

## **Business & Management Programs**

# **Post-Degree Diploma in Business Studies**

- **1-Year\* Post-Degree Program**
- **Program Fees: Domestic Students, International Students**
- **Apply for Admission**

\* Successful completion of a PDDB in one year can be affected by course availability and the previous academic and work related experience of the individual candidate.

*VIU also offers a Master of Business Administration program.*

## **The Program**

Vancouver Island University's Post-Degree Diploma in Business Studies (PDDB) is a 1 year post-degree program which provides an opportunity for students who already possess an undergraduate degree to hone their managerial skills to meet the challenges of the global business environment. Students may select concentrations in Accounting, Entrepreneurship, Financial Services, General Management, Human Resource Management, International Business, Management and Leadership, Marketing, and Not-for-Profit Management, or following a consultation with the PDDB academic advisor, take a personalized program of courses that suits their interests.

The program also offers an avenue for students who wish to pursue graduate studies but need to develop a stronger academic background. To ensure a higher degree of success in the MBA program, it is strongly suggested that students take courses from the five disciplines that form the MBA program. The disciplines involved are Accounting, Economics, Finance, Management and Marketing. For more details, please see the PDDB academic advisor.

## **Admission Requirements**

- Applicants must have a degree from a recognized institution.
- Course prerequisites may be waived given a student's academic or professional background.
- International students, see also International Students Admission.

## **Notes on Admission**

Only courses completed after a first degree will be considered for credit toward the Post-Degree Diploma.

## **Start Date and Application Deadline**

The program starts in September. Applications are accepted between November 15 and March 31. For further information regarding late applications and program contacts check the Program Availability List.

# Graduation Requirements

The Diploma will be awarded upon successful completion of 30 credits (10 courses) of selected VIU Business courses with a minimum "C" average; 15 of 30 credits must be from courses at the 300-level or above.

Transferring students must complete a minimum 50% of the 30 required credits at VIU. Students who wish to transfer out of the program to other institutions will be able to do so on a course-by-course basis.

## Academic Advising

**International students** must consult with Jane Kelly the Director, International Admissions.  
**Domestic students** must consult with Raimo Marttala the PDDB Academic Advisor.

## Program Streams

- Accounting
- Entrepreneurship
- Financial Services
- General Management
- Human Resource Management
- International Business
- Management and Leadership
- Marketing
- Not-For-Profit Management

## Accounting Concentration

**Note:** Successful completion of the accounting concentration in one year, pre-supposes that the student is entering the program having already completed ACCT 100 - (Financial Accounting I) and ACCT 201 - (Financial Accounting II), or their equivalent. Of the 30 credits (10 courses) of selected VIU courses, 15 credits (5 courses) must be Accounting (ACCT) courses.

Choose <i>ten</i> of the following courses:	
ACCT 217 - (Taxation I) ACCT 294 - (Introduction to Cost & Managerial Accounting) ACCT 330 - (Financial Reporting & Analysis) ACCT 335 - (Intermediate Accounting: Assets) ACCT 336 - (Intermediate Accounting: Liabilities & Owners' Equity) ACCT 340 - (Not-For-Profit Accounting) ACCT 390 - (Selected Topics in Accounting) ACCT 410 - (Principles of Auditing) FNCE 130 - (Introduction to Finance) FNCE 330 - (Corporate Finance) FNCE 427 - (Risk Management & Portfolio Analysis) LAWW 326 - (Commercial Law) QUME 232 - (Business Statistics I) QUME 380 - (Management Information Systems: Design & Analysis) QUME 436 - (Econometrics)	30
<b>Total Credits</b>	<b>30</b>

## Entrepreneurship Concentration

ACCT 100 - (Financial Accounting I) <i>or</i> , ACCT 101 - (Accounting for Non-Financial Managers)	3
ACCT 294 - (Intro to Cost and Managerial Accounting)	3
LAWW 326 - (Commercial Law)	3
MARK 160 - (Introduction to Marketing)	3
MGMT 192 - (Principles of Management)	3
MGMT 293 - (Human Resource Management)	3
MGMT 381 - (Entre/Intrapreneurship)	3
MGMT 450 - (Operations Management)	3
Upper-level MARK elective	3
Upper-level MGMT elective	3
<b>Total Credits</b>	<b>30</b>

## Financial Services Concentration

ACCT 100 - (Financial Accounting I)	3
ACCT 201 - (Financial Accounting II)	3
ECON 305 - (Money, Banking, and the Foreign Exchange)	3
FNCE 130 - (Intro to Finance)	3
FNCE 330 - (Corporate Finance)	3
FNCE 344 - (Canadian Investment Funds)	3
FNCE 345 - (Security Analysis and Investment Management)	3
MARK 362 - (Professional Selling)	3
MGMT 323 - (International Business I)	3
QUME 232 - (Business Statistics I)	3
<b>Total Credits</b>	<b>30</b>

