

BUSINESS

Program Outline

Major:	BUSG
Length:	2 Years
Delivery:	4 Semesters, plus 2 work terms
Credential:	Ontario College Diploma, Co-op
Effective:	2014-2015
Location:	Barrie, Owen Sound
Start:	Fall (Barrie, Owen Sound), Winter (Barrie)

Description

For students interested in managing people or processes, Georgian's two-year, Co-op, Business program provides a solid foundation in the basics of business. Studies in economics, accounting, marketing, and human resources lay the foundation for a good start. Individual courses provide the student with the fundamental knowledge and skills required to get to work. This program can launch a career or can be a spring-board into further studies.

Career Opportunities

Career opportunities include, but are not limited to, management trainee/manager, sales/sales management, personnel officer/manager in addition to entrepreneurial opportunities. Employers include banks, finance, trust and insurance companies, computer firms, government ministries and agencies, producers of consumer and industrial products, wholesalers, retailers, private companies and non-profit organizations.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan;
- apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives;

- use current concepts/systems and technologies to support an organization's business initiatives;
- apply basic research skills to support business decision making;
- support the planning, implementation and monitoring of projects;
- perform work in compliance with relevant statutes, regulations and business practices;
- explain the role of the human resource function and its impact on an organization;
- use accounting and financial principles to support the operations of an organization;
- describe and apply marketing and sales concepts used to support the operations of an organization;
- outline principles of supply chain management and operations management;
- outline and assess the components of a business plan;
- develop strategies for ongoing personal and professional development to enhance work performance in the business field;
- employ environmentally sustainable practices within the business environment;
- apply basic entrepreneurial strategies to identify and respond to new opportunities.

Practical Experience:

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with work experience related to their program of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order to proceed successfully to their first co-op work experience. To ensure students are eligible to proceed onto any co-op work experience students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website:
www.georgianc.on.ca/careers/for-students/

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Training, Colleges and Universities.

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Work Term 1	Sem 3	Work Term 2	Sem 4
Fall 2014	Winter 2015	Summer 2015	Fall 2015	Winter 2016	Summer 2016

Fall Intake - Owen Sound

Semester 1	Semester 2	Work Term 1	Semester 3	Semester 4
Fall 2014	Winter 2015	Summer 2015	Fall 2015	Winter 2016

Work Term 2

Summer
2016

Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Work Term 1	Sem 4	Work Term 2
Winter 2015	Summer 2015	Fall 2015	Winter 2016	Summer 2016	Fall 2016

Articulation:

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <http://www.georgianc.on.ca/academics/articulations/>

Admission Requirements:

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- OSS Curriculum: OSSD or equivalent with Grade 12 English (C) or (U) (ENG4C, ENG4U); plus any Grade 11* or 12 College level Mathematics (MBF3C, MAP4C or MCT4C) or 11* or 12 University level Mathematics (MCF3M, MCV4U, MHF4U, MCB4U, MGA4U or MDM4U). (*Minimum of 60% in Grade 11 College or University level Mathematics MBF3C or MCF3M)

Non-Secondary school applicants (19 years or older):

- Any credit Communication course and most credit mathematics courses taken at Georgian College
- College preparatory programs including those taken at Georgian College: Business Foundations*
- Equivalent courses in English and mathematics taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications and business, apprentice or technical mathematics*
- Mature student testing in English and mathematics that meets the minimum standards for admission (available through most testing services)*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses and most mathematics credit courses from accredited colleges/universities

Home school applicants:

- Applicants can write the mature student testing in English and mathematics that meets the minimum standards for admission (available through testing services)*

* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In addition, those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

Credit transfer and course exemptions:

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: georgiancollege.ca/admissions/credit-transfer/

Additional Information:

It is strongly recommended that applicants complete the CPA to ensure proper placement in their first communications course.

Graduation Requirements:

- 17 Mandatory Courses
- 2 Communications Courses
- 2 Optional Courses
- 3 General Education Courses
- 2 Co-op Work Terms

Graduation Eligibility:

To graduate from this program, the passing weighted average for promotion through each semester, from year to year and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester.

