

HEC MONTRÉAL

OFFICIAL DESCRIPTION 2025-2026

**Bachelor of Business
Administration
(BBA)**

This document is the official version of the program as of June 2025.

1 GENERAL INFORMATION

1.1 PROGRAM DETAILS

The Bachelor of Business Administration (BBA) program at HEC Montréal is primarily intended for students who have just received a college diploma or an equivalent thereof.

The BBA is an undergraduate academic program comprising at least 90 credits and leading to a degree.

1.2 LANGUAGE STREAMS

Applicants to the BBA program can be admitted to one of two distinct streams:

- French stream, in which students study in a cohort during the first two terms of the program and take courses offered in French
- Bilingual stream, in which students study in a cohort during the first two terms of the program and take courses offered in French and in English

1.3 PROGRAM MISSION

In the BBA program, students acquire a range of in-depth knowledge while developing a strong capacity for analysis, problem solving, and integration, which will help them adapt to changes in the business world and gain a distinct set of skills. Students will acquire a strong understanding of the sectoral, national, and international economic environment and how to leverage it. They will be particularly aware of the cultural and social environment of organizations and take ethics and business issues into account. Lastly, they will develop strong communication and teamwork skills and gain practical experience in management.

1.4 LEARNING GOALS AND OBJECTIVES

The specific learning objectives of the BBA program are as follows:

1. Apply the theoretical foundations of management in business
2. Analyse information and data that is useful in making decisions to develop recommendations
3. Implement the selected recommendations
4. Act with professionalism in the discharge of one's duties

1.5 RELATED OFFICE

Bachelor of Business Administration program office.

2 ADMISSION CRITERIA

Admission to the BBA program is based on pre-university studies including specific math and language skills requirements.

HEC Montréal is not obliged to accept all eligible students. The minimum results required for each admission period are published on the website (hec.ca/programmes/baccalaureats/baa/admission/index.html).

2.1 REGULAR STUDENTS

2.1.1 PRIOR STUDIES IN QUEBEC

The applicant must:

- hold a diploma of college studies (DCS) with the required R score **and** have passed three math courses of at least 60 hours each, including one differential calculus course and one vector and linear algebra course.
OR
- hold a diploma of college studies (DCS), have passed three math courses of at least 60 hours each, including one differential calculus course and one vector and linear algebra course, and have completed 30 credits during one year of university studies with the required grade point average.
- OR
hold a high school diploma and have successfully completed 30 credits during one year of university studies with the required grade point average, as well as three university-level math courses of at least 3 credits each, including one differential calculus course and one vector and linear algebra course.

2.1.2 PRIOR STUDIES IN THE REST OF CANADA

The applicant must:

- hold a high school diploma earned in Canada, outside of Quebec
- have successfully completed 30 credits during one year of university studies with the required grade point average, as well as three university-level math courses of at least 3 credits each, including one differential calculus course and one vector and linear algebra course.

Students who have not completed an additional year of studies after completing high school can apply to the BBA program with preparatory year.

2.1.3 PRIOR STUDIES ABROAD

The applicant must:

- hold a high school diploma, normally obtained after 12 years of school
AND
- have completed an ECG preparatory year with a general grade point average and have completed math courses that meet the School's requirements
- OR
- have completed 30 credits during one year of university studies with the required grade point average, as well as three university-level math courses of at least 3 credits each, including one differential calculus course and one vector and linear algebra course.

Students who have not completed an additional year of studies after completing high school can apply to the BBA program with preparatory year.

For more information: hec.ca/programmes/baccalaureats/baa/admission/ (in French)

3 PROGRAM CONTENT

3.1 STRUCTURE

The BBA is structured as follows:

- A compulsory core curriculum phase of 54 credits
- A specialization phase of 36 credits. Students must choose between a specialization, a mixed option, or a personalized option. The BBA includes 15 specializations, one of which is offered as a mixed option only.

The structure is presented in detail in Appendix 1.

Students admitted to the program can view their own structure under “Academic Progress” in HEC en ligne (<https://enligne.hec.ca>).

3.2 COHORT STREAM AND REGISTRATION

In the first year, the administrative office registers students for 15 compulsory core curriculum credits per term. Any request to cancel or drop a course, with a valid reason, must be approved by the administrative office.

3.3 EXCHANGE PROGRAM

Regular students enrolled in the BBA program can apply to take part in the exchange program.

Eligible students who have been selected will remain enrolled at HEC Montréal during their stay at the host school. The courses they take at this school will be recognized in their program, depending on the conditions set by the BBA program administration prior to departure.

3.4 MENTIONS ON TRANSCRIPTS

3.4.1 BILINGUAL

To earn a bilingual mention, students must take, within the 90 credits of their program (excluding the preparatory year):

- at least 30 credits of courses in French
- at least 30 credits of courses in English.

Before completing their program, students must also demonstrate intermediate-advanced proficiency on the HECTOPE language test.

3.4.2 TRILINGUAL

To earn a trilingual mention, students must take, within the 90 credits of their program (excluding the preparatory year):

- at least 30 credits of management courses in French
- at least 45 credits in courses in English and in Spanish, including:
 - at least 15 credits of management courses in English
 - At least 15 credits of courses in Spanish (4 management courses in Spanish in an international exchange and the course LANG 91525E) ¹.

Before completing their program, students must also demonstrate intermediate-advanced proficiency on the HECTOPE language test.

3.4.3 HONOR

The Honor mention is conferred in recognition of academic excellence. It is also a way to obtain special admission to the School's Master of Science (MSc) program.

To earn an Honor mention, students must finish their study program with the required cumulative GPA and earn the required number of credits in elective courses.

For more information: <https://www.hec.ca/programmes/baccalaureats/baa/admission/> (in French only)

3.4.4 INTERNATIONAL MOBILITY

To earn an international mobility mention, students must take part in an international mobility program, such as the exchange program, the Campus Abroad course, or an internship abroad.

3.4.5 AGIR TRACK

The AGIR track spans the first three terms of the BBA program and offers active teaching methods focused on practical and group work. Students must be selected in order to participate and receive the mention (under certain conditions).