## General Management Concentration

ACCT 100 - (Financial Accounting I)	3
ECON 100 - (Intro to Economics)	3
MARK 160 - (Introduction to Marketing)	3
MGMT 192 - (Principles of Management)	3
MGMT 496 - (Strategic Management Issues)	3
QUME 232 - (Business Statistics I)	3
Upper-level Business elective*	3
Upper-level Business elective*	3
Upper-level Business elective*	3
Upper-level Business elective*	3
<b>Total Credits</b>	<b>30</b>

*\*Note: Selection of upper-level electives will be in consultation with the Post Degree Diploma Advisor.*

## Human Resource Management Concentration

ACCT 100 - (Financial Accounting I)	3
MGMT 192 - (Principles of Management)	3
MGMT 292 - (Organizational Behaviour)	3
MGMT 293 - (Human Resource Management)	3
Choose <i>six</i> of the following courses:	
MGMT 345 - (Safety and Wellness)	18
MGMT 365 - (Compensation and Benefits)	
MGMT 377 - (Recruitment and Selection)	
MGMT 392 - (Negotiations)	
MGMT 425 - (Strategic Human Resources Planning)	
MGMT 485 - (Labour and Employee Relations)	
MGMT 494 - (Strategies for Sustainable Development)	
QUME 380 - (Management Information Systems: Design and Analysis)t	
<b>Total Credits</b>	<b>30</b>

## International Business Concentration

MARK 160 - (Introduction to Marketing)	3
MGMT 192 - (Principles of Management)	3
MGMT 292 - (Organizational Behaviour)	3
MGMT 293 - (Human Resource Management)	3
Choose <i>six</i> of the following courses:	
FNCE 423 - (International Finance)	18
GLST 390 - (Globalization: An Interdisciplinary Inquiry)	
MARK 368 - (International Marketing)	
MGMT 323 - (International Business I)	
MGMT 392 - (Negotiations)	
MGMT 396 - (International Management: People and Processes)	
MGMT 423 - (International Business II)	
MGMT 494 - (Strategies for Sustainable Development)	
MGMT 498 - (Special Topics in International Management)t	
<b>Total Credits</b>	<b>30</b>

## Management and Leadership Concentration

ACCT 100 - (Financial Accounting I)	3
MARK 160 - (Introduction to Marketing)	3
MGMT 192 - (Principles of Management)	3
MGMT 292 - (Organizational Behaviour)	3
MGMT 293 - (Human Resource Management)	3
Select <i>three</i> courses selected from the following list:	
ECON 300 - (Political Economy for Non-Specialists)	9
LAWW 326 - (Commercial Law)	
MARK 368 - (International Marketing)	
MGMT 323 - (International Business I)	
MGMT 355 - (Training and Development)	
MGMT 381 - (Entre/Intrapreneurship)	
MGMT 392 - (Negotiations)	
MGMT 460 - (Canadian Business, Government, and Legislation)	
MGMT 494 - (Strategies for Sustainable Development)	
MGMT 496 - (Strategic Management Issues)	
QUME 380 - (Management Information Systems: Design and Analysis)t	
Upper-level Business elective	3
Upper-level Business elective	3
<b>Total Credits</b>	<b>30</b>

## Marketing Concentration

ACCT 100 - (Financial Accounting I)	3
MARK 160 - (Introduction to Marketing)	3
MARK 260 - (Buyer Behaviour)	3
MGMT 192 - (Principles of Management)	3
QUME 232 - (Business Statistics I)	3
Select <i>five</i> of the following courses:	
MARK 325 - (Advertising and Promotion) MARK 361 - (Services Marketing) MARK 362 - (Professional Selling) MARK 364 - (Marketing Channels) MARK 366 - (Market Research) MARK 368 - (International Marketing) MARK 460 - (Strategic Marketing) MARK 490 - (Selected Topics in Marketing )t	15
<b>Total Credits</b>	<b>30</b>

## Not-For-Profit Management Concentration

ACCT 100 - (Financial Accounting I)	3
ACCT 294 - (Intro to Cost and Managerial Accounting) <i>or</i> , ACCT 340 - (Not-For-Profit Accounting)	3
MARK 160 - (Introduction to Marketing)	3
MARK 470 - (Marketing Management in Public and Not-for-Profit Organizations)	3
MGMT 192 - (Principles of Management)	3
MGMT 293 - (Human Resource Management)	3
MGMT 392 - (Negotiations)	3
TRMT 450 - (Volunteer Management)	3
Upper-level Business elective*	3
Upper-level Business elective*	3
<b>Total Credits</b>	<b>30</b>