Mandatory Courses

- ACCT1000 Financial Accounting Principles 1
- ACCT1003 Finance and Management Accounting
- BUSI1001 Introduction to Organizational Behaviour
- BUSI2000 Entrepreneurship and Small Business
- BUSI2005 Customer Service
- COMP1003 Microcomputer Applications
- ECON1000 Microeconomics
- ECON2000 Macroeconomics
- FNCE2000 Business Finance
- HURM1000 Human Resources Management Foundations
- LAWS2000 Business Law
- MATH1002 Mathematics of Finance
- MGMT2000 Production and Operations Management
- MGMT2001 Principles of Management
- MGMT2012 Introduction to Project Management
- MKTG1000 Introduction to Marketing
- STAT2000 Statistics 1

Communications Courses

To be selected at time of registration from the College list, as determined by testing.

Optional Courses

ACCT1001	Financial Accounting Principles 2
ACCT1002	Computerized Accounting
ACCT1003	Finance and Management Accounting
ACCT2000	Cost Accounting 2
ACCT2001	Intermediate Accounting 1
ACCT2002	Intermediate Accounting 2
ACCT2003	Cost Accounting 1
ACCT2004	Dealership Accounting
ACCT2008	Intermediate Accounting 1 (ODE)
ACCT3000	Advanced Financial Accounting
ACCT3002	Advanced Computerized Accounting
ACCT3003	Intermediate Accounting 3
ACCT3004	Accounting Information Systems
ADVE1000	Foundations of Advertising
ADVE1001	Advertising Design
ADVE1002	Business of Advertising
ADVE1003	Copywriting
ADVE1004	Advertising
ADVE1006	Advertising/Sales Promo (ODE)
ADVE2000	Media Management
ADVE2001	Integrated Marketing Communications
ADVE2002	Sales Promotion
ADVE2003	Advertising Research
ADVE2004	Public Relations
ADVE2005	Pitching the Campaign
ADVE2010	International Advertising
AUTO1000	Concepts of the Automotive Industry
AUTO1009	Introduction to Fixed Operations
AUTO2000	DMS: Parts and Service
AUTO2001	Automotive Networks
AUTO2002	Introduction to Canadian Automotive Aftermarket
AUTO2008	Dealership Sales Operations
AUTO2009	Aftermarket Operations
AVIA1001	Aviation Operations
AVIA1003	Airport Management
AVIA3002	Emergency Planning and Security
AVIA3005	International Aviation and Management
BUSI1000	New Business Development
BUSI1002	Consumer Behaviour
BUSI1006	Introduction to Business (ODE)
BUSI1007	Legislation and Payroll
BUSI1008	Payroll Practices 1
BUSI1009	Payroll Practices 2

BUSI1011 Professional Business Practices
 BUSI1012 Introduction to Entrepreneurship
 BUSI1013 Entrepreneurship Opportunity Analysis
 BUSI1014 Entrepreneurship (ODE)
 BUSI1015 Building and Maintaining Customer Relations (ODE)
 BUSI1016 Creating a Corporate Service Culture (ODE)
 BUSI1017 Developing Client Service Teams (ODE)
 BUSI2000 Entrepreneurship and Small Business
 BUSI2001 Introduction to E-Commerce
 BUSI2002 Entrepreneurship and Small Business (ODE)
 BUSI2005 Customer Service
 BUSI2011 International Business
 BUSI2012 Introduction to Small Business and Entrepreneurship (ODE)
 BUSI2013 Event Planning
 BUSI2014 Business Planning
 BUSI2015 E-Commerce
 BUSI2016 Small Business Operations
 BUSI2019 Intrapreneurship
 BUSI3001 Supervision
 BUSI3004 Production Control
 BUSI3006 Investments
 COMP1002 Web and Internet Fundamentals
 COMP1004 Rapid Application Development
 COMP1005 Introduction to Structured Programming
 COMP1006 Introduction to Web Programming
 COMP1008 Introduction to Object Oriented Programming
 COMP1030 Programming Fundamentals
 COMP1033 Data Communications-Networking
 COMP1044 Principles of Data Organization
 COMP1045 Computer Organization and Architecture
 COMP2003 Relational Database
 COMP2004 Systems Design
 COMP2005 Systems Analysis
 COMP2055 Systems Analysis and Design
 COMP2064 Database Fundamentals (ODE)
 COMP2067 Advanced Computer Applications
 COMP2093 Macintosh and Design Basics
 COMP3001 Multimedia Programming
 COMP3002 Advanced Database
 COMP3015 Database Administration
 ECON2001 Quantitative Methods
 ECON3000 Economic Issues
 ENTR1000 Social Entrepreneurship
 ENTR1001 Student Teams for Entrepreneurship Projects