For more information: <https://www.hec.ca/programmes/baccalaureats/parcours-agir/informations/index.html> (in French only)

¹ Passing the advanced-level language course replaces the current requirement to obtain an “advanced-intermediate” level on the ELENHEC language test for the mention. However, students must obtain an “intermediate-advanced” level to go on exchange in a Spanish-speaking country (unless they have already passed an advanced-level language course before the exchange).

4 COURSE SELECTION LIMITS

4.1 ELECTIVE COURSES

For a maximum of 3 credits, students can also choose:

- a business language course offered at HEC Montréal

OR

- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

4.2 PROJECT COURSES, INTERNSHIPS, AND CAMPUS ABROAD

Credits awarded for project courses, campus abroad, and internships will not exceed a total of 12 program credits while meeting the requirements for the block of optional specialization courses. This total of 12 credits must also meet the following conditions:

- a maximum of 9 credits for internships¹
- a maximum of 6 credits for project courses²
- a maximum of 3 credits for campus abroad.³

¹ A minimum grade point average is required for internships (hec.ca/etudiants/mon-programme/baa/stages).

² For more information: hec.ca/etudiants/mon-programme/baa/cours-projet/index.html.

³ A minimum grade point average is required for campus abroad (hec.ca/en/campus-abroad).

5 CONDITIONS FOR CONTINUING ON TO THE BBA

To continue on to the 2nd year, students who do not have the results required for admission must, within one year¹:

- complete 8 of the 10 compulsory courses for the first year of the BBA program
- have a cumulative grade point average of at least 2.0 (failing grades included in the average)

¹ Bearing in mind that the course offering is limited during summer term, students are responsible for meeting the structure requirements and the program conditions within one year.

APPENDIX 1 – DETAILED PROGRAM STRUCTURE

CORE CURRICULUM – 54 CREDITS

COMP 10903 (a)	Comptabilité financière
COMP 10904 (a)	Comptabilité de gestion (COMP 10903)
DDRS 10405 (ae)	Société, développement durable et organisation
ECON 10803 (a)	Décisions microéconomiques de l'entreprise
ECON 10804 (ae)	L'environnement macroéconomique de l'entreprise
ENTR 11000 (a)	Entrepreneuriat et innovation : concepts et outils
ETHI 10403 (a)	Éthique, gouvernance et droit des affaires
FINA 10200 (a)	Finance
INTE 10000 (a)	Affaires internationales
MARK 10100 (a)	Introduction au marketing
MATH 10605	Introduction à l'analytique d'affaires
MATH 10620 (a)	Statistique (MATH 10605)
MNGT 10401 (a)	Comportement organisationnel
MNGT 10407	Management
MNGT 10430 ¹ (a)	Management stratégique des organisations
OPER 10500 (a)	Gestion des opérations
RHRT 10300 (a)	Gestion des ressources humaines
TECH 10701 (a)	Mobiliser les technologies numériques

1. Capstone course to be taken in the last year of the program.

SPECIALIZATION – 36 CREDITS

Students can choose between a specialization, a mixed option, or a personalized option.

INTERNATIONAL AFFAIRS	11
BUSINESS ANALYSIS – INFORMATION TECHNOLOGY	12
BUSINESS ANALYTICS	13
PROFESSIONAL ACCOUNTING	14
APPLIED ECONOMICS	15
APPLIED ECONOMICS, FINANCE, AND MATH	16
ENTREPRENEURSHIP	17
FINANCE	18
PROJECT MANAGEMENT	19
LOGISTICS AND OPERATIONS MANAGEMENT	20
HUMAN RESOURCES MANAGEMENT	21
BUSINESS INTELLIGENCE	22
MANAGEMENT	23
MARKETING	24
SUSTAINABLE TRANSITION	25
MIXED OPTION	26
PERSONALIZED OPTION	37

INTERNATIONAL AFFAIRS

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

INTE 20009 (a)	Stratégies de l'internationalisation
INTE 20014 (a)	Aspects opérationnels du commerce international
INTE 20086 (a)	Environnement mondial des affaires

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 18 CREDITS

DDRS 20021 (a)	L'innovation sociale sur la scène internationale
DRAF 20015	Droit du commerce international
ECON 20801 (a)	Économie et finance internationales
ECON 20816 (a)	Théorie et politique du commerce international
FINA 20051 (a)	Gestion financière internationale (FINA 10200)
INTE 20028A	American Political Institutions and Business Practices
INTE 90001* (a)	Campus international
MARK 20116 (a)	Marketing international
MNGT 20006 (a)	Faire affaire dans les marchés émergents
MNGT 20401	Management interculturel
STAG 25070	Stage spécialisé en affaires internationales

ELECTIVE COURSES – MAX. 9 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

SPECIAL REQUIREMENTS FOR THE INTERNATIONAL AFFAIRS SPECIALIZATION

1. English language proficiency

Students must meet the same English proficiency condition that is required to receive the “bilingual stream” mention.

2. Participation in an international mobilization activity

Students must meet the same international mobility condition that is required to obtain the “international mobility” mention (hec.ca/etudiants/mon-programme/baa/mentions/index.html - in French).

* See the list of mutually exclusive courses (Appendix 2).

