

MARKETING, B. COMM., HONOURS

Overview/Entrance Requirements

Program Requirements for the Bachelor of Commerce (Honours) Program – Direct Entry, Track 1, and Track 2

All students admitted under these tracks will complete the Bachelor of Commerce Honours Program. The Bachelor of Commerce (Honours) degree is comprised of 120 credit hours and can be divided into the following components:

- The Track 1/Foundation Course Requirements (24 credit hours)
- The Core (51 credit hours)
- The Major (12 - 18 credit hours, depending on the specific major chosen)
- Business Electives (9 - 15 credit hours, depending on the specific major chosen) (The Major credit hours plus the Business Electives credit hours must add up to 27 credit hours)
- Open Electives (18 credit hours)

These components comprise 120 credit hours; their associated limits and definitions are defined below.

Note: Students admitted to the Asper School of Business prior to the current calendar year should refer to the Academic Calendar for the year in which they were admitted for a description of their program requirements.

Track 1/Foundation Course Requirements

All students must complete the specified Track 1/Foundation course requirements. Direct Entry students from high school will complete the Track 1/Foundation courses in their first year. Track 1 students complete these requirements prior to their admission to the Asper School of Business. Track 2 students have completed 24 credit hours of university course work but are missing one or more of the specific Track 1/Foundation courses. Track 2 students should complete all outstanding Track 1/Foundation courses during their first year after admission to the Asper School of Business and must achieve a minimum grade of "C" in each outstanding Track 1/Foundation courses.

The Core

The CORE consists of 51 credit hours of specified mandatory courses from all four departments in this faculty. All students are required to complete the Core. The Core presents the essence of a business degree program. The majority of the Core courses are taken in Years 2 and 3 of the Bachelor of Commerce Honours Program.

The Major

The BComm program requires students to obtain at least one Major and gives students the option to double-major. Individual majors vary in credit hours from 12 credit hours to 18 credit hours (see list below). The Major credit hours plus the Business Electives credit hours must add up to 27 credit hours. Business Electives are explained in the next section. If a student double majors and over 27 credit hours of courses are taken toward the two majors, the credits in excess of 27 credit hours will come from the Open Electives (explained in the next section).

Each department and the Dean's Office have developed one or more Majors. The required number of credit hours varies depending on the

specific major. Subject to demand and faculty resources, specialized Majors are available in:

- Accounting (18 credit hours)
- Actuarial Mathematics (15 credit hours)
- Business Analytics (15 credit hours)
- Entrepreneurship and Innovation (12 credit hours)
- Finance (18 credit hours)
- Generalist (12 credit hours)
- Human Resources Management/Industrial Relations (12 credit hours)
- Indigenous Business Studies (12 credit hours)
- Marketing (15 credit hours)
- Strategy and Global Management (15 credit hours)
- Supply Chain Management and Logistics (15 credit hours)

Students will normally choose a Major at the beginning of the third year of the program, following completion of many of the Core courses, which introduce the areas. Students have an opportunity to transfer from one Major to another, but this opportunity decreases as the student progresses in the program.

Regarding the International Business Major, Leadership and Organizations Major, and Management Information Systems major. Admission to these majors is discontinued effective September 2023. Students admitted to the Asper School of Business prior to September 2023, who are completing one or more of these majors, should contact the Asper Undergraduate Program Office for program planning advice.

Business ELECTIVES

This component of the program consists of a required number of Business courses, meaning courses taught by the Faculty of Management/I.H. Asper School of Business, freely selected by the student. These courses are referred to as Business Electives. All Business Electives courses must be at the 2000 Level or higher. Some students may want to take Business Electives which will supplement their Major, whereas other students may prefer to broaden their educational base by selecting Business courses in another or several other Majors. The credit hours required for the Major plus the credit hours of Business Electives must add up to 27 credit hours. Students may complete a second Major as part of their Business Electives requirements. Such students should consult with staff in the Undergraduate Program Office.

OPEN Electives

Open Electives are either Business Electives or Non-Business Electives, freely chosen by the student.

Of the 18 credit hours of required Open Electives, a minimum of 9 credit hours must be at the 2000 level of higher. Even if students were to double-major, they would have room in this category to take courses that interest them either within or outside of the faculty.

