

BUSINESS FUNDAMENTALS

Program Outline

Major:	BSFN
Length:	1 Year
Delivery:	2 Semesters
Credential:	Ontario College Certificate
Effective:	2015-2016
Location:	Muskoka, South Georgian Bay
Start:	Fall (Muskoka, South Georgian Bay)

Description

This program is intended for students who wish to develop the skills and knowledge appropriate for an entry-level position in business. Completion of the program will provide the student with a solid business foundation, while exposure to core business courses will allow students to understand the different areas of business and better choose an area of focus. After successful completion of the program, a student will be eligible to enrol in a number of Georgian's Business diploma programs.

Career Opportunities

Career opportunities include, but are not limited to, management trainee, sales management, personnel officer 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.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- develop customer-service strategies to meet the needs of internal and external customers;

- apply knowledge of the human resources function to the operation of an organization;
- apply knowledge of the marketing function to the operation of an organization;
- apply accounting and financial knowledge to the operation of an organization;
- apply computer skills and knowledge of information technology to support the management of an organization;
- work effectively with co-workers, supervisors, and others;
- apply research skills to gather and interpret available information;
- apply creative problem-solving skills to address business problems and opportunities;
- apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment;
- employ environmental sustainable practices within the industry;
- recognize the economic, social, political, and cultural variables which impact a business.

The Program Progression:

Fall Intake – Muskoka, South Georgian Bay

Sem 1 | Sem 2

Fall | Winter
2015 | 2016

Admission Requirements:

OSSD or equivalent with

- Grade 12 English (C or U)

- any Grade 11* or 12 Mathematics (C, M, or U)

*Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/policies-procedures/

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for

admission; refer to the Credit Transfer Centre website for details:
www.georgiancollege.ca/admissions/credit-transfer/

Additional Information:

For a Winter start with Automotive Program options or Aviation Program options, please consult the respective Program Coordinator when selecting your courses.

Graduation Requirements:

- 6 Mandatory Courses
- 1 Communications Course
- 4 Optional Courses
- 1 General Education Courses

Graduation Eligibility:

To graduate from this program, the passing weighted average for promotion through each semester, 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 unless otherwise stated on the course outline.

Mandatory Courses

ACCT1000 Financial Accounting Principles 1
BUSI1001 Introduction to Organizational Behaviour
COMP1003 Microcomputer Applications
HURM1000 Human Resources Management Foundations
MATH1002 Mathematics of Finance
MKTG1000 Introduction to Marketing

Communications Course

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

Optional Courses

To be selected from College list

General Education Courses

To be selected from College list

Course Descriptions:**ACCT1000 Financial Accounting Principles 1 42.0 Hours**

This course provides the student with knowledge of basic accounting procedures and theory. Students are taught the steps of the accounting cycle that result in useful information for decision makers. Also included are adjusting entries, the preparation of financial statements, merchandising activities, and accounting information systems.

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.

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.

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.

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.

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.

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.