

2026 WINTER C999 Bachelor of Social Justice and Legal Studies 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 - 2193	Mondays 17:00-20:00 ONLINE	Limit: 10	Instructor: M. Cassar	Room: N/A

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 - 1663	Mondays 9:00-12:00	Limit: 10	Instructor: N. Rourke	Room: A2204

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 - 2195	Tuesdays 13:00-16:00	Limit: 10	Instructor: B. Rivard	Room: A3205

BBIC 801 – Starting New Ventures and Managing Entrepreneurial Operations				
This course will provide an overview of the entrepreneurial process and a conceptual model that shows how the entrepreneurial process typically unfolds. Students will be able to practice the concepts involved in feasibility, financial, competitor and industry analysis; writing a business plan; developing an effective business model; new venture team building, ethical culture development; and how to grow future business initiatives.				
Section 001 - 1664	Fridays 15:00-18:00	Limit: 10	Instructor: B. Rivard	Room: A0110