



**Schulich**  
School of Business

**YORK**  
UNIVERSITÉ  
UNIVERSITY



this is my time.

2014-2015



**2030:**

**As CEO of a transportation group, my intermodal system spurs unprecedented economic growth.**

– Roy Fan, BBA,  
Schulich School of Business

York University students are ambitious, engaged and have the academic learning and real-world experience they need to make an impact on the world.

[yorku.ca/mytime](http://yorku.ca/mytime)

## EXPERIENCE SCHULICH

Consistently ranked as one of the top business schools in the world, the Schulich School of Business seeks bright, talented and creative individuals who are committed to being business leaders of the future.

The Schulich BBA and iBBA programs prepare students for a world of change by teaching the skills to set trends, make responsible decisions and innovative business solutions.

As a Schulich student, you join a community of renowned faculty, dedicated staff, passionate students and successful alumni. Schulich students create networks, build interpersonal skills, and chart their own path. If you want a relevant business degree with world-class credentials that will open doors to countless opportunities... look no further.

**Begin your journey at Schulich...**

### BBA/iBBA First Year Class

Average age	18
BBA/iBBA applications	3300/1200
BBA/iBBA incoming class	300/100
Class sizes	25 to 55 students
Male/Female ratio	1:1
Entry point	September only
Course load	Full-time only

#### SPECIALIZATIONS

- Accounting
- Economics
- Entrepreneurial Studies
- Finance
- International Business
- Marketing
- Operations Management and Information Systems
- Organization Studies
- Responsible Business
- Strategic Management

# THE SCHULICH BBA.....THE SCHULICH iBBA.....

At Schulich, Bachelor of Business Administration (BBA) students study business from day one. Schulich offers a comprehensive four-year program with a choice of ten different specializations. In addition to core business courses, you will have the opportunity to take one or two non-business electives per year. If you value innovation and want a career with endless opportunities, the Schulich BBA is the degree for you. Schulich students are ambitious, bright and creative with a strong business acumen. In addition, Schulich students are highly regarded by our diverse faculty to be leaders of the future. A Schulich education provides cutting-edge courses geared towards the shifting needs of our business world. At Schulich, you will be continuously challenged inside and outside of the classroom to push you to achieve business excellence.

Schulich's International Bachelor of Business Administration (iBBA) degree is the first of its kind in Canada. The iBBA builds on the long-standing international reputation of the School and is a four-year honours degree that provides students with a truly global perspective. Schulich's dynamic curriculum exposes students to examine business from multiple perspectives through core courses, language study, and a mandatory exchange term. Choose from one of 13 languages offered at York and spend a semester studying at one of Schulich's exchange partner schools located in 28 countries around the world. Give yourself a competitive advantage for a borderless career in business with a Schulich iBBA.

## BBA Curriculum – Direct-Entry Stream

YEAR 1	
FALL TERM	WINTER TERM
Introduction to Microeconomics	Introduction to Macroeconomics
Managing Contemporary Enterprise	Individuals and Groups in Organizations
Business History	Ethics, Social Responsibility and Sustainability in Business
Statistics for Management Decisions	Introduction to Financial Accounting I
Non-Business Electives	

YEAR 2	
FALL TERM	WINTER TERM
Introduction to Financial Accounting II	Management Accounting Concepts
Applied Macroeconomics	Introduction to Finance
Information Systems	Marketing Management
Organizations and their Environments	Operations Management
Non-Business Electives	

YEAR 3	
FALL TERM	WINTER TERM
Strategic Management/Schulich Elective	Strategic Management/Schulich Elective
Schulich Elective	Schulich Elective
Schulich or Non-Business Elective	Schulich or Non-Business Elective
Schulich or Non-Business Elective	Schulich or Non-Business Elective
Non-Business Electives	

YEAR 4	
FALL TERM	WINTER TERM
Integrative Business Simulation	Schulich Elective
Schulich Elective	Schulich Elective
Schulich or Non-Business Elective	Schulich or Non-Business Elective
Schulich or Non-Business Elective	Schulich or Non-Business Elective
Non-Business Electives	

## iBBA Curriculum – Direct-Entry Stream

YEAR 1	
FALL TERM	WINTER TERM
Microeconomics for Managers	Macroeconomics for Managers
Managing Contemporary Enterprise	Introduction to Financial Accounting I
Statistics for Management Decisions	Organizational Behaviour Across Cultures
Language Study	
Non-Business Electives or Globally-Focused Study	

YEAR 2	
FALL TERM	WINTER TERM
Introduction to Financial Accounting II	Management Accounting Concepts
International Economics	Introduction to Finance
Information Systems	Marketing Management
Language Study	
Non-Business Electives or Globally-Focused Study	

YEAR 3	
FALL TERM	WINTER TERM (Recommended Exchange Term)
Applied Cross-Cultural Management	Schulich Elective
Business & Sustainability	Schulich Elective
International Business Ethics	Schulich Elective
Operations Management	Globally-Focused Study or Non-Business Elective
Schulich Elective	Globally-Focused Study or Non-Business Elective