Capstone Courses for the Faculty and its Majors

The capstone course for the Faculty is GMGT 4010. The capstone course for a major will be listed with the major details below (if none is listed then there is no course defined as a capstone course for that major).

Note: Equivalent courses offered through Université de Saint-Boniface may be used in lieu of the specified courses identified in the requirements for the majors. Université de Saint-Boniface courses end in the number "1" (e.g. ACC 1101).

Degree Requirements

Foundation Courses

All students regardless of admit type must complete the 30 credit hours of Foundation courses and achieve a minimum grade of "C" in each:

- ECON 1010 and ECON 1020
- MATH 1524
- STAT 1000 or STAT 1150
- 6 credit hours of Non-Business Electives or 3 credit hours Non-Business Elective plus MATH 1300
- 3 credit hours of Written English "W" course
- 3 credit hours of Non-Business Electives
- GMGT 1010

These 24 credit hours are the minimum admission requirements for Track 1 transfer students (see applicant information bulletin for details). MATH 1524 is the preferred MATH course for Asper students. Students who have completed one of MATH 1230 or MATH 1500 or MATH 1510 or the former MATH 1520, but not MATH 1524 are required to complete MATH 1300 or MATH 1301 or MATH 1310 for admission and degree requirements.

Single Major Course Requirements for Direct Entry, Track 1 and Track 2 Students

The tables below list the Core courses that all Business students must complete. The courses are listed by year in a suggested sequence. Students normally complete the Core courses in the sequence shown.

To determine which additional courses to take each year (i.e., non-Core courses) students should consult the listing of course requirements for each year of their chosen Major.

Course	Title	Hours
Year 1		
ECON 1010	Introduction to Microeconomic Principles	3
ECON 1020	Introduction to Macroeconomic Principles	3
MATH 1524	Mathematics for Management and Social Sciences ¹	3
3 credit hours from one of the following STAT courses:		3
STAT 1000	Basic Statistical Analysis 1	
STAT 1150	Introduction to Statistics and Computing	
6 credit hours of Non-Business Electives or 3 credit hours Non-Business Electives plus MATH 1300 ^{1,2}		6
3 credit hours of Written English "W" ³		3
3 credit hours of Non-Business Electives		3
GMGT 1010	Business and Society	3
GMGT 2070	Introduction to Organizational Behaviour ⁴	3
MKT 2210	Fundamentals of Marketing ⁴	3
Hours		33
Year 2		
ACC 1100	Introductory Financial Accounting	3
ACC 1110	Introductory Managerial Accounting	3
ENTR 2030	Introduction to Entrepreneurship: Business and Social Perspectives	3
FIN 2010	Introduction to Finance ⁵	3
GMGT 1000	Writing Skills for Business	1.5

GMGT 2010	Business Communications ⁶	3
HRIR 2440	Human Resource Management	3
IDM 1010	Communication for Career Management	1.5
IDM 1020	Data Software for Business	1.5
IDM 2020	Introduction to Business Analytics ⁷	3
SCM 1000	Introduction to Project Management ⁸	1.5
SCM 2160	Operations Management	3
Hours		30
Year 3		
IDM 3010	Sustainable Business	3
SGMT 2200	Global Management	3
Hours		6
Years 3-4		
Select a Major and Business Elective courses ⁹		27
12-18 credit hours of a Major		
9-15 credit hours of Business Electives		
18 credit hours of Business or Non-Business Electives ¹⁰		18
Hours		45
Year 4		
GMGT 3300	Business Law	3
GMGT 4010	Strategic Management ¹¹	3
Hours		6
Total Hours		120