BUSINESS ANALYSIS – INFORMATION TECHNOLOGY

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 12 CREDITS

TECH 20704 (a)	Savoir programmer : compétences essentielles (TECH 10701)
TECH 20709 (a)	Poser un diagnostic et élaborer des solutions numériques (TECH 10701)
TECH 20712 (a)	Créer et exploiter des bases de données (TECH 10701)
TECH 20715	Choisir, implanter et utiliser un progiciel de gestion intégré (TECH 10701)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 18 CREDITS

PROJ 20730	Gérer les projets TI et leur déploiement (TECH 10701)
STAG 25077	Stage spécialisé en analyse d'affaires – technologies de l'information
TECH 20700	Construire des entrepôts de données et concevoir des tableaux de bord efficaces (TECH 20712)
TECH 20701	Protéger son organisation à l'ère du numérique
TECH 20702	Effectuer une veille des technologies émergentes (TECH 10701)
TECH 20703 (a)	Concevoir et évaluer les interfaces en considérant l'expérience utilisateur (TECH 10701)
TECH 20705	Mobiliser l'intelligence artificielle dans les organisations (TECH 10701)
TECH 20711	Développer un produit numérique (TECH 20704)
TECH 20733	Monétiser les actifs numériques (TECH 10701)
TECH 20734	Démarrer une entreprise performante avec les bons outils technologiques
TECH 20785*	Réaliser une solution TI pour une organisation (TECH 20715 Co)
TECH 20790	Construire la stratégie et la gouvernance numériques de l'organisation (TECH 10701)

ELECTIVE COURSES – MAX. 6 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

* See the list of mutually exclusive courses (Appendix 2).

BUSINESS ANALYTICS

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 12 CREDITS

MATH 20604 (a)	Modèles linéaires d'optimisation
MATH 20606	Science des données (MATH 10620)
MATH 20607	Mathématiques appliquées I (MATH 20604 Co)
MATH 20694 (a)	Modèles de décision non linéaires (MATH 20604, MATH 20607)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 12 CREDITS

MATH 20602 (a)	Modèles probabilistes et stochastiques de la gestion (MATH 10620)
MATH 20605	Analyse de données structurées : traitement et visualisation (MATH 10620)
MATH 20609	Mathématiques appliquées II (MATH 20607)
MATH 20671	Programmation de modèles quantitatifs en finance (FINA 10200, MATH 10605)
STAG 25076	Stage spécialisé en analytique d'affaires
TECH 20695	Web analytique
TECH 20704 (a)	Savoir programmer : compétences essentielles (TECH 10701)

ELECTIVE COURSES – MAX. 12 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

PROFESSIONAL ACCOUNTING

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION

COMP 20900	Comptabilité financière : transactions et présentation (COMP 10903)
COMP 20905	Comptabilité financière : actifs et résultats (COMP 20900)
COMP 20910 (a)	Certification I – Évaluation des contrôles (TECH 20735 Co)
COMP 20911	Certification II – Exécution de l’audit et autres missions (COMP 20910)
COMP 20916	Comptabilité financière : enjeux sociaux et environnementaux (COMP 20905)
COMP 20921	Comptabilité financière : regroupements (COMP 20905)
COMP 20925	Comptabilité financière : instruments financiers (COMP 20905)
COMP 20929	La gestion des coûts (COMP 10904)
COMP 20930 (a)	Contrôle et gestion de la performance (COMP 20900, COMP 20929)
FISC 20902	Impôts I
FISC 20922	Impôts II (FISC 20902)
TECH 20735	Organisation et technologies de l'information pour l'expertise comptable (TECH 10701)

APPLIED ECONOMICS

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 12 CREDITS

- ECON 20802 (a) Entreprise, société et politiques économiques (ECON 10803)
- ECON 20806 (a) Introduction à l'économétrie
- ECON 20851 (a) Microéconomie (ECON 10803)
- ECON 20852 (a) Macroéconomie (ECON 10804)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 12 CREDITS

- ECON 20800 Banque centrale et politique monétaire (ECON 10804)
- ECON 20801 (a) Économie et finance internationales
- ECON 20803 Comprendre, suivre et prévoir le contexte économique (ECON 10804)
- ECON 20804 Comprendre la concurrence (ECON 10803)
- ECON 20808 Économie comportementale (ECON 10803 Co)
- ECON 20809* Analyse économique des enjeux environnementaux
- ECON 20811 Économie immobilière
- ECON 20815 Politiques et finances publiques (ECON 10803)
- ECON 20816 (a) Théorie et politique du commerce international
- STAG 25078 Stage spécialisé en économie appliquée

ELECTIVE COURSES – MAX. 12 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

* See the list of mutually exclusive courses (Appendix 2).

APPLIED ECONOMICS, FINANCE, AND MATH

COMPLETE 36 CREDITS

ECONOMICS COURSES – MIN. 9 CREDITS

COMPULSORY COURSES – MIN. 3 CREDITS

ECON 20851 (a) Microéconomie (ECON 10803)
ECON 20852 (a) Macroéconomie (ECON 10804)

OPTIONAL COURSES – MIN. 3 CREDITS

ECON 20800 Banque centrale et politique monétaire (ECON 10804)
ECON 20804 Comprendre la concurrence (ECON 10803)
ECON 20806 (a) Introduction à l'économétrie
ECON 20815 Politiques et finances publiques (ECON 10803)

FINANCE COURSES – MIN. 9 CREDITS

COMPULSORY COURSES – 3 CREDITS

FINA 20201 (a) Placements (FINA 10200)

OPTIONAL COURSES – MIN. 6 CREDITS

FINA 20203 (a) Gestion de portefeuille (FINA 20201)
FINA 20205 (a) Gestion financière (FINA 10200)
FINA 20210 (a) Options et contrats à terme (FINA 10200)

MATH COURSES – MIN. 9 CREDITS

COMPULSORY COURSES – 3 CREDITS

MATH 20604 (a) Modèles linéaires d'optimisation

OPTIONAL COURSES – MIN. 6 CREDITS

MATH 20602 (a) Modèles probabilistes et stochastiques de la gestion (MATH 10620)
MATH 20607 Mathématiques appliquées I (MATH 20604 Co)
MATH 20609 Mathématiques appliquées II (MATH 20607)
MATH 20671 Programmation de modèles quantitatifs en finance (FINA 10200, MATH 10605)

ELECTIVE COURSES – MAX. 9 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

ENTREPRENEURSHIP

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 12 CREDITS

ENTR 21001	Accompagnement entrepreneurial 1 (1.5 credits)
ENTR 21002	Accompagnement entrepreneurial 2 (ENTR 21001 and ENTR 21018) (1.5 credits)
ENTR 21006	Créativité d'affaires et pratiques d'innovation (ENTR 11000)
ENTR 21018	Projet entrepreneurial 1
ENTR 21019	Projet entrepreneurial 2 (ENTR 21018)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 12 CREDITS

DRAF 20408	Notions juridiques pour le domaine des affaires
ENTR 21010 (a)	Bâtir, gérer et accompagner les PME
MARK 21022	Marketing entrepreneurial (MARK 10100)
MNGT 20403	Leaders et leadership
MNGT 20405* (a)	Habiletés de management
PROJ 20406	Habiletés de direction d'équipe projets
PROJ 20410	Management en gestion de projets
STAG 25080	Stage spécialisé en entrepreneuriat

ELECTIVE COURSES – MAX. 12 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

* See the list of mutually exclusive courses (Appendix 2).