ENTR1002	Introduction to Entrepreneurship
ENTR1003	Entrepreneurship Opportunity Analysis
ENTR2000	Business Planning
ENTR2001	Pitching the Plan
ENTR2002	Media Strategies for Entrepreneurs
ENTR2003	Small Business Operations
ENTR2007	Intrapreneurship
ENTR2009	Entrepreneurship and Small Business
ENTR2010	Introduction to Small Business and Entrepreneurship (ODE)
ENVR2016	Transportation Ecology and Energy Systems
ETHC1001	Ethical Issues in Business (ODE)
ETHC3000	Business Ethics
FNCE2001	Managerial Finance
FNCE2002	Taxation
FNCE2008	Dealership Financial Statements
FNCE2011	Business Finance 2 (ODE)
FNCE2012	Financing a Small Business
FNCE3000	Auditing 1
FNCE3002	Corporate Tax
FNCE3003	Auditing 2
HURM1001	Occupational Health and Safety
HURM1002	Labour Relations
HURM1003	Labour Economics
HURM1004	Compensation
HURM1005	Human Resource Planning
HURM1006	Training and Development
HURM1007	Recruitment and Selection
HURM1010	Human Resources Planning and Development
HURM1011	Recruitment and Selection Techniques (ODE)
HURM1017	Training and Development (ODE)
HURM1018	Industrial Relations (ODE)
HURM1019	Occupational Health and Safety (ODE)
HURM1020	Compensation Management (ODE)
HURM1021	Training and Development (ODE)
HURM2000	Employment Law
HURM2002	Benefits and Pensions
HURM2003	Human Resources Research and HRIS Applications
HURM2004	Employment Law (ODE)
HURM2005	Benefits Administration (ODE)
HURM3000	Current Issues in Human Resources
HURM3001	Performance Management
HURM3002	Retirement Plans
LAWS1009	Automotive Law and Ethics
LAWS2000	Business Law

LAWS2003	Business Law (ODE)
LAWS2031	Business Law 1 (ODE)
LAWS3002	Aviation Law
MATH2003	Statistical Analysis - SPC
MENG3008	Facilities Design
MGMT1000	Retail Management
MGMT1001	Retail Management (ODE)
MGMT2002	Project Management
MGMT2003	Human Resources Management
MGMT2012	Introduction to Project Management
MGMT2013	Human Aspects of Project Management
MGMT2014	Project Initiation and Planning
MGMT2015	Project Management Scheduling Software
MGMT2016	Project Procurement and Contract Management
MGMT2017	Project Risk Control and Quality Management
MGMT2018	Capstone Course in Project Management
MGMT2019	Introduction to Project Management (ODE)
MGMT2020	Project Management Scheduling Software (ODE)
MGMT3001	Managerial Decision Making
MGMT3009	Strategic Planning (ODE)
MKTG1000	Introduction to Marketing
MKTG1001	Planning the Marketing Strategy
MKTG1003	Personal Selling
MKTG1005	Business to Business Marketing
MKTG1011	replaced with MKTG 1012 Fall 2010
MKTG1013	Marketing 2 (ODE)
MKTG2000	Writing the Marketing Plan
MKTG2001	Marketing on the Web
MKTG2002	Global Marketing
MKTG2003	Marketing Research
MKTG2004	Introduction to Logistics
MKTG2005	Marketing Research Project
MKTG2006	Automotive Selling
MKTG2007	Marketing of Services
MKTG2008	Database and Direct Marketing
MKTG2009	Brand Development and Management
MKTG2010	Sales Management
MKTG2011	International Marketing
MKTG2012	Marketing Management
MKTG2016	Marketing Strategies
MKTG2017	Marketing Analysis
MKTG2019	Marketing on the World Wide Web (ODE)
MKTG2023	Supply Chain Management
MKTG2024	International Logistics

MKTG2026 Global Logistics (ODE)
MKTG2027 E-Business and Supply Chain Management (ODE)
MKTG2028 Applied Marketing Research-ODE
MKTG2029 Sales and Customer Relationship Management
NATV2004 Community Administration
PSYL1000 Managing Interpersonal Relations
REAS1000 Research in the Information Society
REAS2002 Foundations in Canadian Business Research
STAT2001 Statistics 2
STAT2007 Data Analysis and Modelling

General Education Courses

To be selected from College list

Co-op Work Terms

COOP1008 Business Work Term 1
COOP2024 Business General Work Term 2

Course Descriptions:

ACCT1000 Financial Accounting Principles 1 42.0 Hours

This introductory course in financial accounting covers the accounting cycle including preparation of financial statements for service and trading companies operating as single proprietorships. Also included are topics related to accounting for merchandising operations, accounting information systems, cash.