- MATH 1524 is the preferred MATH course for Asper students. Students who have completed one of (MATH 1230 or MATH 1500 or MATH 1510 or the former MATH 1520) but not MATH 1524 are required to complete MATH 1300 (or MATH 1310) for admission and degree requirements. Finance majors who have not completed MATH 1524 must complete either MATH 1300 (C) or MATH 1310 (C).
- 6 credit hours of any Non-Business course Electives at the 1000 level or higher. If MATH 1524 was not completed, then MATH 1300 is required to meet degree requirements and should be taken as one of the Non-Business Electives. Finance majors should take STAT 2000 as one of the Non-Business Electives. Actuarial Mathematics majors should take MATH 1700 as one of the Non-Business Electives. Indigenous Business Studies Majors should take INDG 1220 and/or INDG 1240 as a Non-Business Elective(s). See Major descriptions for full details, including minimum required grades for major courses.
- Choose any course from the list of approved Written English Courses, with the exception of ARTS 1110, GMGT 1010, and GMGT 2010.
- GMGT 2070 and MKT 2210 can be taken in Year 2 if entering with 24 credit hours.
- The former FIN 2200 may be substituted for FIN 2010.
- It is highly recommended that all students take GMGT 1000 prior to GMGT 2010. Non-Asper students officially pursuing a Management Minor or in programs in which GMGT 2010 is mandatory or an elective may take GMGT 2010 without the GMGT 1000 prerequisite, with departmental permission.
- IDM 2020 or the former MIS 2000 or MSCI 2150 if completed before Fall 2023 (but not both). IDM 2020 with a grade C or higher is required to graduate with a Business Analytics Major.
- The former SCM 3280 may be substituted for SCM 1000.
- Major and Business Electives must total 27 credit hours. Business Electives must be at the 2000 level or higher. See Major descriptions for full details.

¹⁰ A minimum of 9 credit hours of Business Electives or Non-Business Elective courses must be at the 2000 level or higher; the remaining must be at the 1000 level or higher.

¹¹ For Asper students following the curriculum prior to September 2023, the prerequisite of GMGT 4010 will be: Year 4 and [FIN 2200 (D), SCM 2160 (D) and ACC 1110 (D)]. Such students will have to contact an Asper Program Advisor for permission.

Specific Requirements for the Major

The Marketing Major consists of 15 credit hours from:

Course	Title	Hours
MKT 3220	Marketing Research	3
MKT 3230	Consumer Behaviour	3
MKT 3248	Digital Marketing	3
MKT 3390	Integrated Marketing Communications	3
MKT 4210	Strategic Marketing ¹	3
Total Hours		15

¹ MKT 4210 is the capstone course for the Marketing major and cannot be taken elsewhere on a Letter of Permission.

Double Major Course Requirements for Direct Entry, Track 1 and Track 2 Students

The tables below list the Core courses that all Business students must complete. The courses are listed by year in a suggested sequence. Students normally complete the Core courses in the sequence shown.

To determine which additional courses to take each year (i.e., non-Core courses) students should consult the listing of course requirements for each year of their chosen Major.

Course	Title	Hours
Year 1		
ECON 1010	Introduction to Microeconomic Principles	3
ECON 1020	Introduction to Macroeconomic Principles	3
MATH 1524	Mathematics for Management and Social Sciences ¹	3
3 credit hours from one of the following STAT courses:		3
STAT 1000	Basic Statistical Analysis 1	
STAT 1150	Introduction to Statistics and Computing	
6 credit hours of Non-Business Electives or 3 credit hours Non-Business Electives plus MATH 1300 ^{1,2}		6
3 credit hours of Written English "W" ³		3
3 credit hours of Non-Business Electives		3
GMGT 1010	Business and Society	3
GMGT 2070	Introduction to Organizational Behaviour ⁴	3
MKT 2210	Fundamentals of Marketing ⁴	3
Hours		33
Year 2		
ACC 1100	Introductory Financial Accounting	3
ACC 1110	Introductory Managerial Accounting	3
ENTR 2030	Introduction to Entrepreneurship: Business and Social Perspectives	3
FIN 2010	Introduction to Finance ⁵	3
GMGT 1000	Writing Skills for Business	1.5

GMGT 2010	Business Communications ⁶	3
HRIR 2440	Human Resource Management	3
IDM 1010	Communication for Career Management	1.5
IDM 1020	Data Software for Business	1.5
IDM 2020	Introduction to Business Analytics ⁷	3
SCM 1000	Introduction to Project Management ⁸	1.5
SCM 2160	Operations Management	3
Hours		30

