

2024 WINTER Degree Programs ELECTIVE LIST

BBIC 204 – Environmental Sustainability, Advocacy and Stewardship				
The relationship between human activities and the environment requires close attention in order to maintain sustainable development, biodiversity and human existence. The mitigation of environmental impacts from societal activities, either of universal importance such as global climate change or of regional importance, involves many stakeholders. Societies can address the environmental challenges and evoke change by integrating learning and action. This course will study the pressing environmental issues, the concepts of environmental ethics, advocacy and stewardship from individual, local and global scale contexts. In addition, the role of ICT in monitoring, adapting to, and mitigating climate change, will be examined.				
Section 001 - 2043	Mondays 17:00-20:00	Limit: 14	Instructor: O. Tokode	Room: A0339

BBIC 401 – Marketing in a Digital Age				
This course introduces the foundations of Canadian Marketing from historical and contemporary perspectives. Emphasis will be on current and emerging digital marketing processes, practices, and trends. The course focuses on the fundamentals of marketing decisions, including promotion, pricing, distribution, and product decisions faced by organizations.				
Section 001 - 2795	Mondays 9:00-12:00	Limit: 12	Instructor: N. Rourke	Room: A3204

BBIC 402 – New Trends in Information Communication Technology				
This course is an introduction to emerging issues and leading technologies in Information and Communication Technology. Emphasis will be on how these technologies impact information systems, users, the Information Technology labour force and society. Analysis and forecasting of technology trends will be considered as well.				
Section 001 - 2045	Tuesdays 13:00-17:00	Limit: 3	Instructor: B. Rivard	Room: A0110

BBIC 601 – Rich Media Communications				
The study of multimedia communications including mobile applications. Topics include presales technical support, design, installation, configuration, and maintenance of rich media solutions.				
Section 001 - 2047	Fridays 9:00-12:00	Limit: 4	Instructor: A. Sabri	Room: A0339