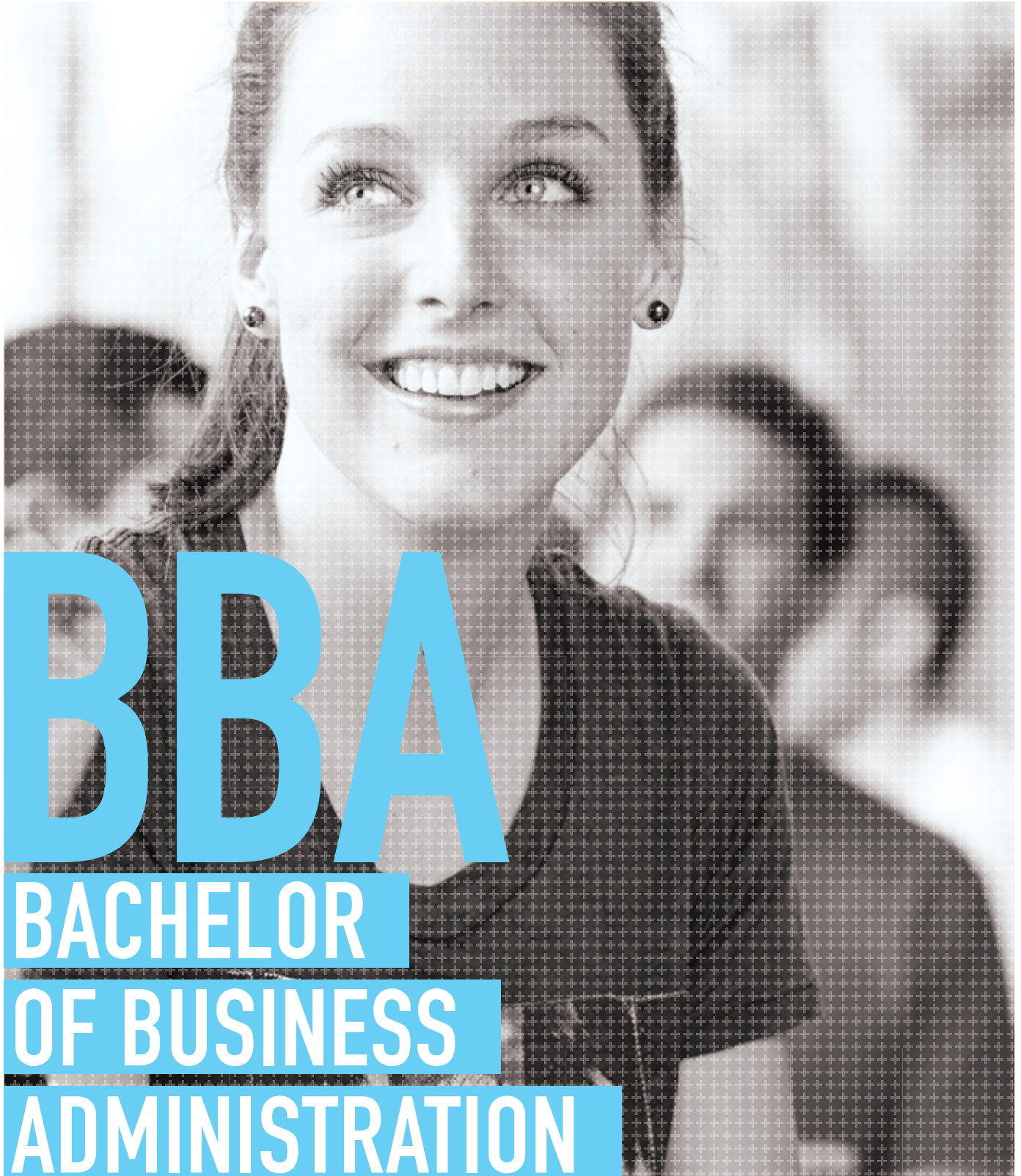


# HEC MONTRÉAL



# BBA

**BACHELOR  
OF BUSINESS  
ADMINISTRATION**

2015-2016

[hec.ca/bba](http://hec.ca/bba)