Year 3

IDM 3010	Sustainable Business	3
SGMT 2200	Global Management	3
Hours		6

Years 3-4

Select two Majors and Business Elective courses ⁹	45
12-18 credit hours of courses for the first Major	
12-18 credit hours of courses for the second Major	
0-3 credit hours of Business Electives. 3 credit hours of Business Electives are required if two 12 credit hour majors are declared. ¹⁰	
9-18 credit hours of Business or Non-Business Electives ¹⁰	
Hours	45

Year 4

GMGT 3300	Business Law	3
GMGT 4010	Strategic Management ¹¹	3
Hours		6
Total Hours		120

¹ MATH 1524 is the preferred MATH course for Asper students. Students who have completed one of (MATH 1230 or MATH 1500 or MATH 1510 or the former MATH 1520) but not MATH 1524 are required to complete MATH 1300 (or MATH 1310) for admission and degree requirements. Finance majors who have not completed MATH 1524 must complete either MATH 1300 (C) or MATH 1310 (C).

² 6 credit hours of any Non-Business course Electives at the 1000 level or higher. If MATH 1524 was not completed, then MATH 1300 is required to meet degree requirements and should be taken as one of the Non-Business Electives. Finance majors should take STAT 2000 as one of the Non-Business Electives. Actuarial Mathematics majors should take MATH 1700 as one of the Non-Business Electives. Indigenous Business Studies Majors should take INDG 1220 and/or INDG 1240 as a Non-Business Elective(s). See Major descriptions for full details, including minimum required grades for major courses.

³ Choose any course from the list of approved Written English Courses, with the exception of ARTS 1110, GMGT 1010, and GMGT 2010.

⁴ GMGT 2070 and MKT 2210 can be taken in Year 2 if entering with 24 credit hours.

⁵ The former FIN 2200 may be substituted for FIN 2010.

⁶ It is highly recommended that all students take GMGT 1000 prior to GMGT 2010. Non-Asper students officially pursuing a Management Minor or in programs in which GMGT 2010 is mandatory or an elective may take GMGT 2010 without the GMGT 1000 prerequisite, with departmental permission.

- ⁷ IDM 2020 or the former MIS 2000 or MSCI 2150 if completed before Fall 2023 (but not both). IDM 2020 with a grade C or higher is required to graduate with a Business Analytics Major.
- ⁸ The former SCM 3280 may be substituted for SCM 1000.
- ⁹ Majors and Business Electives must total 45 credit hours. Business Electives must be at the 2000 Level or higher. See Major descriptions for full details.
- ¹⁰ A minimum of 9 credit hours of Business Electives or Non-Business Elective courses must be at the 2000 level or higher; the remaining must be at the 1000 level or higher.
- ¹¹ For Asper students following the curriculum prior to September 2023, the prerequisite of GMGT 4010 will be: Year 4 and [FIN 2200 (D), SCM 2160 (D) and ACC 1110 (D)]. Such students will have to contact an Asper Program Advisor for permission.

Program Requirements for the Asper Co-op Program

Contact and Program Information

Director: Kelly Mahoney
 Asper Co-op Office Room 254 Drake
 Telephone: 204-474-8521
 Email: aspercoop@umanitoba.ca

The Asper School of Business offers a co-operative education option designed to complement and enrich the academic program with work experience. The co-op work terms provide students with practical experience, assistance in financing their education, and guidance for future career specialization.

All students must complete all 120 credit hours of the program including the Core, one of the Majors listed in the overview, (<https://catalog.umanitoba.ca/undergraduate-studies/management-business/#Available-Majors>) as well as the Option and Elective course components. Students who intend to complete the Asper Co-op Program must also complete a minimum of three (3) 4-month co-op work terms. Students who successfully complete the minimum three co-op work terms can combine the work terms together to satisfy 3 credit hours of Business Electives.

Entrance Requirements and Selection Criteria for the Asper Co-op Program

Those applying to the Asper Co-op Program must have completed or obtained:

- All Bachelor of Commerce (Honours) admission requirements as specified in the University of Manitoba Undergraduate Calendar, the Asper School of Business.
- A minimum degree grade point average of 2.5 upon assessment of the Asper School of Business Bachelor of Commerce (Honours) Program.
- Completion of IDM 1010 with a minimum grade of C+ prior to registration for IDM 2982 Co-op Work Term 1. Students admitted in the Asper Co-op program prior to September 2023 and that are remaining in the curriculum of as of their admission year, will not be required to take IDM 1010. These students will complete mandatory non-credit learning modules.
- A minimum of 45 credit hours in the Bachelor of Commerce (Honours) Program, before commencing the student's first work term, and no fewer than 39 credit hours remaining in the Bachelor of

Commerce (Honours) Program before the commencement of the first co-op work term.