YEAR 4	
FALL TERM	WINTER TERM
Strategic Management for International Business	Schulich Elective
Schulich Elective	Schulich Elective
Schulich Elective	Schulich or Non-Business Elective
Non-Business Electives or Globally-Focused Study or Schulich Electives	
Language Study	



**“At Schulich, world-class faculty teach business as both theory and practice. That is the only way to turn our students into self-directed, critical, and life-long learners. Attracting ambitious and bright students from around the world is our expectation. Our purpose is to have our graduates leave Schulich belonging to the best trained business professionals in the world.”**

**PROF. D. ZWICK**  
BBA/iBBA Program Director

Schulich prides itself on being global, innovative and diverse. With over 24,000 alumni living in more than 90 countries, Schulich graduates are shaping the future of business worldwide. We want to help you become innovators while being socially responsible. Choosing Schulich means you want to push your boundaries, realize your potential and have a positive impact on society.

**BBA/iBBA  
Exchange Partner Destinations**

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Chile
- China
- Czech Republic
- Denmark
- France
- Germany
- Hong Kong
- Italy
- Japan
- Mexico
- The Netherlands
- New Zealand
- Norway
- Peru
- Russia
- Singapore
- South Korea
- Spain
- Switzerland
- Taiwan
- Thailand
- United Kingdom
- Uruguay

**Schulich’s Recruiters Include**

- AbInbev/Labatt
- Bank of Montreal
- Bell Canada
- CIBC
- Citibank
- Colgate-Palmolive
- Deloitte
- Ernst & Young
- General Mills
- HSBC
- IBM
- Johnson & Johnson
- KPMG
- Kraft Foods
- L’Oréal Canada
- Manulife
- Maple Leaf Foods Inc.
- Ontario Teachers Pension Plan
- PepsiCo
- Pricewaterhouse Coopers
- Procter & Gamble Inc.
- RBC Financial Group
- Scotia Capital
- Sunlife Financial
- Target
- TD Canada Trust
- Telus
- Walmart



**KATRIN MASLENKOVA** (iBBA 2014)

“The diverse perspectives of the Schulich community make the School a gateway to unlimited professional and personal development. Working alongside ambitious, passionate and influential classmates has challenged and inspired me to reach my potential.”

# SCHULICH CAREER DEVELOPMENT CENTRE .....

Your career is a top priority at Schulich. Our industry advisors offer you services ranging from one-on-one advising and résumé review to recorded mock interview sessions and more. You will increase your self-awareness in terms of your business interests, strengths and weaknesses. At the same time, you will learn how to research thoroughly your industry and companies of choice.

## **CORPORATE INFORMATION SESSIONS**

A key component of career management is networking. Our corporate information sessions offer you an opportunity to meet recruiters, alumni and executives to determine which companies match your personal career goals.

## **SUMMER INTERNSHIPS**

As a Schulich student you can apply to major companies for internships, most of which take place during the summer. Internships offer the opportunity to obtain valuable work experience, while ensuring that you are able to complete the BBA/iBBA program with your peers. In addition, you will have exclusive access to online job postings that connect you to employers for summer internships, many of which lead to full-time job offers after graduation.



**“Our mission here at Schulich is clear and compelling: to graduate men and women who will become business leaders of the highest calibre and to prepare them to succeed in a constantly changing world.”**

DEZSÖ J. HORVÁTH, PhD, CM  
Dean,  
Tanna H. Schulich Chair in Strategic Management

## Contact Us

### Information and Inquiries

The Division of Student Services and International Relations  
Schulich School of Business, W262P  
York University  
4700 Keele Street  
Toronto, Ontario  
Canada M3J 1P3  
[www.schulich.yorku.ca](http://www.schulich.yorku.ca)

### York Admissions

Domestic and International Inquiries  
Telephone: 416.736.5000  
[www.yorku.ca/futurestudents](http://www.yorku.ca/futurestudents)

### Schulich Undergraduate Programs Unit

E-mail: [undergrad@schulich.yorku.ca](mailto:undergrad@schulich.yorku.ca)  
Telephone: 416.736.5081  
[www.schulich.yorku.ca/newbbaibba](http://www.schulich.yorku.ca/newbbaibba)

### CAMPUS VISITS

General campus tours are available through York University's Central Liaison Office Mondays to Fridays. Book a visit online at [www.yorku.ca/futurestudents/tour](http://www.yorku.ca/futurestudents/tour)

The Schulich School of Business will be represented at on-campus events such as Fall Campus Day and the Spring Open House. Visit York University Admissions online for more details on upcoming events:  
[www.yorku.ca/futurestudents/events/index.asp](http://www.yorku.ca/futurestudents/events/index.asp)

global  
innovative  
diverse



Mixed Sources  
Cert. no. SW-COC-002438  
© 1996 FSC



York University is committed to reducing its ecological footprint. This handbook has been printed on FSC certified paper at an FSC-certified supplier.