	PREPARATORY YEAR Basics
<b>LANGUAGES</b>	LEVEL OFFERED IN FRENCH
<b>PREPARATORY YEAR</b> All courses must be taken in French, except language courses (English or Spanish).	<b>FIRST TERM</b> <ul style="list-style-type: none"> <li>› <i>Algèbre vectorielle et linéaire avec applications en gestion</i></li> <li>› <i>Atelier d'initiation aux études en gestion 1</i></li> <li>› <i>Calcul différentiel avec applications en gestion</i></li> <li>› <i>Compétences clés pour l'apprentissage de la gestion</i></li> <li>› Language course</li> <li>› <i>Outils de production pour les gestionnaires</i></li> </ul>
<b>BBA – FRENCH STREAM</b> Courses in French with the option of taking some courses in English or in Spanish at levels 2 and 3.	<b>SECOND TERM</b> <ul style="list-style-type: none"> <li>› <i>Atelier d'initiation aux études en gestion 2</i></li> <li>› <i>Calcul intégral avec applications en gestion</i></li> <li>› <i>Éléments d'analyse économique dans un contexte canadien</i></li> <li>› <i>Le contexte d'affaires dans le Québec, d'hier à aujourd'hui</i></li> <li>› <i>Le monde des affaires</i></li> </ul>
<b>BBA – BILINGUAL STREAM</b> Minimum of 30 credits in French and 30 credits in English.	
<b>BBA – TRILINGUAL STREAM</b> Minimum of 30 credits in French and 45 credits in English and Spanish, including at least 15 in each of these two languages.	
<b>LANGUAGE COURSES</b> Language courses, summer school, business English, French, Spanish or Chinese courses.	
<b>CREDITS</b> All courses are worth 3 credits, except: <ul style="list-style-type: none"> <li>› <i>Atelier d'initiation aux études en gestion 1 and 2</i> (1.5 credits)</li> <li>› <i>Éléments de management des PME, Éléments de politiques économiques et taxation, and Modèles de problèmes de décision en R. O.</i> (2 credits).</li> </ul>	

## CURRICULUM

The list of courses is subject to change. Please consult [hec.ca/bba](http://hec.ca/bba) for the most up-to-date information.  
 \*Available only in the joint major option.

### FOR APPLICANTS FROM QUEBEC OR APPLICANTS FROM OUTSIDE QUEBEC WHO HAVE SUCCESSFULLY COMPLETED ONE YEAR OF UNIVERSITY OR A PREPARATORY YEAR BBA (90 credits)