In addition to the above requirements:

- An interview with the Co-op Office will be required for admission to the Asper Co-op Program and
- Applicants for the Asper Co-op Program will be evaluated based on a complete application (p. 4).

Note: Each year, 5 seats will be allotted to the Canadian Indigenous Ancestry Category. This category is intended for all First Nations, Métis, and Inuit applicants who have attained a minimum DGPA of 2.5 and met all other requirements for application to the Asper Co-op Program. Students wishing to be considered in the Canadian Indigenous Ancestry Category must indicate so in the appropriate section on the Asper Co-op Program Application Form. If students do not indicate this on the application form, they will not be eligible for consideration within this category. All applicants admitted under this category are required to register with the Indigenous Business Education Partners (IBEP) for a period of at least two academic terms following admission. If you are unsure whether to apply under this category, please consult with the Indigenous Business Education Partners (IBEP), 350 Drake Centre, phone (204) 474-7401. Proof of Indigenous Ancestry will be required to register for IBEP. Unfilled seats in this category will not be filled from outside the category and will not be transferred for use in future years.

If a student has been found to have deliberately falsified information in the application for the Asper Co-op Program, the matter will be immediately reported to the Associate Dean, Undergraduate Program as an allegation of academic misconduct and handled according to the University Student Discipline Bylaw. (<https://catalog.umanitoba.ca/undergraduate-studies/policies-procedures/student-discipline-bylaw/>)

If, prior to acceptance into the Asper Co-op Program, it is found that the student has had an allegation of academic misconduct upheld against them the student may no longer be eligible for entrance to the co-operative education option.

Students are advised that satisfying the minimum entrance requirements does not guarantee a place in the Asper Co-op Program. In the event that the demand for placements exceeds the number of places available or that appropriate levels of staffing of the co-op office are not available, a cap may be placed on the number of students accepted into the Asper Co-op Program. In such situations, the Asper School of Business reserves the right to determine and select the best qualified applicants.

Application Requirements for the Asper Co-op Program

In addition to the minimum requirements of the Asper School of Business, applicants for the Asper Co-op Program will be evaluated based on a complete application. This will include the following:

- A completed co-op application form and
- A completed Consent of Release of Personal Information form and
- A statement of purpose: The applicant must submit a statement outlining their motivations for participating in the Asper Co-op Program, and
- A group interview conducted by the Co-op Office.

Upon completion of the co-op application form and prior to the group interview, each applicant's academic standing is verified by the Undergraduate Program Office.

Applications to the Asper Co-op Program must be received prior to the application deadline specified on the Co-op website (<https://umanitoba.ca/faculties/management/programs/undergraduate/coop/>), except by special permission from the Co-op Program Director. All completed applications must be submitted directly to the Co-operative Education Program Office.

Structure and Sequencing for the Asper Co-op Program

The Asper Co-op Program consists of both academic terms and co-op work terms.

Each academic term and each co-op work term will commence in January, May or September.

Students are expected to follow the academic/co-op work term sequence defined by the Asper School of Business from admission through to graduation.

Some variations may occur to meet specific needs of students and co-op employers. Variations to normal sequencing of co-op terms will require pre-approval of the Co-op Director.

Students admitted in Fall 2023 or later into the Asper Co-op program will be required to complete IDM 1010 with a minimum grade of "C+" in order to register for IDM 2982 Co-op Work Term 1. Students admitted before Fall 2023, will be required to complete mandatory non-credit hour learning modules in preparation for IDM 2982 Co-op Work Term 1.

Work Term Requirements for the Asper Co-op Program

The Asper Co-op Program will include at least 12 months spent in co-op work terms with a co-op office approved employer. Normally, each co-op work term will be completed with one employer. Typically, the co-op work terms will be taken in three, 4-month-long co-op work terms; however, other schedules may also be approved on an as-needed basis. With pre-approval of the Co-op Office, students may choose to complete a fourth co-op work term, making their program consist of four co-op work terms.

