HUMBER
Longo Faculty of Business

Bachelor of Commerce; Digital Business Management
2024-2025

Program: **DIG_BU_MG_BA**   Credential Type: **Honours Degree**   Major: **DB41**

Block Code: **MAIN**   Total Courses: **42**   25% of Courses: **11**

Semester: **1**   Total Courses: **5**   Total Hours: **210**

Compulsory Courses

COURSE CODE	COURSE NAME	PREREQS	CREDITS	HOURS
ACCT 1000	Introductory Financial Accounting		3	42
ECON 1000	Microeconomics		3	42
LAW 1000	Business Law		3	42
MKTG 1000	Marketing		3	42
DEGE	Take 1 from Degree Breadth Elective		3	42

Semester: **2**   Total Courses: **5**   Total Hours: **210**

Compulsory Courses

COURSE CODE	COURSE NAME	PREREQS	CREDITS	HOURS
BUS 1500	Business Information Systems		3	42
BUS 1501	Business Communications		3	42
ECON 1500	Macroeconomics		3	42
MGMT 1500	Organizational Behaviour		3	42
STAT 1112	Statistics for Business		3	42

Semester: **3**   Total Courses: **5**   Total Hours: **210**

Compulsory Courses

COURSE CODE	COURSE NAME	PREREQS	CREDITS	HOURS
BUS 2000	Ethics and Values		3	42
HRM 2000	Human Resources Management		3	42
MKTG 2000	Customer Service	MKTG 1000	3	42
STAT 2112	Quantitative Methods for Business	STAT 1112 OR MKTG 1112	3	42
DEGE	Take 1 from Degree Breadth Elective		3	42

Semester: **4**   Total Courses: **5**   Total Hours: **210**

Compulsory Courses

COURSE CODE	COURSE NAME	PREREQS	CREDITS	HOURS
BUS 2500	e-Commerce	BUS 1500 & MKTG 1000	3	42
BUS 2504	Web Development		3	42
FIN 2500	Financial Management	ACCT 1000	3	42
MGMT 2500	Operations Management		3	42
DEGE	Take 1 from Degree Breadth Elective		3	42

Semester: **5**   Total Courses: **6**   Total Hours: **224**

Compulsory Courses

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COURSE CODE	COURSE NAME	PREREQS	CREDITS	HOURS
BUS 3001	Business Research Methods	MKTG 1000 & STAT 1112	3	42
BUS 3003	e-Business Information Systems and Technology	BUS 2500	3	42
BUS 3004	Business Career Development		0	14
MKTG 2500	Consumer Behaviour	MKTG 1000	3	42
BDGE	Take 1 from Business Degree Elective		3	42
DEGE	Take 1 from Degree Breadth Elective		3	42

Semester: **6**   Total Courses: **5**   Total Hours: **210**

Compulsory Courses

COURSE CODE	COURSE NAME	PREREQS	CREDITS	HOURS
DIGI 3502	Database Systems		3	42
MKTG 3500	Digital Marketing	MKTG 2500	3	42
SCM 3503	Introduction to Supply Chain Management	MGMT 2500	3	42
BDGE	Take 1 from Business Degree Elective		3	42
DEGE	Take 1 from Degree Breadth Elective		3	42

Semester: **6C**   Total Courses: **1**   Total Hours: **420**

Compulsory Courses

COURSE CODE	COURSE NAME	PREREQS	CREDITS	HOURS
DIGI 3099	Field Experience - Bachelor of Commerce: Digital Business Management		0	420

Semester: **7**   Total Courses: **5**   Total Hours: **210**

Compulsory Courses

COURSE CODE	COURSE NAME	PREREQS	CREDITS	HOURS
BUS 4006	Mobile Development	BUS 2500 & MKTG 3500	3	42
DIGI 4001	Data Science for Business Analytics	SCM 3503	3	42
MGMT 4002	Product Management	MKTG 3500	3	42
BDGE	Take 1 from Business Degree Elective		3	42
DEGE	Take 1 from Degree Breadth Elective		3	42

Semester: **8**   Total Courses: **5**   Total Hours: **210**

Compulsory Courses

COURSE CODE	COURSE NAME	PREREQS	CREDITS	HOURS
DIGI 4501	Applied Business Project	MGMT 4002 & DIGI 3099 & (BUS 4006 OR BUS 4005) & (DIGI 4001 OR DIGI 4000)	3	42

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COURSE CODE	COURSE NAME	PREREQS	CREDITS	HOURS
DIGI 4502	Current Issues in e-Business and Marketing	MGMT 4002 & DIGI 3099 & (BUS 4006 OR BUS 4005) & (DIGI 4001 OR DIGI 4000)	3	42
MGMT 4500	Quality Management	MGMT 2500	3	42
BDGE	Take 1 from Business Degree Elective		3	42
DEGE	Take 1 from Degree Breadth Elective		3	42

Report Notes: In the event that there are multiple electives for a given program, the lowest number of hours for the options available will be selected.

Prepared By: Data Analysis and Reporting Team
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