FINANCE

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

FINA 20201 (a)	Placements (FINA 10200)
FINA 20210 (a)	Options et contrats à terme (FINA 10200)
FINA 20240 (a)	Le diagnostic financier et son utilisation (FINA 10200)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 18 CREDITS

ECON 20806 (a)	Introduction à l'économétrie
ETHI 20225 (a)	Éthique, gouvernance et encadrement réglementaire en finance (ETHI 10403 and FINA 10200)
FINA 20051 (a)	Gestion financière internationale (FINA 10200)
FINA 20202 (a)	Gestion des risques (FINA 10200)
FINA 20203 (a)	Gestion de portefeuille (FINA 20201)
FINA 20204	Finance durable (FINA 10200)
FINA 20205 (a)	Gestion financière (FINA 10200)
FINA 20208	Gestion des institutions financières (FINA 10200)
FINA 20211	Gestion de la trésorerie (FINA 10200)
FINA 20214	Stratégies financières des PME (FINA 10200)
FINA 20219 (a)	Placements alternatifs (FINA 10200)
FINA 20298 (a)	Négociation en salle des marchés (FINA 20201, FINA 20210 Co)
MATH 20602 (a)	Modèles probabilistes et stochastiques de la gestion (MATH 10620)
MATH 20671	Programmation de modèles quantitatifs en finance (FINA 10200, MATH 10605)
STAG 25072	Stage spécialisé en finance

ELECTIVE COURSES – MAX. 9 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

PROJECT MANAGEMENT

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 15 CREDITS

COMP 20901	Gestion comptable et financière des projets (FINA 10200; COMP 10903; COMP 10904)
PROJ 20409	Gestion des risques en contexte de projets
PROJ 20410	Management en gestion de projets
PROJ 20504	Pratiques et outils de la gestion de projets (OPER 10500)
PROJ 20732*	Gestion de projets Agile

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 12 CREDITS

ENTR 21006	Créativité d'affaires et pratiques d'innovation (ENTR 11000)
INDV 250021	Cours-projet multidisciplinaire Poly-HEC 1
MARK 20101 (a)	Développement d'affaires
MARK 20124 (a)	Consultation en recherche marketing (MARK 10100)
MNGT 20403	Leaders et leadership
MNGT 20404	Gestion du changement
MNGT 20431	Consultation en gestion : méthodes et pratiques
OPER 20501	Amélioration des processus et de la performance (OPER 10500)
OPER 20503 (a)	Gestion des achats (OPER 10500)
PROJ 20406	Habileté de direction d'équipe projets
STAG 25083	Stage spécialisé en gestion de projets
TECH 20703 (a)	Concevoir et évaluer les interfaces en considérant l'expérience utilisateur (TECH 10701)
TECH 20709 (a)	Poser un diagnostic et élaborer des solutions numériques (TECH 10701)

ELECTIVE COURSES – MAX. 9 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

1. The course INDV 25002 is reserved for 3rd-year students. Students must take the course in the fall, followed by the course INDV 25003 Cours-projet multidisciplinaire Poly-HEC 2 in the winter. The course INDV 25003 must be credited in the electives course block.

LOGISTICS AND OPERATIONS MANAGEMENT

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 15 CREDITS

OPER 20501	Amélioration des processus et de la performance (OPER 10500)
OPER 20502 (a)	Planification et contrôle de la production et des stocks (OPER 10500)
OPER 20503 (a)	Gestion des achats (OPER 10500)
OPER 20520	Stratégie des opérations (OPER 10500)
OPER 20525 (a)	Logistique (OPER 10500)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 12 CREDITS

DDRS 20536 (a)	Opérations, logistique et développement durable (OPER 10500)
OPER 20505*	La gestion des opérations dans les entreprises de services (OPER 10500)
OPER 20506	Gestion des approvisionnements (OPER 10500, OPER 20503 Co)
OPER 20509	Gestion de la qualité (OPER 10500, OPER 20501 Co)
OPER 20535	Progiciels de gestion intégrés appliqués à la gestion des opérations (OPER 10500)
PROJ 20504	Pratiques et outils de la gestion de projets (OPER 10500)
STAG 25075	Stage spécialisé en gestion des opérations et de la logistique

ELECTIVE COURSES – MAX. 9 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

* See the list of mutually exclusive courses (Appendix 2).

HUMAN RESOURCES MANAGEMENT

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

DRAF 20351	Les gestionnaires et les lois du travail (RHRT 10300)
RHRT 20305	Approches stratégiques en gestion des ressources humaines (RHRT 10300)
RHRT 20332	Relations de travail (RHRT 10300)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 15 CREDITS

RHRT 20301	Tableaux de bord et systèmes intégrés de gestion des ressources humaines (RHRT 10300)
RHRT 20302	Recrutement et sélection des ressources humaines (RHRT 10300)
RHRT 20303	Gestion de la rémunération (RHRT 10300)
RHRT 20304	Pratiques et habiletés de la négociation en GRH (RHRT 10300)
RHRT 20310	Gérer la performance des employés au travail (RHRT 10300)
RHRT 20320	Développement des compétences du personnel (RHRT 10300)
RHRT 20330 (a)	Gestion des conflits organisationnels (RHRT 10300)
RHRT 20333	Gérer la santé et la sécurité au travail (RHRT 10300)
STAG 25073	Stage spécialisé en gestion des ressources humaines