A minimum grade of "C" is required in each co-op work term course. Students who fail to meet the minimum "C" grade in each of their co-op work term courses will be required to withdraw from the co-operative education program and have the following academic assessment noted on their transcript "Required to Withdraw from the Asper Co-op Program".

Asper Co-op students are required to submit a minimum of three written learning objectives and a minimum of three work term reports on their co-op work term activities. If a student chooses to do a four work term program, they will be required to submit written learning objectives and work term reports for the fourth term through IDM 4992. These reports are due at times designated by the co-op office. The co-op office will provide students with instructions regarding the content and format requirements of the co-op work term reports.

Indications of unsatisfactory performance by a student on a work term will be thoroughly investigated by the co-op office. As a result of the investigation, the student may be required to withdraw from the Asper Co-op Program and the following academic assessment noted on their transcript "Required to Withdraw from the Asper Co-op Program". The student would then be assessed for eligibility to enter the regular B.

Comm. (Honours) program (please refer to Withdrawal from the Asper Co-op Program (p. 6) for more information).

While on a co-op work term, a Co-op student is not normally permitted to take more than three hours of academic credit. Students wishing to enroll in more than 3 credit hours while on a co-op work term must apply to the Co-op Faculty Advisor for permission to do so, including furnishing a letter from their co-op employer indicating that the employer approves of this exception; if approved a student may not take more than six hours of academic credit while on a work term and may not take more than one course at a time during spring/summer session.

Academic Term Requirements for the Asper Co-op Program

Coursework requirements of the Asper Co-op Program are equivalent to the coursework requirements of the B. Comm.(Hons.) program with exception that each Co-op Work Term (Course IDM 2982 , IDM 3982 , IDM 4982 and IDM 4992 (if chosen)) will receive 1 credit hour for each co-op work term course passed. Students passing all three co-op work term courses will be permitted to use the three co-op work term courses together as equivalent to three (3) credit hours of a 2000 level, or higher, Business Elective. For students admitted in the Asper Co-op Program in Fall 2023 or later, completion of IDM 1010 with a grade of C+ is required prior to IDM 2982 Co-op Work Term 1. Students choosing to do a fourth co-op work term, are required to complete all required academic components of a co-op work term, including writing Learning Objective and Work Term Reports, and pay relevant fees. Students completing a fourth co-op term (IDM 4492) will receive 1 credit hour and will graduate with 121 credit hours in their degree program.

Students enrolled in the Asper Co-op Program are required to maintain satisfactory progress toward their B. Comm. (Honours) degree and be registered in a minimum of 9 credit hours between co-op work terms after admission to the Asper Co-op Program, unless back-to-back co-op work terms have been approved by the co-op office.

While on a co-op work term, a Co-op student is not normally permitted to take more than three hours of academic credit (please refer to Work Term Requirements for the Asper Co-op Program (p. 5)); Taking more than three hours of academic credit in a co-op term does not reduce the requirement of enrolment in a minimum of 9 credit hours in each academic term unless written permission is obtained from the co-op office.

Students whose degree G.P.A. falls below 2.0 in any given term are subject to withdrawal from the B. Comm. (Hons) program as per the Faculty Academic Regulations, Required to Withdraw from the Bachelor of Commerce (Honours) Program (<https://catalog.umanitoba.ca/undergraduate-studies/management-business/#Required-withdraw>) in the Asper Undergraduate Calendar.

To continue in the Asper Co-op Option a student's performance will be evaluated following each academic term to ensure standards are met for continuance in the Asper Co-op Program. The student must meet all academic degree and individual course prerequisites for further study, departmental continuation and graduation requirements. Continuation is also contingent upon satisfactory performance on co-op work terms (please refer to Work Term Requirements (p. 5) for the Asper Co-op Program)

Withdrawal from the Asper Co-op Program

Students may be required to withdraw from the Asper Co-op Program for any of the following reasons:

- Failure to maintain the minimum academic requirements of the Asper School of Business,
- Failure to maintain the minimum credit hour requirements of the academic term in the Asper Co-op Program,
- Failure to achieve a minimum grade of “C” on any work term,
- Unsatisfactory performance in the work place during a co-op work term (please refer to Work Term Requirements (p. 5) for the Asper Co-op Program),
- Failure to observe the ethical standards of the Asper School and the University in place at the time; including being found guilty of academic misconduct, or
- When, in the opinion of the Co-op Director and Co-op Faculty Advisor, the student does not exhibit sufficient qualities of ability, skills, aptitudes, attitudes, diligence or motivation to complete the Asper Co-op Program successfully.

