An Evidence-Based Management Perspective on Business Education

The DAN Department has adapted an Evidence-Based Management (EBM) perspective throughout its curriculum. EBM advocates that managerial decisions and organizational practices should be informed by the combination of the best available management research, facts specific to the situation, practitioner experience and judgment, and ethics and values. The key contribution of EBM to management and business education is that when research evidence on a given issue is available, it should be considered. EBM brings a critical focus to our program and graduates from the DAN Department of Management & Organizational Studies will be prepared to make meaningful contributions to management decisions and practices in the profit, non-profit, and public service organizations they join.
PROGRAM INFORMATION

PROVIDING STUDENTS WITH THE EDUCATION AND KNOWLEDGE THEY NEED TO BE INDUSTRY LEADERS

DAN Management offers three degree options — Honors Specialization, Specialization, or Honors Double Major — in one of six areas: Accounting, Commercial Aviation Management, Consumer Behavior, Finance, Human Resource Management, and Management & Legal Studies.

Detailed information regarding these programs can be found on the DAN website, including admission, progression, and graduation requirements as well as full checklists outlining the specific course requirements for each module.

DAN Management provides students with a four-year Bachelor of Management and Organizational Studies (BMOS) degree combining management and social science courses using an evidence-based management approach and drawing on social science methodologies. Evidence-based management stresses the study of managerial decisions and organizational practices informed by a combination of the best available management research, facts specific to the situation, practitioner experience and judgment, and ethics and values.

Learn more at dan.uwo.ca

BMOS DEGREE OPTIONS:

STUDENTS MAY CHOOSE BETWEEN THREE BMOS DEGREE OPTIONS

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Provide a solid foundation for Professional Designations such as:

- CPA (Accounting)
- CFA (Finance)
- CHRP (Human Resources)
- ICPL (Aviation)

A stepping stone to:

- GRADUATE DIPLOMAS
- GRADUATE STUDIES
- MBA
- LAW SCHOOL
- OTHER PROFESSIONAL SCHOOLS
SKILLS

Discipline specific knowledge is only one of the many benefits of pursuing an undergraduate degree. However, this knowledge alone is not enough to prepare you for entering the world of work. You will discover that the content of your degree does not restrict your job opportunities.

KNOWLEDGE SKILLS

- Ability to apply business, finance and management practices and principles to a variety of situations
- Techniques to develop strategies and plans to anticipate and manage new information and technologies

MANAGEMENT SKILLS

- Understanding how to effectively manage people and relationships to accomplish organizational goals
- Understanding of the skills required to successfully manage in a rapidly changing global market

ORGANIZATION SKILLS

- Ability to determine the appropriate allocation and distribution of resources, finances, materials and personnel

MATH SKILLS

- Knowledge of the budgeting process and the ability to understand and interpret financial information
- Skills to conduct quantitative/qualitative analysis of information/data to forecast trends and make plans

AREAS OF SPECIALIZATION

The ACCOUNTING program offers all courses required for students to enter the Chartered Professional Accountants—Professional Education Program. Students will take courses in Canadian Accounting, Audit, Taxation, and Control Systems to prepare for employment in the Accounting field.

COMMERCIAL AVIATION MANAGEMENT (CAM) provides students the opportunity to earn a Transport Canada approved Integrated Commercial Pilot’s License while attaining a BMOS degree. Students in CAM pursue courses in human factors in aviation, aviation law, airport planning and management. This specialization may be taken with or without the flight option.

CONSUMER BEHAVIOR is for students interested in understanding the multiplicity of factors that determine what the consumer buys, when and where they buy, and more importantly, why they buy. These factors include information use and decision making, personality and lifestyle, perception, learning, self-concept, attitudes and values, demographics, and society and culture. This knowledge is combined with the various techniques employed to attract and serve customers, thus forming the basis for strategic marketing decisions.

FINANCE provides students with the qualitative and quantitative skills for understanding how financial decisions are made in private and public sector organizations. Students are provided with a thorough understanding of the workings of the economy, financial markets, and financial products and instruments. Students learn valuable core skills necessary to assist businesses in their financial decisions, and prepares them for successful careers in financial sector firms and the finance function of any organization.

HUMAN RESOURCE MANAGEMENT (HRM) is for students interested in learning how organizations manage their human resources to achieve organizational goals and key results. Human resources are an organization’s competitive advantage and managing these resources effectively is critical to success. Students pursue courses in the major responsibilities of the HRM function in an organization such as recruitment and selection, training and development, health and safety, compensation and benefits, as well as courses in the best practices for effective management of employees. All courses required for the professional HR designation (CHRP) are available.

MANAGEMENT & LEGAL STUDIES allows students to become versed in the law requirements as it pertains to organizational management in Canada. This symbiotic pairing of subject areas provides students with the knowledge they need to become effective and efficient managers in any discipline. Students will discover courses such as contract law, public administration and theory, public law, and enterprise risk management. While this degree is not a pre-law program, students may consider pursuing a career in Law post-degree.
INTERNSHIPS

DAN Department of Management and Organizational Studies offers an Industry Internship Program for those students interested in gaining career-related experience in industry. In this program, students spend eight to sixteen months working in industry between their third and fourth year of their Bachelor of Management & Organizational Studies degree.

Any DAN student who is completing third year, has at least a 70% average in second year, and is permitted to work in Canada, may enrol in the program.

Companies recruit students in the industry internship program by posting job opportunities through Western Connect. These jobs are reserved only for students enrolled in the Internship. Each company selects and interviews its candidates on campus and then makes job offers to the students. These positions must involved degree-related work experience.

Many employers find our Internship superior to traditional co-op programs as it gives employers a longer time to assess the students, and the students are able to work on advanced projects from beginning to end. The Internship provides students with valuable work experience and important industry contacts.

RECENT EMPLOYERS
- 3M Canada
- Blackberry
- BROSE
- CAA
- CRA
- Celestica
- CIBC
- Formet Industries
- Hydro One
- IBM
- Labatt
- Munich Re
- OES
- Sanofi
- Siemens Canada
- Toronto Hydro
- TransForm Shared Service Organization

TYPES OF POSITIONS
- Purchasing and Buyer Support
- Planning and Control Analyst
- Sales Specialist
- Financial Analyst
- Marketing and Customer Service Coordinator
- Accountant
- Human Resource Coordinator

OTHER BENEFITS
- Resumé and Interview Skills
- Competitive salary
- Valuable work experience
- Build your professional network
- Potential full-time employment upon graduation
- 1.0 course credits received towards degree requirements

Western

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