ELECTIVE COURSES – MAX. 12 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

BUSINESS INTELLIGENCE

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 18 CREDITS

MATH 20605	Analyse de données structurées : traitement et visualisation (MATH 10620)
MATH 20606	Science des données (MATH 10620)
TECH 20695	Web analytique
TECH 20700	Construire des entrepôts de données et concevoir des tableaux de bord efficaces (TECH 20712)
TECH 20704 (a)	Savoir programmer : compétences essentielles (TECH 10701)
TECH 20712 (a)	Créer et exploiter des bases de données (TECH 10701)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 9 CREDITS

MARK 20103	Intelligence marketing (MARK 10100)
MARK 20118 (a)	Marketing numérique (MARK 10100)
MATH 20608*	Projet intégrateur en intelligence d'affaires
STAG 25081	Stage spécialisé en intelligence d'affaires
TECH 20705	Mobiliser l'intelligence artificielle dans les organisations (TECH 10701)
TECH 20709 (a)	Poser un diagnostic et élaborer des solutions numériques (TECH 10701)

ELECTIVE COURSES – MAX. 9 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

* See the list of mutually exclusive courses (Appendix 2).

MANAGEMENT

COMPLETE 36 CREDITS

COMPULSORY COUSES IN THE SPECIALIZATION – 6 CREDITS

- MNGT 20404 Gestion du changement
- MNGT 20405* (a) Habiletés de management

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 21 CREDITS

- DDRS 20422 Habiletés de direction en contexte d'innovation sociale
- DDRS 20440 (a) Responsabilité sociale des entreprises
- DEVP 20402 Gérer sa vie professionnelle
- DRAF 20408 Notions juridiques pour le domaine des affaires
- ENTR 21010 (a) Bâtir, gérer et accompagner les PME
- ETHI 20420 L'éthique en action : Empathie, organisations et société (ETHI 10403)
- MNGT 20401 Management interculturel
- MNGT 20403 Leaders et leadership
- MNGT 20411 Management des grandes entreprises
- MNGT 20421 Management des entreprises culturelles et créatives
- MNGT 20431 Consultation en gestion : méthodes et pratiques
- MNGT 20432 Management des organisations sportives
- PROJ 20406 Habiletés de direction d'équipe projets
- PROJ 20410 Management en gestion de projets
- STAG 25074 Stage spécialisé en management

ELECTIVE COURSES – MAX. 9 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

* See the list of mutually exclusive courses (Appendix 2).

MARKETING

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 15 CREDITS

MARK 20101 (a)	Développement d'affaires
MARK 20107 (a)	Comportement du consommateur (MARK 10100)
MARK 20109 (a)	Gestion de la stratégie marketing (MARK 10100)
MARK 20115 (a)	Marketing interentreprises (MARK 10100)
MARK 20124 (a)	Consultation en recherche marketing (MARK 10100)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 15 CREDITS

DDRS 20125	Marketing responsable (MARK 10100)
ENTR 21006	Créativité d'affaires et pratiques d'innovation (ENTR 11000)
INDV 21606	Cours-projet : Relève Communication
INDV 21607	Cours-projet : Relève Marketing
INDV 21610	Cours-projet : Happening Marketing
MARK 20102 (a)	Communication marketing (MARK 10100)
MARK 20103	Intelligence marketing (MARK 10100)
MARK 20104	Marketing numérique avancé (MARK 20118)
MARK 20105	Marketing des arts et de la culture
MARK 20106	Marketing RH
MARK 20108 (a)	Marketing de la mode
MARK 20110	Gestion de produits et marques (MARK 10100)
MARK 20112	Marketing de détail (MARK 10100)
MARK 20113	Marketing et médias (MARK 10100)
MARK 20116 (a)	Marketing international
MARK 20118 (a)	Marketing numérique (MARK 10100)
MARK 20123	Vente relationnelle (MARK 20101)
MARK 20197*	Marketing et expérience client (MARK 10100)
STAG 25071	Stage spécialisé en marketing

ELECTIVE COURSES – MAX. 6 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

* See the list of mutually exclusive courses (Appendix 2).

SUSTAINABLE TRANSITION

COMPLETE 36 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 15 CREDITS

DDRS 20440 (a)	Responsabilité sociale des entreprises
DDRS 20441	Économie circulaire
ECON 20809*	Analyse économique des enjeux environnementaux
ETHI 20420	L'éthique en action : Empathie, organisations et société (ETHI 10403)
MNGT 20414	Innovation sociale et transition socio-écologique

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 15 CREDITS

DDRS 20021 (a)	L'innovation sociale sur la scène internationale
DDRS 20114	Gestion responsable du secteur de l'énergie : Entreprise et consommation citoyenne
DDRS 20125	Marketing responsable (MARK 10100)
DDRS 20413	Leadership climatique : Devenir actrice ou acteur de changement
DDRS 20422	Habiletés de direction en contexte d'innovation sociale
DDRS 20423	La décroissance soutenable
DDRS 20536 (a)	Opérations, logistique et développement durable (OPER 10500)
ETHI 20225 (a)	Éthique, gouvernance et encadrement réglementaire en finance (ETHI 10403 and FINA 10200)
FINA 20204	Finance durable (FINA 10200)
MNGT 20401	Management interculturel
RHRT 20333	Gérer la santé et la sécurité au travail (RHRT 10300)
STAG 25082	Stage spécialisé en transition durable

ELECTIVE COURSES – MAX. 6 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

* See the list of mutually exclusive courses (Appendix 2).

MIXED OPTION

OPTIONAL COURSES – 36 CREDITS

COURSES IN THE FIRST SPECIALIZATION – MIN. 15 CREDITS

See the course blocks for the chosen specialization. Students must meet the credit requirements in each sub-block.

COURSES IN THE SECOND SPECIALIZATION – MIN. 15 CREDITS

See the course blocks for the chosen specialization. Students must meet the credit requirements in each sub-block.