ACCT1003 Finance and Management Accounting 42.0 Hours

This course provides the non-financial manager with an understanding of the accounting and finance functions in an organization. The course will focus on how accounting information is used to measure performance, to control, to plan and to make managerial decisions impacting the long- and short-run profitability of the business.

BUSI1001 Introduction to Organizational Behaviour 42.0 Hours

Organizational Behaviour is an introductory course which teaches social science theory as applied to the business world. It provides rich insights about working people in all kinds of organizations and also suggests how people may be motivated to work together more productively.

BUSI2000 Entrepreneurship and Small Business 42.0 Hours

This course deals with establishing and operating a small business. Emphasis is placed on using business techniques, acquired in previous courses, to assist in developing a comprehensive understanding of the skills and abilities needed to succeed.

BUSI2005 Customer Service 42.0 Hours

Building an awareness of the critical need for a high level of Customer Service in any organization is necessary for success in the new millenium. Differentiated Customer Service can be the basis for building a sustainable competitive advantage. The course will deal with company philosophy, implementation strategies and customer contact.

BUSI2016 Small Business Operations 42.0 Hours

Developing a business plan, and securing the necessary financing for a new venture start-up, are keys to becoming an entrepreneur. However, it is equally important to understand how to successfully operate that enterprise on a day-to-day basis. This course will concentrate on operational issues, including; recruitment, selection, and training employees; computerized accounting; building and maintaining effective customer relationships; and delivery of the product/service. Students will have hands-on experience with accounting, POS, and CRM software programs.

BUSI2019 Intrapreneurship 42.0 Hours

This course addresses the emerging practice of "corporate entrepreneurship," also called "intrapreneurship," broadly defined as the application of entrepreneurial capabilities to the development of new ventures within an existing firm. In this course, intrapreneurship will be examined from the perspective of corporate strategy and relate intrapreneurship to other organizational functions. The course will examine entrepreneurship for clues to the successful practice of intrapreneurship – how to apply the entrepreneurial mindset and skills within the corporate culture.

COMP1003 Microcomputer Applications 42.0 Hours

This course will introduce the student to database, spreadsheet, and presentation software. The student will be provided with a working knowledge of the most common business computer application software. This course will provide the student with hands-on learning and independent study.

COOP1008 Business Work Term 1 560.0 Hours

Co-operative Education is a mandatory component of this diploma at Georgian College and is a requirement for graduation. The student is required to attend and participate in scheduled Co-op classes (CPHR0001) prior to their first Co-op work term. Each student is responsible for obtaining a Co-op work term that is program related with an employer that has been approved by their Co-op Consultant. A debriefing session will be held upon return to school. The student must successfully complete the Co-op work term and submit all of the required documentation in order to receive the Co-op credit.

COOP2024 Business General Work Term 2 560.0 Hours

Building on work term one, the student will acquire industry related experience and achieve learning outcomes specific to the Business - General program while developing knowledge and skills relevant to their program of study. The first Co-op credit must be

successfully completed prior to the second Co-op work term. A debriefing session will be held upon return to school. The student must successfully complete the Co-op work term and submit all of the required documentation in order to receive the Co-op credit.
P- COOP1008 Business Work Term 1

ECON1000 Microeconomics 42.0 Hours

This course provides an introduction to the principles and methods of economic analysis. The course examines how households and firms make economic decisions. It also analyzes the efficiency of scarce resource allocation under a range of market structures.

ECON2000 Macroeconomics 42.0 Hours

This course is designed to give students an understanding of how the overall economy operates and what economic indicators tell us about its health. The course explores government options for stabilizing the economy, and the impact of international trade. It is highly recommended that students take Microeconomics (ECON 1000 or equivalent) prior to taking this course.