LEVEL 1 (24 CREDITS) Organizational environment	LEVEL 2 (30 CREDITS) Business functions and supplementary training	LEVEL 3 (36 CREDITS) Specialization	FASCINATING CAREERS
THREE POSSIBLE STREAMS: IN FRENCH • BILINGUAL (IN FRENCH AND ENGLISH) • TRILINGUAL (IN FRENCH, ENGLISH AND SPANISH)			
<ul style="list-style-type: none"> <li>› Students are grouped into cohorts (groups of 65 to 72 students).</li> <li>› BBA – French stream: 24 credits in French</li> <li>› BBA – Bilingual stream: 12 credits in French and 12 in English</li> <li>› BBA – Trilingual stream: 12 credits in French, 6 in English and 6 in Spanish</li> </ul>	All level 2 courses are offered in French and some of them in English and Spanish.  See: <a href="http://hec.ca/bba">hec.ca/bba</a> > <b>Courses</b>	You can choose to take a specialization, a joint major (choice of 2 specializations) or a personalized major. To consult the complete list of specialization courses, see <a href="http://zonecours2.hec.ca">zonecours2.hec.ca</a> (select English). Note that not all options offer courses in English.  You can take the Rémi Marcoux Entrepreneurial Track and earn official recognition, provided you meet certain conditions.	
<b>APPLIED ECONOMICS</b>			Industrial development, social economy development or competition law officer • Market analyst
To gain a better understanding of the economic environment shaping companies' development and the skills to balance growing needs and limited resources. Microeconomics and macroeconomics, economic conditions, industrial organization, international economics and econometrics are all covered.			
<b>FIRST TERM</b> <ul style="list-style-type: none"> <li>› <i>Introduction analytique d'affaires</i></li> <li>› <i>Management</i></li> <li>› Microeconomics Analysis</li> <li>› <i>Présentation de l'information comptable</i></li> <li>› Sociology of the Firm</li> </ul>	<ul style="list-style-type: none"> <li>› Basic Corporate Finance</li> <li>› Human Resources Management</li> <li>› Information Technologies in Organizations</li> <li>› Management Accounting</li> <li>› Marketing Management</li> <li>› Operations Management</li> <li>› Organizational Behaviour</li> </ul>	<b>NEW! ECONOMICS, FINANCE AND MATHEMATICS (INTEGRATED SPECIALIZATION)</b> Gain a solid understanding of these three synergistic disciplines and cover all the preparatory courses required for graduate specializations like Applied Economics, Applied Financial Economics and Financial Engineering.	N/A
<b>SECOND TERM</b> <ul style="list-style-type: none"> <li>› <i>Analyse macroéconomique</i></li> <li>› <i>Statistique</i></li> <li>› <i>Utilisation de l'information comptable</i></li> <li>› Two courses in level 2</li> </ul>			
<b>BBA – French stream</b> <ul style="list-style-type: none"> <li>› All level 1 courses are offered in French.</li> <li>› The level 2 courses are offered in French, English or Spanish.</li> </ul>	<b>PROFESSIONAL ACCOUNTING</b> <ul style="list-style-type: none"> <li>› <i>Éléments de management des PME</i></li> <li>› <i>Éléments de politiques économiques et taxation</i></li> <li>› <i>Modèles de problèmes de décision en R.O.</i></li> <li>› <i>Notions juridiques pour le domaine des affaires</i></li> </ul>	<b>ENTREPRENEURSHIP</b> This specialization is for those looking to launch their own business. It offers customized support to help them get a start in the business world.	Business creation consultant • Entrepreneur • Intrapreneur • Takeover entrepreneur
<b>BBA – Bilingual stream</b> <ul style="list-style-type: none"> <li>› Four level 1 courses are offered in English.</li> <li>› The level 2 courses are offered in English.</li> </ul>	<b>OTHER SPECIALIZATIONS</b> <ul style="list-style-type: none"> <li>› <i>Management des grandes entreprises</i></li> <li><b>OR</b> Small Business Management</li> <li><b>OR</b> <i>Entrepreneuriat</i></li> <li>› <i>Modèles de décision en analytique d'affaires</i></li> <li>› <i>Politiques économiques et taxation</i></li> <li><b>OR</b> Economic Problems and Policy Analysis</li> </ul>	<b>FINANCE</b> Three proposed tracks: General Finance, Corporate Finance or Market Finance and Investment Counselling. Students learn the analytical skills and financial techniques they need to work in one of the three main branches of finance: corporate finance, market finance and credit management.	Corporate finance analyst • Financial analyst (start-ups, stock markets, etc.) • Investment advisor • Portfolio manager
<b>BBA – Trilingual stream</b> <ul style="list-style-type: none"> <li>› Two level 1 courses are offered in English.</li> <li>› Two level 1 courses are offered in Spanish.</li> <li>› The level 2 courses are offered in English or Spanish.</li> </ul>		<b>HUMAN RESOURCES MANAGEMENT</b> For future HRM experts in selection, skills development, compensation management, labour law, and workers' rights in the areas of occupational health and safety and collective bargaining. Or, as part of a mixed option, for those interested in managing teams: conflict management, performance evaluation, etc.	Compensation analyst • Organizational development or training consultant • Recruitment expert • Labour relations expert
<b>INFORMATION TECHNOLOGY</b> Learn how to solve business problems using information technology (IT) and to manage an organization's IT function at the operational, tactical and strategic levels.			Business, information systems or technical support analyst • IT project manager • Business solutions or process enhancement expert
<b>INTERNATIONAL BUSINESS</b> Learn about different facets of management in an international context and acquire the tools you need to work anywhere in the world. You are required to participate in the international exchange program or the Campus Abroad course or do an overseas internship and master at least one other language besides French.			Export analyst • International trade or industrial development advisor • Import-export co-ordinator • Co-operative projects manager
<b>LOGISTICS AND OPERATIONS MANAGEMENT</b> For anyone interested in operations related to product manufacturing and services for clients or the public: supply management, operations planning, logistics, quality management, process enhancement and project management.			Buyer • Logistics or inventory analyst • Production planner • Dispatcher • Process enhancement expert
<b>MANAGEMENT</b> For those interested in managing people and projects, including corporate social responsibility and sustainable development, and in organizational development (corporate design and strategy).			Development officer • Project manager • Consultant • Co-ordinator • First-level manager
<b>MANAGEMENT SCIENCES</b> This specialization covers data processing, analysis and interpretation using statistical and computer tools. It is designed to reflect the widespread implementation of information technology and assist companies in decision making.			Product distribution, statistical reporting or administrative process analyst • Planning consultant
<b>MARKETING</b> All aspects of marketing a product or service, from retail sales to sales management, product or brand management, advertising and promotion, market analysis, marketing research and distribution.			Project manager (event marketing) • Product or brand manager • Advertising consultant • Web marketing expert • Sales representative
<b>PROFESSIONAL ACCOUNTING</b> The first step toward acquiring valuable expertise and earning CPA ( <i>comptable professionnel agréé</i> ) certification. Students are supported during their program, to make sure they meet the requirements of the CPA Order, in terms of studies, entrance exams and internships. For students from France wishing to earn CA certification, we have the appropriate track.			Accounting or financial analyst • Management accountant • Management advisor • Controller • Treasurer • Auditor
<b>PROJECT MANAGEMENT*</b> Further your knowledge in a specific management field, while developing project management skills. Learn to apply the project approach in a field of specialization.			Contract administrator • Risk analyst • Assistant project manager • Program or product manager • Project planner
<b>SUSTAINABLE DEVELOPMENT*</b> Get a thorough grasp of the issues, perspectives and tools useful for managing an organization from a sustainable viewpoint. Learn to take effective and efficient action in organizations adopting or wishing to adopt management strategies and approaches guided by sustainable development principles.			Development officer • Economic and community development project or sustainable event co-ordinator • Ethical investment advisor