ELECTIVE COURSES – MAX. 6 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

COURSE BLOCK – INTERNATIONAL AFFAIRS – MIN. 15 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

- INTE 20009 (a) Stratégies de l'internationalisation.
- INTE 20014 (a) Aspects opérationnels du commerce international
- INTE 20086 (a) Environnement mondial des affaires

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 6 CREDITS

- DDRS 20021 (a) L'innovation sociale sur la scène internationale
- DRAF 20015 Droit du commerce international
- ECON 20801 (a) Économie et finance internationales
- ECON 20816 (a) Théorie et politique du commerce international
- FINA 20051 (a) Gestion financière internationale (FINA 10200)
- INTE 20028A American Political Institutions and Business Practices
- INTE 90001* (a) Campus international
- MARK 20116 (a) Marketing international
- MNGT 20006 (a) Faire affaire dans les marchés émergents
- MNGT 20401 Management interculturel
- STAG 25070 Stage spécialisé en affaires internationales

* See the list of mutually exclusive courses (Appendix 2).

COURSE BLOCK – BUSINESS ANALYSIS – INFORMATION TECHNOLOGY – MIN. 15 CREDITS

COMPULSORY COUSES IN THE SPECIALIZATION – 6 CREDITS

- TECH 20709 (a) Poser un diagnostic et élaborer des solutions numériques (TECH 10701)
TECH 20712 (a) Créer et exploiter des bases de données (TECH 10701)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 9 CREDITS

- PROJ 20730 Gérer les projets TI et leur déploiement (TECH 10701)
STAG 25077 Stage spécialisé en analyse d'affaires – technologies de l'information
TECH 20700 Construire des entrepôts de données et concevoir des tableaux de bord efficaces (TECH 20712)
TECH 20701 Protéger son organisation à l'ère du numérique
TECH 20702 Effectuer une veille des technologies émergentes (TECH 10701)
TECH 20703 (a) Concevoir et évaluer les interfaces en considérant l'expérience utilisateur (TECH 10701)
TECH 20704 (a) Savoir programmer : compétences essentielles (TECH 10701)
TECH 20705 Mobiliser l'intelligence artificielle dans les organisations (TECH 10701)
TECH 20711 Développer un produit numérique (TECH 20704)
TECH 20715 Choisir, implanter et utiliser un progiciel de gestion intégré (TECH 10701)
TECH 20733 Monétiser les actifs numériques (TECH 10701)
TECH 20734 Démarrer une entreprise performante avec les bons outils technologiques
TECH 20785* Réaliser une solution TI pour une organisation (TECH 20715 Co)
TECH 20790 Construire la stratégie et la gouvernance numériques de l'organisation (TECH 10701)

* See the list of mutually exclusive courses (Appendix 2).

COURSE BLOCK – BUSINESS ANALYTICS – MIN. 15 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

MATH 20604 (a)	Modèles linéaires d'optimisation
MATH 20606	Science des données (MATH 10620)
MATH 20607	Mathématiques appliquées I (MATH 20604 Co)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 6 CREDITS

MATH 20602 (a)	Modèles probabilistes et stochastiques de la gestion (MATH 10620)
MATH 20605	Analyse de données structurées : traitement et visualisation (MATH 10620)
MATH 20609	Mathématiques appliquées II (MATH 20607)
MATH 20671	Programmation de modèles quantitatifs en finance (FINA 10200, MATH 10605)
MATH 20694 (a)	Modèles de décision non linéaires (MATH 20604 and MATH 20607)
STAG 25076	Stage spécialisé en analytique d'affaires
TECH 20695	Web analytique
TECH 20704 (a)	Savoir programmer : compétences essentielles (TECH 10701)

COURSE BLOCK – ACCOUNTING AND MANAGEMENT – MIN. 15 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

COMP 20900	Comptabilité financière : transactions et présentation (COMP 10903)
COMP 20905	Comptabilité financière : actifs et résultats (COMP 20900)
COMP 20929	La gestion des coûts (COMP 10904)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 6 CREDITS

COMP 20910 (a)	Certification I – Évaluation des contrôles (TECH 20735 Co)
COMP 20911	Certification II – Exécution de l'audit et autres missions (COMP 20910)
COMP 20916	Comptabilité financière : enjeux sociaux et environnementaux (COMP 20905)
COMP 20921	Comptabilité financière : regroupements (COMP 20905)
COMP 20925	Comptabilité financière : instruments financiers (COMP 20905)
COMP 20930 (a)	Contrôle et gestion de la performance (COMP 20900, COMP 20929)
FISC 20902	Impôts I
FISC 20922	Impôts II (FISC 20902)
STAG 25079	Stage spécialisé en comptabilité
TECH 20735	Organisation et technologies de l'information pour l'expertise comptable (TECH 10701)

COURSE BLOCK – APPLIED ECONOMICS – MIN. 15 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 12 CREDITS

ECON 20802 (a)	Entreprise, société et politiques économiques (ECON 10803)
ECON 20806 (a)	Introduction à l'économétrie
ECON 20851 (a)	Microéconomie (ECON 10803)
ECON 20852 (a)	Macroéconomie (ECON 10804)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 3 CREDITS

ECON 20800	Banque centrale et politique monétaire (ECON 10804)
ECON 20801 (a)	Économie et finance internationales
ECON 20803	Comprendre, suivre et prévoir le contexte économique (ECON 10804)
ECON 20804	Comprendre la concurrence (ECON 10803)
ECON 20808	Économie comportementale (ECON 10803 Co)
ECON 20809*	Analyse économique des enjeux environnementaux
ECON 20811	Économie immobilière
ECON 20815	Politiques et finances publiques (ECON 10803)
ECON 20816 (a)	Théorie et politique du commerce international
STAG 25078	Stage spécialisé en économie appliquée

COURSE BLOCK – ENTREPRENEURSHIP – MIN. 15 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

ENTR 21001	Accompagnement entrepreneurial 1 (1.5 credits)
ENTR 21002	Accompagnement entrepreneurial 2 (ENTR 21001 and ENTR 21018) (1.5 credits)
ENTR 21018	Projet entrepreneurial 1
ENTR 21019	Projet entrepreneurial 2 (ENTR 21018)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 6 CREDITS

DRAF 20408	Notions juridiques pour le domaine des affaires
ENTR 21006	Créativité d'affaires et pratiques d'innovation (ENTR 11000)
ENTR 21010 (a)	Bâtir, gérer et accompagner les PME
MARK 21022	Marketing entrepreneurial (MARK 10100)
MNGT 20403	Leaders et leadership
MNGT 20405* (a)	Habiletés de management
PROJ 20406	Habiletés de direction d'équipe projets
PROJ 20410	Management en gestion de projets
STAG 25080	Stage spécialisé en entrepreneuriat

* See the list of mutually exclusive courses (Appendix 2).