ENTR1000 Social Entrepreneurship 42.0 Hours

Social Entrepreneurship (SE) is about creating and leading organizations that advance a social mission using the structures and market place of business.

This course offers a practical introduction to social entrepreneurship and involves entrepreneurship, innovation, society, and corporate social responsibility (CSR) issues. The course focuses on key concepts in the emerging field of social entrepreneurship in Canada, including organizational learning, sustainability, philanthropy, commercialization, profit and nonprofit development.

ENTR1001 Student Teams for Entrepreneurship Projects 42.0 Hours

This course matches teams of business and entrepreneurship students with local small and medium enterprises (SMEs) to solve existing problems for these organizations. Students gain practical experience by applying their new knowledge, skills, and abilities while providing a significant benefit for a “real” client.

FNCE2000 Business Finance 42.0 Hours

This is an introductory course for the financial manager. This course covers terms, techniques, policies, patterns, and problems relating to business finance.

P- ACCT1004 Introduction To Accounting or P- ACC9101 Introduction To Accounting or P- ACCT1000 Financial Accounting Principles 1 or P- ACC2122 Financial Acctg. Principles 1 or P- ACCF1000 Principes de compt financière or P- ACF9101 Introduction A La Comptabilite or P- ACCT1010 Accounting 1 or P- BDE2101 Introductory Accounting or P- ACC2113 Intro Accounting 1 or P- FNCE1001 Understanding Accounting or P- ACCT1003 Finance and Management Accounting

HURM1000 Human Resources Management Foundations 42.0 Hours

This course provides an understanding of the modern Canadian human resources function. It covers the historical development of human resources management, the influence of government, staffing, employee relations, current trends and future issues. It provides a brief introduction to more specialized areas including compensation, training and development, employment law, industrial relations, occupational health and safety, and human resources planning.

HURM1021 Training and Development (ODE) 56.0 Hours

The purpose of this course is to provide students with an understanding of both the role of training and development in human resources management, and the procedures associated with the training and development function. The course will include the four key elements of the training and development function: needs analysis procedures, program design and development, facilitation and program administration, and evaluation. Students will be introduced to the psychology of the learning process on which training and development is based and will gain an understanding of the design, implementation, and evaluation of training programs within organizations.

LAWS2000 Business Law 42.0 Hours

This course covers the legal framework within which business takes place. The student learns how to avoid legal problems. Major topics include: the Canadian legal system, torts, contract law, the Sale of Goods Act, consumer protection, and employment law.

MATH1002 Mathematics of Finance 42.0 Hours

This introductory course is designed to develop a student's ability to perform basic mathematic operations and to apply mathematical techniques to a wide range of business problems. The mathematics of compound interest and annuities forms a major component of the course.

MGMT2000 Production and Operations Management 42.0 Hours

This course introduces students to concepts underlying effective operation and control of manufacturing and service businesses. Approaches to production control, inventory policy, facilities planning, methods improvement and technological assessment are studied.

MGMT2001 Principles of Management 42.0 Hours

This course provides you with an introduction to the various philosophies, roles and functions of management. In addition it will cover on going changes in business that have a direct effect on the role of management.

MGMT2012 Introduction to Project Management 42.0 Hours

This course provides you with an overview of project management and the essential tools needed to deliver successful projects on time and on budget. You will learn the fundamental principles of project management including: project initiation, project definition, creation of work breakdown structures, scheduling using Gantt charts and

network diagrams, risk management, budgeting and controlling resources, quality assurance, auditing and project termination.

MKTG1000 Introduction to Marketing 42.0 Hours

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

STAT2000 Statistics 1 42.0 Hours

This course is designed to develop students' skills in organizing and summarizing information. It also provides an introduction to the techniques of inferential statistics (that is, drawing conclusions about populations on the basis of sample data). Students are expected to have and further develop their skills with spreadsheet software.

STAT2007 Data Analysis and Modelling 56.0 Hours

This course begins with a review of topics from Statistics 1: descriptive statistics (graphs and measures), probability, sampling distributions, estimation and hypothesis testing. Building on this foundation, the course explores further hypothesis tests: for matched pairs and two or more populations, including non-parametric methods. Linear regression models and linear programming models are used to make business decisions. Students will gain further experience with computer-based analysis and decision making.

P- STAT2000 Statistics 1

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.