The Accounting Area is also updating the structure of the course due to the lack of attendance at the tutorials. There will be 3 hours of lecture going forward with optional tutorials offered throughout the term.**

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

## **COMMERCE 2AB3 - Managerial Accounting I**

3 unit(s)

---

An introduction to concepts underlying the use of cost accounting information for managerial planning and control and for inventory valuation. The nature and analysis of costs and the usefulness and limitations of accounting data for decision-making, including ethical considerations, will be discussed.

Lectures (~~two~~ three hours), ~~tutorial (one hour)~~

**Prerequisite(s):** One of [COMMERCE 1AA3](#), [IBH 1AA3](#), GENTECH 3FA3 or GENTECH ~~3FF3~~3FS3; and registration in any four or five level program or applicable minor (see *Faculty Note 2*.)



## RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2024-2025 Course and Calendar Change Proposal Form

### DeGroote School of Business McMaster University

12. All sections of this form must be completed.  
13. This form must be completed for all course changes.  
14. If the committee has any questions regarding this proposal, who should be contacted?

Area Chair Name: **RONALD BALVERS**  
Extension: **x 23969**

15. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

**Submitted by which area group (select one):**

- ☐ Strategic Management  
☐ Marketing  
☐ Health Policy and Management  
☐ Accounting and Financial Management Services  
☒ Finance and Business Economics  
☐ Human Resources and Management  
☐ Information Systems  
☐ Operations Management  
☐ Student Experience Office  
☐ Joint Areas (please specify):

**Nature of recommendation (check whichever is applicable):**

- ☒ Change in tutorial structure  
☐ Change in delivery (blended/online/etc)  
☐ Change in prerequisites / corequisites  
☐ Change in course title  
☐ Change in credit value: from  credits to  credits  
☐ Change in Academic Calendar description



☐ Other:

### Current Course Description

Course Title: **Managerial Finance**

Course Code: **2FB3**

**Rationale:** Explain briefly the reasons behind the recommendation for change.

**We are updating the structure of the course to allow for smaller working sessions with students in tutorials.**

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

COMMERCE 2FB3 - Managerial Finance 3 unit(s)

---

This course examines various aspects of the financial management of the firm including the sources and methods of financing, capital structure, dividend policy, leasing, mergers and acquisitions, working capital management, effects of taxation on financial decisions and international aspects of finance.

Lectures (~~three~~ **two** hours), tutorial (one hour)

**Prerequisite(s):** One of COMMERCE 2FA3, ~~or~~ ECON 2I03, GENTECH 2EE3, GENTECH 3EE3, or ENGINEER 2B03; and registration in any four or five level program or applicable minor (see *Faculty Note 2.*)



## RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2024-2025 Course and Calendar Change Proposal Form

### DeGroote School of Business McMaster University

16. All sections of this form must be completed.  
17. This form must be completed for all course changes.  
18. If the committee has any questions regarding this proposal, who should be contacted?

Area Chair Name: **Greg Rombough**  
Extension: **x 27213**

19. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

#### Submitted by which area group (select one):

- ☐ Strategic Management  
☐ Marketing  
☐ Health Policy and Management  
☐ Accounting and Financial Management Services  
☐ Finance and Business Economics  
☐ Human Resources and Management  
☐ Information Systems  
☐ Operations Management  
☒ Student Experience Office  
☐ Joint Areas (please specify):

#### Nature of recommendation (check whichever is applicable):

- ☐ Change in tutorial structure  
☐ Change in delivery (blended/online/etc)  
☐ Change in prerequisites / corequisites  
☐ Change in course title  
☐ Change in credit value: from  credits to  credits  
☒ Change in Academic Calendar description

☐ Other:

### Current Course Description

Course Title: **Career Development Course**

Course Code: **Commerce  
2IN0**

**Rationale:** Explain briefly the reasons behind the recommendation for change.

We would like to update the calendar copy for COMMERCE 2IN0 to reflect the new degree names. Thus changing “Commerce Internship Program” to “BCom/IBH with Internship Programs”

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

#### COMMERCE 2IN0 - Career Development Course

0 unit(s)

---

A Career Development course designed to equip students with the tools necessary to successfully participate in summer, internship and full time job searches. Topics include: skills assessment, resume and cover letter development, interview skills, networking, job search strategies, business etiquette. Successful completion of this course is one of the requirements to participate in the **Honours Commerce with Internship and Integrated Business and Humanities with Internship Programs**.

Lectures (two hours)

**Prerequisite(s):** Registration in Level II of a Bachelor of Commerce Program or Permission of the Manager of the Career and Professional Development

A separate course fee of \$175 will be applied to your student account upon enrolment in the course. For more information on Commerce 2IN0 see <http://ug.degrootemcmaster.ca/course-outlines/>. Please refer to the **Honours Commerce with Internship and Integrated Business and Humanities with Internship Program** sections of the Undergraduate Calendar for a complete listing of requirements for participation.



## RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2024-2025 Course and Calendar Change Proposal Form

### DeGroote School of Business McMaster University

20. All sections of this form must be completed.  
21. This form must be completed for all course changes.  
22. If the committee has any questions regarding this proposal, who should be contacted?

Area Chair Name: **Nick Bontis**  
Extension: **x 23918**

23. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

#### Submitted by which area group (select one):

☒ Strategic Management

- ☐ Marketing  
☐ Health Policy and Management  
☐ Accounting and Financial Management Services  
☐ Finance and Business Economics  
☐ Human Resources and Management  
☐ Information Systems  
☐ Operations Management  
☐ Student Experience Office  
☐ Joint Areas (please specify):

#### Nature of recommendation (check whichever is applicable):

- ☐ Change in tutorial structure  
☐ Change in delivery (blended/online/etc)  
☒ Change in prerequisites / corequisites  
☐ Change in course title  
☐ Change in credit value: from  credits to  credits  
☐ Change in Academic Calendar description

☐ Other:

### Current Course Description

Course Title: **Innovation for Social Impact**

Course Code: **Commerce  
4SI3 (cross listed as  
SOCSCI 4SI3 and HUMAN  
4SI3)**

**Rationale:** Explain briefly the reasons behind the recommendation for change.

**This course is meant to be open to a wide range of students. Having the flexibility to provide instructor permission will enable that flexibility while still maintaining high quality, upper year student involvement.**

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

COMMERCE 4SI3 - Innovation for Social Impact  
3 unit(s)

---

This course provides students from Humanities, Social Sciences, and Business the opportunity to learn and apply social innovation skills in the non-profit sector. In the classroom, students will gain an understanding of key social innovation concepts including impact assessment, systems mapping, design thinking, collective impact, and theory of change while also learning about the unique characteristics and work environment of the non-profit sector. In the community, students will engage with a non-profit partner to help them conceptualize, develop, and/or implement a social innovation.

Lectures, Group work, Cases, Guest lectures

**Prerequisite(s):** Registration in Level IV or above in any Bachelor of Commerce, Social Science, or Humanities program **or Instructor Permission**. Please note: Spaces are limited.



## RECOMMENDATION FOR CHANGE IN UNDERGRADUATE CURRICULUM FOR 2024-2025 Course and Calendar Change Proposal Form

### DeGroote School of Business McMaster University

24. All sections of this form must be completed.  
25. This form must be completed for all course changes.  
26. If the committee has any questions regarding this proposal, who should be contacted?

Area Chair Name: **Nick Bontis**  
Extension: **x 23918**

27. A faculty representative will be required to attend the DeGroote Undergraduate Curriculum & Calendar Committee meeting and the DeGroote Faculty of Business meeting at which this recommendation for change in undergraduate curriculum is to be discussed.

Submitted by which area group (select one):

**X Strategic Management**

- ☐ Marketing  
☐ Health Policy and Management  
☐ Accounting and Financial Management Services  
☐ Finance and Business Economics  
☐ Human Resources and Management  
☐ Information Systems  
☐ Operations Management  
☐ Student Experience Office  
☐ Joint Areas (please specify):

Nature of recommendation (check whichever is applicable):

- ☐ Change in tutorial structure  
☐ Change in delivery (blended/online/etc)  
☐ Change in course title  
☐ Change in credit value: from  credits to  credits  
☐ Change in Academic Calendar description  
☒ Other: **Seek permission for students from other faculties to take course.**

## Current Course Description

Course Title: **Strategic Sports Management**

Course Code: **COM 4SM3**

**Rationale:** Explain briefly the reasons behind the recommendation for change.

**Given its popularity with Commerce students, it is proposed that this course be opened to a wider range of students from various faculties. Having the flexibility to provide instructor permission will enable that flexibility while still maintaining high quality, upper year student engagement.**

Please copy and paste the text as it appears now in the calendar, and then provide a strikethrough edit as proposed. Please visit <http://academiccalendars.romcmaster.ca> for the most complete version of this calendar.

### COMMERCE 4SM3 - Sports Management

3 unit(s)

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This course emphasizes management principles as they relate to the business of sports. Students are introduced to the following sports management issues: marketing and advertising of sports events and brands, understanding of legal and ethical issues in sport, media and promotion, sponsorship and event management, sports equipment and product management, recreational sports management and other related areas. There is an emphasis on developing and improving communication skills as much of the course content will be case-based. An overview is provided with regard to career opportunities in the sports management field.

Lectures (three hours)

**Prerequisite(s):** Registration in Level # **III** or above in any Bachelor of Commerce or Engineering and Management program or relevant minor (see *Faculty Note 2*.)