COURSE BLOCK – FINANCE – MIN. 15 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

FINA 20201 (a)	Placement (FINA 10200)
FINA 20210 (a)	Options et contrats à terme (FINA 10200)
FINA 20240 (a)	Le diagnostic financier et son utilisation (FINA 10200)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 6 CREDITS

ETHI 20225 (a)	Éthique, gouvernance et encadrement réglementaire en finance (ETHI 10403 and FINA 10200)
FINA 20051 (a)	Gestion financière internationale (FINA 10200)
FINA 20202 (a)	Gestion des risques (FINA 10200)
FINA 20203 (a)	Gestion de portefeuille (FINA 20201)
FINA 20204	Finance durable (FINA 10200)
FINA 20205 (a)	Gestion financière (FINA 10200)
FINA 20208	Gestion des institutions financières (FINA 10200)
FINA 20211	Gestion de la trésorerie (FINA 10200)
FINA 20214	Stratégies financières des PME (FINA 10200)
FINA 20219 (a)	Placements alternatifs (FINA 10200)
FINA 20298 (a)	Négociation en salle des marchés (FINA 2020; FINA 20210 Co)
STAG 25072	Stage spécialisé en finance

COURSE BLOCK – PROJECT MANAGEMENT – MIN. 15 CREDITS

COMPULSORY COUSES IN THE SPECIALIZATION – 6 CREDITS

PROJ 20410	Management en gestion de projets
PROJ 20504	Pratiques et outils de la gestion de projets (OPER 10500)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 9 CREDITS

COMP 20901	Gestion comptable et financière des projets (FINA 10200; COMP 10903; COMP 10904)
ENTR 21006	Créativité d'affaires et pratiques d'innovation (ENTR 11000)
INDV 250021	Cours-projet multidisciplinaire Poly-HEC 1
MARK 20101 (a)	Développement d'affaires
MARK 20124 (a)	Consultation en recherche marketing (MARK 10100)
MNGT 20403	Leaders et leadership
MNGT 20404	Gestion du changement
MNGT 20431	Consultation en gestion : méthodes et pratiques
OPER 20501	Amélioration des processus et de la performance (OPER 10500)
OPER 20503 (a)	Gestion des achats (OPER 10500)
PROJ 20406	Habiletés de direction d'équipe projets
PROJ 20409	Gestion des risques en contexte de projets
PROJ 20732	Gestion de projets Agile
STAG 25083	Stage spécialisé en gestion de projets
TECH 20703 (a)	Concevoir et évaluer les interfaces en considérant l'expérience utilisateur (TECH 10701)
TECH 20709 (a)	Poser un diagnostic et élaborer des solutions numériques (TECH 10701)

1. The course INDV 25002 is reserved for 3rd-year students. Students must take the course in the fall, followed by the course INDV 25003 Cours-projet multidisciplinaire Poly-HEC 2 in the winter. The course INDV 25003 must be credited in the electives course block.

COURSE BLOCK – LOGISTICS AND OPERATIONS MANAGEMENT– MIN. 15 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

OPER 20501	Amélioration des processus et de la performance (OPER 10500)
OPER 20503 (a)	Gestion des achats (OPER 10500)
OPER 20525 (a)	Logistique (OPER 10500)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 6 CREDITS

DDRS 20536 (a)	Opérations, logistique et développement durable (OPER 10500)
OPER 20502 (a)	Planification et contrôle de la production et des stocks (OPER 10500)
OPER 20505*	La gestion des opérations dans les entreprises de services (OPER 10500)
OPER 20506	Gestion des approvisionnements (OPER 10500 and OPER 20503 Co)
OPER 20509	Gestion de la qualité (OPER 10500 and OPER 20501 Co)
OPER 20520	Stratégie des opérations (OPER 10500)
OPER 20535	Progiciels de gestion intégrés appliqués à la gestion des opérations (OPER 10500)
PROJ 20504	Pratiques et outils de la gestion de projets (OPER 10500)
STAG 25075	Stage spécialisé en gestion des opérations et de la logistique

COURSE BLOCK – HUMAN RESOURCES MANAGEMENT – MIN. 15 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

DRAF 20351	Les gestionnaires et les lois du travail (RHRT 10300)
RHRT 20305	Approches stratégiques en gestion des ressources humaines (RHRT 10300)
RHRT 20332	Relations de travail (RHRT 10300)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 6 CREDITS

RHRT 20301	Tableaux de bord et systèmes intégrés de gestion des ressources humaines (RHRT 10300)
RHRT 20302	Recrutement et sélection des ressources humaines (RHRT 10300)
RHRT 20303	Gestion de la rémunération (RHRT 10300)
RHRT 20304	Pratiques et habiletés de la négociation en GRH (RHRT 10300)
RHRT 20310	Gérer la performance des employés au travail (RHRT 10300)
RHRT 20320	Développement des compétences du personnel (RHRT 10300)
RHRT 20330 (a)	Gestion des conflits organisationnels (RHRT 10300)
RHRT 20333	Gérer la santé et la sécurité au travail (RHRT 10300)
STAG 25073	Stage spécialisé en gestion des ressources humaines

* See the list of mutually exclusive courses (Appendix 2).