Students who have been required to withdraw from the Asper Co-op Program for either academic assessment reasons or other reasons will have the following academic assessment placed on their transcript: “Required to Withdraw from the Asper Co-op Program”.

A student who withdraws after participating in the recruitment period or after accepting a position with an employer for a co-op work term, without written approval of the Co-op Faculty Advisor or Co-op Director, will be withdrawn from the Asper Co-op Program and have the following academic assessment noted on their transcript “Required to Withdraw from the Asper Co-op Program”.

Students who wish to withdraw voluntarily from the Asper Co-op Program may do so by written letter to the Co-op Director at any time prior to participating in the recruitment period through applications and/or interviews and prior to accepting a position for a co-op work term. Students may be granted permission to revert to the regular Bachelor of Commerce (Honours) program without being required to withdraw.

Appeals for Exceptions to Academic and Non-Academic Regulations and Appeals in the Asper Co-op Program

Appeals to academic regulations relating to the Asper Co-operative Education Option (i.e., those relating to the entrance, continuing, and graduation requirements) will be processed in a similar manner to any other request for exception to academic regulations. Normally, the student’s written request, accompanied by any supporting documentation, e.g. written notice of medical or compassionate circumstances, and a written recommendation from the Co-op Faculty Advisor or the Co-op Director, will be directed to the Undergraduate Program Manager for either immediate disposition or to forward on to the Undergraduate Program Committee for its consideration.

Appeals to non-academic program-related issues should be resolved by contact with the Co-op Director, or the Co-op Faculty Advisor. Appeals related to non-academic entrance or continuance issues are the responsibility of the Co-op Director. If these appeals are not resolved to the student’s satisfaction, the student may appeal in writing to the Undergraduate Program Committee through the Undergraduate Program Manager.

Graduation from the Asper Co-op Program

B. Comm.(Hons.) Cooperative Option students who are required to revert or voluntarily revert to an alternative degree program must fulfil all academic requirements of that degree.

To graduate from the Asper Co-op Program, students are required to meet the Bachelor of Commerce (Honours) Program graduation requirements as outlined in the Asper School of Business section of the University of Manitoba Undergraduate Calendar, plus completion of twelve months of Co-op work terms (or a minimum of 3 approved co-op work terms) with each Co-op work term course having been assigned a “C” grade or better. Students passing all three co-op work term courses will be permitted to use the three co-op work term courses together as equivalent to three (3) credit hours of a 2000 level, or higher, Business Elective. Students choosing to complete a fourth co-op term (IDM 4992) will graduate with 121 credit hours in their degree program.

Asper International Exchange Program Contact and Program Information

Coordinator: Amber Pohl

Room: 268 Drake

Telephone: 204-474-6752

Email: amber.pohl@umanitoba.ca

The Asper School of Business offers an International Exchange Program, designed to complement and enrich the academic program with international experience. All students must complete all 120 credit hours of the program including the Core, one of the Majors listed in the overview tab (<https://catalog.umanitoba.ca/undergraduate-studies/management-business/#Available-Majors>), as well as the Option and Elective course components.

Entrance Requirements

At the time of assessment, those applying to the Asper International Exchange program must possess:

- All Bachelor of Commerce (Honours) admission requirements as specified in the University of Manitoba Undergraduate Calendar, the Asper School of Business
- Student be in good standing in the Asper School of business with no Academic or Non-Academic misconduct notations and a minimum degree grade point average of 2.5. Students cannot be in a reinstatement program.
- Completion of a minimum of 12 credit hours at University of Manitoba at the time of application
- Direct entry students must complete a minimum of 24 credit hours at the University of Manitoba at the time of commencement of the international exchange term.

