

Programs

- Accounting
- Business Administration Co-op International Double Degree
- Business Administration
- Business Communication
- Business Economics
- Computing and Business
- Economics
- Labour Studies
- Mathematics and Statistics






Co-op

- **Business Analyst** – Tracks sales and revenues of an organization and records financial spending to develop data on trends in organizational success.
- **Communications Assistant** – Works with an organization to manage their social media and websites to communicate changes within the business.
- **Economic Development Intern** – Conducts research to obtain insights and identify areas of focus to support efficiency in projects.
- **Event Planner** – Works with a team of professionals to organize and facilitate large-scale events.
- **Institutional Analyst** – Conducts data analysis and prepares custom reports for internal and external stakeholders.
- **IT Infrastructure Intern** – Researches and conducts case analysis on current organizational infrastructure to assist in creating new strategies.
- **Marketing Assistant** – Creates interesting and captivating marketing materials to grow brand awareness and capture audiences through different media.
- **Recruitment Intern** – Assists the HR (Human Resources) team during the hiring process. Tasks include posting jobs, screening applicants, coordinating interviews, and onboarding.
- **Sales Intern** – Works with account executives to grow sales through marketing, communications, and other initiatives.
- **Sustainability Intern** – Researches current trends in sustainability and compares current practices to desired outcomes to make recommendations on areas of improvement.

Experiential Education Courses

-  **Entrepreneurship (ENTR 2P91)** – Business students are pitched business ideas from local entrepreneurs after which they assist their clients in developing a functioning business plan using theories and principles learned in class.
-  **Internet and Social Media Marketing (MKTG 4P93)** – Business students work with local not-for-profit businesses to manage their social media campaigns.
 - **Introduction to Econometrics (ECON 2P90)** – Economics students apply concepts such as probability, random variables and density functions, estimation and hypothesis testing in practical settings and labs.
-  **Introduction to Marketing (MKTG 2P91)** – Working with a local organization, Business students will develop a marketing plan with their client using theories learned in the course for the purpose of implementation.
-  **Managing a Diverse Workplace (OBHR 4P95)** – Business students learn about the opportunities and dilemmas managers face when working with diverse populations through case discussions.
-  **Mobile Computing (COSC 3P97)** – Computing and Business students collaborate with local partners to build mobile applications.
-  **Occupational Health and Safety (OBHR 3P98)** – Business students will work with a community partner to investigate their job site and develop a list of potential and present workplace hazards to then develop a safety and action plan to reduce risk and injury.
-  **Organizational Structure and Redesign (OBHR 3P42)** – Business students work with a community client interested in merging or acquiring to develop a model of organizational structure using theories from the course.
-  **Software Engineering 2 (COSC 4P02)** – Computing and Business students develop a large-scale software engineering project in a competitive team setting.
-  **Women, Work and Leadership (LABR 4P31/SOCI 4P31/WGST 4P31)** – Labour Studies, Sociology and Women's and Gender Studies students analyze women's and feminist leadership theory and develop their own leadership skills through experiential learning opportunities.

Brock's Core Competencies

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|  Act Innovatively |  Collaborate Effectively |  Know Yourself |  Think Critically |
|  Apply Knowledge |  Communicate Effectively |  Practice Intercultural Fluency | Learn more at |
|  Be Curious |  Engage with Your Community |  Surgite! | brocku.ca/ccee |

Clubs

- Business Students' Association (BSA)
- Goodman Accounting Students' Association (ASA)
- Goodman Brock Finance & Investment Group (BFIG)
- Goodman Brock Innovation Group (BIG)
- Goodman Brock Marketing Association (BMA)
- Goodman Data Analytics Student Association (DASA)
- Goodman DECA
- Goodman Human Resource Management Association (HRMA)
- Women in Business (WIB)

Competitions

- Back to the FutAR
- Break the Case Competition
- DECA
- Envision Competition
- Goodman Consulting Competition
- Goodman JDCC
- LIVE! Competition
- Monster Pitch
- So You Think You Can Sell
- The Collegiate Leadership Competition (CLC)

Volunteering & Student Jobs

Volunteering:

- ↻ Executive positions on school clubs
- ✓ Goodman School of Business Ambassador
- ✓ Living Learning Community (LLC) Peer Mentor in Residence
- ↻ Various opportunities through partnerships between community organizations and the Brock University Volunteer Association (BUVA)

Student Jobs:

- ✓ A-Z Learning Services (Tutor)
- ✓ Brock Ambassador (Main Campus or Goodman School of Business)
 - Brock University Students' Union (BUSU)
- ↻ Campus Store (Sales Associate)
- 👥 Smart Start (Team Assistant and Team Lead)
- ↻ Youth University (Camp Instructors and Coordinators)

Professional Development

- ↻ A-Z Learning Workshops
- ↻ Brock University Accounting Conference
- ↻ Hustle Series
- ↻ Med Plus or Law Plus
- 🌐 Study, volunteer or work abroad
 - The Mathematics Learning Centre

Leadership Programming (Student Life and Success):

- 👥 Brock Leads
- 👥 Building Leaders
- ✓ Foundations in Leadership
- ↻ The Niagara Region Student Leadership Summit (NSLS)