# THE HEC MONTRÉAL BBA: MORE THAN AN EXCELLENT PROGRAM, IT'S AN EXPERIENCE!

A BBA graduate from HEC Montréal is...  
a value creator, an analyst, a good business partner, an excellent communicator, a manager or an up-and-coming entrepreneur.

## WHY HEC MONTRÉAL?

### THE SCHOOL'S INTERNATIONAL REPUTATION

- Holds the three most prestigious international accreditations in management education: AACSB International, EQUIS and AMBA.
- Regularly places in the international rankings compiled by *AméricaEconomía*, *Expansión*, *Forbes* and *The Economist*.

### A MULTILINGUAL APPROACH YOU WON'T FIND ANYWHERE ELSE IN NORTH AMERICA

- Three streams available: French, bilingual (French and English) and trilingual (French, English and Spanish).
- Plus many resources available to help you develop your language proficiency, including support for non-Francophone students.

### A PROMISING FUTURE FOR YOURSELF

- Paid business internships.
- An exceptional, lifelong Career Management Service.
- A spectacular placement rate: 92% within six months of graduation.

### LIVING AND STUDYING IN MONTREAL, A CREATIVE, WELCOMING, AFFORDABLE AND SAFE CITY

- An excellent public transit network (68 subway stations and 189 bus routes) and lots of self-serve bicycle (BIXI) stations.
- Plenty of student apartments for rent near campus, which is located in a quiet residential neighbourhood just a few minutes from downtown.
- Access to listings with apartments to rent on your own, sublet or share with others, and to housing search workshops through the International Student Affairs Office (ISAO).



## ADMISSION

Consult the program site for complete information on admission and language requirements: [hec.ca/bba](http://hec.ca/bba) > **Admission**.

## TO APPLY

[hec.ca/en](http://hec.ca/en) (Online application button)

## FINANCING YOUR STUDIES

Scholarships are offered by the School and various corporate donors, professional orders, private foundations and individuals. There are also different paid work opportunities, even for international students. For more information on this subject and on tuition fees, see:

[hec.ca/en](http://hec.ca/en) > **Prospective Student > Financing Your Studies**

## OPEN HOUSE

- Sunday, November 8, 2015  
10 a.m. to 4 p.m.
- Tuesday, February 2, 2016  
4:30 to 8:30 p.m.

[hec.ca/en/openhouse](http://hec.ca/en/openhouse)

Personalized campus tours also available:  
[info@hec.ca](mailto:info@hec.ca)

## HEC Montréal

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Montreal, Quebec H3T 2A7 CANADA  
Telephone: 514 340-6151  
[baa@hec.ca](mailto:baa@hec.ca)  
[hec.ca](http://hec.ca)

## International Office – Europe HEC Montréal

15, rue du Louvre, boîte 131  
75001 Paris FRANCE  
Telephone: 01 42 33 43 40  
[hecmontreal.europe@hec.ca](mailto:hecmontreal.europe@hec.ca)  
[hec.ca/europe](http://hec.ca/europe)

HEC Montréal is affiliated with the  
Université de Montréal.

## FOLLOW OUR SCHOOL:



This brochure replaces all previous versions. The information presented here is subject to change. For the most up-to-date information, please consult [hec.ca/bba](http://hec.ca/bba).



HEC Montréal – Sustainable Campus is a movement rallying the entire university community around three main spheres of activity: teaching, research and the School's own environment.



ZONE FSC

HEC Montréal cares about the environment and promotes the use of recycled paper made in Quebec in compliance with recognized environmental standards.