In addition to meeting the above requirements, the following are required of students:

- Completed application form
- Current resume
- Three recommendations
 - One academic reference (preferably from a current Asper instructor)
 - One professional/volunteer reference
 - One more reference from either of the two categories above

- A meeting conducted by an interview committee or Director, International Programs (or designate) to assess academic background and suitability, based on academic performance, maturity level, motivation, and personal characteristics. Where deemed necessary, a second meeting with the Director, International Programs (or designate) may be required

Upon completion of the application process, each applicant's academic standing is verified by the Undergraduate Program Office.

Application Deadline: Applications to the Asper International Exchange Program must be received prior to the application deadlines specified on the Exchange website (<https://umanitoba.ca/faculties/management/programs/undergraduate/iexchange/outgoing/apply-now.html>), except by special permission.

Students are advised that satisfying the minimum entrance requirements does not guarantee acceptance into the program. In the event that demand for space exceeds the number of spaces available, a cap may be placed on the number of students accepted. In such situations, the Asper School of Business reserves the right to determine and select the best suited applicants.

Students are required to have an academic record free of any allegation of academic dishonesty where the allegation has been upheld. If it is found that during the assessment of the entrance requirements a student has had an allegation of academic dishonesty upheld against them, or that they have deliberately provided false application information, the student will no longer be eligible for entrance into the Asper International Exchange Program.

Program Structure

The program consists of academic terms in the fall, winter and summer. Full academic terms in fall or winter will be a minimum of four months in duration depending on host institution scheduling. Short term summer programs will vary in length depending upon host institution scheduling.

Academic Term Requirements

Students participating in a regular academic exchange term (defined as Fall or Winter by the University of Manitoba) are required to be registered in a minimum of 12 credit hours during each term. Students participating in an international summer school are required to be registered in a minimum of 3 credit hours.

Senate approved regulations (approved May 18, 1994) allow an Asper student to receive a waiver of the University's residency requirement. The University allows 60 of the 120 credit hours of the degree program to be external. Asper exchange students can be permitted a waiver of this to go on an international exchange, assessed internally by the Asper Associate Dean Undergraduate and International Programs/Director, International Programs.

All students going on international exchange may be considered for a waiver of the university residency requirement only if they can complete the degree and ensure at least 48 credit hours of coursework are courses taken at the University of Manitoba.

Current Faculty Council guidelines (approved December 11, 2009) for students admitted under domestic or international joint articulation agreements to participate in an Exchange must still be adhered to. Domestic or international joint articulation agreement students will be permitted to apply for a maximum 1-term exchange with a maximum of 15 credit hours.

Withdrawal

Students may be required to withdraw from the Asper International Exchange Program, prior to departure, for any of the following reasons:

- Failure to maintain the minimum academic requirements of the Asper School of Business, or
- Failure to successfully complete a minimum of 24 credit hours upon commencement of their exchange term, or
- Found to have engaged in academic and/or non-academic misconduct, or
- When, in the opinion of the Director, International Programs (or designate), the student does not exhibit sufficient qualities of ability, skills, aptitudes, attitudes, diligence or motivation to complete the Asper International Exchange Program successfully

Students who wish to withdraw from the Asper International Exchange Program prior to departure voluntarily may do so by written letter to the Asper Coordinator of Student Exchanges and International Cooperation/Student Advisor at any time prior to the start of their exchange term.

Appeals of Decisions to Academic and Non-Academic Matters

Appeals of academic decisions relating to the Asper International Exchange Program (i.e. those relating to the entrance, continuing and graduation requirements) will be processed in a similar manner to any other appeals for decisions of academic regulations. Normally, the student's written request, accompanied by any supporting medical and/or compassionate documentation and a written recommendation from the Coordinator of Student Exchanges and International Cooperation/Student Advisor will be directed to the Undergraduate Program Manager for either immediate disposition or to send to the Undergraduate Program Committee for its consideration.

Appeals to non-academic program related issues should be resolved by contact with the Asper Coordinator of Student Exchanges and International Cooperation/Student Advisor or Director, International Programs. Appeals related to non-academic entrance are the responsibility of the Director, International Programs. If these appeals are not resolved to the student's satisfaction, the student may appeal in writing to the Undergraduate Program Committee through the Undergraduate Program Manager.