*\*Note: Selection of upper-level electives will be in consultation with the Post Degree Diploma Advisor.*

## ***Students with a Business Undergraduate Degree***

Students interested in a general Post-Degree Diploma in Business Studies who have a business undergraduate degree may consider the following courses:

<b>Lower-level courses</b>	<b>Credits</b>
ACCT 201 - (Financial Accounting II)	3
ACCT 294 - (Intro to Cost and Managerial Accounting)	3
MARK 260 - (Buyer Behaviour)	3
MGMT 230 - (Introduction to E-Management)	3
MGMT 292 - (Organizational Behaviour)	3
MGMT 293 - (Human Resource Management)	3
QUME 232 - (Business Statistics I)	3

<b>Upper-level courses</b>	<b>Credits</b>
A minimum of <i>five</i> upper-level courses must be completed:	3
ACCT 335 - (Intermediate Accounting: Assets)	3
ACCT 336 - (Intermediate Accounting: Liabilities and Owners' Equity)	3
FNCE 344 - (Canadian Investment Funds)	3
FNCE 345 - (Security Analysis and Investment Management)	3
LAWW 326 - (Commercial Law)	3
MARK 325 - (Advertising and Promotion )	3
MARK 361 - (Services Marketing)	3
MARK 362 - (Professional Selling)	3
MARK 366 - (Market Research)	3
MARK 430 - (On-Line Marketing)	3
MARK 460 - (Strategic Marketing)	3
MARK 470 - (Marketing Management in Public and Not-for-Profit Organizations)	3
MGMT 323 - (International Business I )	3
MGMT 381 - (Entre/Intrapreneurship)	3
MGMT 385 - (Labour and Employee Relations )	3
MGMT 392 - (Negotiations)	3
MGMT 450 - (Operations Management )	3
MGMT 460 - (Business - Government Relations)	3
MGMT 496 - (Strategic Management Issues)	3
QUME 380 - (Management Information Systems: Design and Analysis)	3
QUME 436 - (Econometrics)	3

## ***Students with a Non-Business Undergraduate Degree***

Students interested in a general Post-Degree Diploma in Business Studies with a non-business undergraduate degree are encouraged to take a variety of courses, unless they are focused on a specific career path.

<b>Lower-level courses</b>	<b>Credits</b>
ACCT 100 - (Financial Accounting I)	3
ACCT 294 - (Intro to Cost and Managerial Accounting)	3
ECON 211 - (Principles of Microeconomic Theory)	3
ECON 212 - (Principles of Macroeconomic Theory)	3
FNCE 130 - (Intro to Finance)	3
LAWW 326 - (Commercial Law)	3
MARK 160 - (Introduction to Marketing)	3
MGMT 192 - (Principles of Management)	3
MGMT 230 - (Introduction to E-Management)	3
MGMT 292 - (Organizational Behaviour)	3
MGMT 293 - (Human Resource Management)	3
QUME 232 - (Business Statistics I)	3

<b>Upper-level courses</b>	<b>Credits</b>
ACCT 335 - (Intermediate Accounting: Assets)	3
ACCT 336 - (Intermediate Accounting: Liabilities and Owners' Equity)	3
FNCE 345 - (Security Analysis and Investment Management)	3
LAWW 326 - (Commercial Law)	3
MARK 314 - (Retail/Wholesale Management)	3
MARK 325 - (Advertising and Promotion)	3
MARK 361 - (Services Marketing)	3
MARK 366 - (Market Research)	3
MARK 430 - (On-Line Marketing)	3
MARK 460 - (Strategic Marketing)	3
MARK 470 - (Marketing Management in Public and Not-for-Profit Organizations)	3
MGMT 323 - (International Business I)	3
MGMT 381 - (Entre/Intrapreneurship )	3
MGMT 392 - (Negotiations)	3
MGMT 450 - (Operations Management)	3
MGMT 460 - (Business - Government Relations)	3
MGMT 496 - (Strategic Management Issues)	3
QUME 380 - (Management Information Systems: Design and Analysis)	3
QUME 436 - (Econometrics)	3

### **For further information contact:**

- **Domestic students:** Raimo Marttala at [Raimo.Marttala@viu.ca](mailto:Raimo.Marttala@viu.ca)
- **International students:** Jane Kelly at [Jane.Kelly@viu.ca](mailto:Jane.Kelly@viu.ca)