COURSE BLOCK – MANAGEMENT – MIN. 15 CREDITS

COMPULSORY SPECIALIZATION COURSES – 3 CREDITS

MNGT 20405* (a) Habiletés de management

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 12 CREDITS

DDRS 20422	Habiletés de direction en contexte d'innovation sociale
DDRS 20440 (a)	Responsabilité sociale des entreprises
DEVP 20402	Gérer sa vie professionnelle
DRAF 20408	Notions juridiques pour le domaine des affaires
ENTR 21010 (a)	Bâtir, gérer et accompagner les PME
ETHI 20420	L'éthique en action : Empathie, organisations et société (ETHI 10403)
MNGT 20401	Management interculturel
MNGT 20403	Leaders et leadership
MNGT 20404	Gestion du changement
MNGT 20411	Management des grandes entreprises
MNGT 20421	Management des entreprises culturelles et créatives
MNGT 20431	Consultation en gestion : méthodes et pratiques
MNGT 20432	Management des organisations sportives
PROJ 20406	Habiletés de direction d'équipe projets
PROJ 20410	Management en gestion de projets
STAG 25074	Stage spécialisé en management

* See the list of mutually exclusive courses (Appendix 2).

COURSE BLOCK – MARKETING – MIN. 15 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

- MARK 20101 (a) Développement d'affaires
- MARK 20115 (a) Marketing interentreprises (MARK 10100)
- MARK 20124 (a) Consultation en recherche marketing (MARK 10100)

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 6 CREDITS

- DDRS 20125 Marketing responsable (MARK 10100)
- ENTR 21006 Créativité d'affaires et pratiques d'innovation (ENTR 11000)
- INDV 21606 Cours-projet : Relève Communication
- INDV 21607 Cours-projet : Relève Marketing
- INDV 21610 Cours-projet : Happening Marketing
- MARK 20102 (a) Communication marketing (MARK 10100)
- MARK 20103 Intelligence marketing (MARK 10100)
- MARK 20104 Marketing numérique avancé (MARK 20118)
- MARK 20105 Marketing des arts et de la culture
- MARK 20106 Marketing RH
- MARK 20107 (a) Comportement du consommateur (MARK 10100)
- MARK 20108 (a) Marketing de la mode
- MARK 20109 (a) Gestion de la stratégie marketing (MARK 10100)
- MARK 20110 Gestion de produits et marques (MARK 10100)
- MARK 20112 Marketing de détail (MARK 10100)
- MARK 20113 Marketing et médias (MARK 10100)
- MARK 20116 (a) Marketing international
- MARK 20118 (a) Marketing numérique (MARK 10100)
- MARK 20123 Vente relationnelle (MARK 20101)
- MARK 20197* Marketing et expérience client (MARK 10100)
- STAG 25071 Stage spécialisé en marketing

* See the list of mutually exclusive courses (Appendix 2).

COURSE BLOCK – SUSTAINABLE TRANSITION – MIN. 15 CREDITS

COMPULSORY COURSES IN THE SPECIALIZATION – 9 CREDITS

DDRS 20441	Économie circulaire
ECON 20809*	Analyse économique des enjeux environnementaux
MNGT 20414	Innovation sociale et transition socio-écologique

OPTIONAL COURSES IN THE SPECIALIZATION – MIN. 6 CREDITS

DDRS 20021 (a)	L'innovation sociale sur la scène internationale
DDRS 20114	Gestion responsable du secteur de l'énergie : Entreprise et consommation citoyenne
DDRS 20125	Marketing responsable (MARK 10100)
DDRS 20413	Leadership climatique : Devenir actrice ou acteur de changement
DDRS 20422	Habiletés de direction en contexte d'innovation sociale
DDRS 20423	La décroissance soutenable
DDRS 20440 (a)	Responsabilité sociale des entreprises
DDRS 20536 (a)	Opérations, logistique et développement durable (OPER 10500)
ETHI 20225 (a)	Éthique, gouvernance et encadrement réglementaire en finance (ETHI 10403 and FINA 10200)
ETHI 20420	L'éthique en action : Empathie, organisations et société (ETHI 10403)
FINA 20204	Finance durable (FINA 10200)
MNGT 20401	Management interculturel
RHRT 20333	Gérer la santé et la sécurité au travail (RHRT 10300)
STAG 25082	Stage spécialisé en transition durable

* See the list of mutually exclusive courses (Appendix 2).

PERSONALIZED OPTION¹

OPTIONAL COURSES – 36 CREDITS

BBA PROGRAM COURSES – MIN. 15 CREDITS

See the mixed option course blocks for the chosen specialization. Students must meet the credit requirements in each sub-block.

COURSE IN A FACULTY OF HEC MONTRÉAL OR UNIVERSITÉ DE MONTRÉAL, OR IN A FACULTY OF ANOTHER UNIVERSITY – 12 CREDITS

ELECTIVE COURSES – MAX. 9 CREDITS

Students can take any other course in the program that is available to them depending on the prerequisites.

They can also choose up to 3 credits in:

- a business language course offered at HEC Montréal
- a course offered by another university, provided that the choice is pre-approved by the BBA administrative office.

1. In exceptional cases or certain dual diploma programs, the BBA Administrative Office may approve the personalized option for students whose studies have followed a different structure than that which is proposed for the personalized option.

APPENDIX 2 – MUTUALLY EXCLUSIVE COURSES

The following is a list of groups of mutually exclusive courses.

ECON 20809 Analyse économique des enjeux environnementaux
DDRS 20840 (a) Développement durable et gestion environnementale DEVP 21608 Honor

MNGT 20405 (a) Habileté de management
MNGT 20407 Décider en entreprise

DEVP 21608 Honor
INDV 21613 Réussir ses présentations professionnelles

DEVP 21608 Honor
DEVP 21608 Cours-projet : jeux du commerce

MARK 20197 Marketing et expérience client
OPER 20505 La gestion des opérations dans les entreprises de services

MATH 20608 Projet intégrateur en intelligence d'affaires
TECH 20785 Réaliser une solution TI pour une organisation

INTE 90001 Campus international
INTE 90003 Campus Québec/Canada : Ouvert sur le monde