

BUSINESS FOUNDATIONS

Program Outline

Major:	BUSF
Length:	252 Hours
Delivery:	1 Semester
Credential:	Certificate of Achievement
Effective:	2012-2013
Location:	Barrie
Start:	Fall (Barrie), Winter (Barrie)

Description

The Business Foundations Program offers an alternative pathway to students considering a business, aviation management, or automotive marketing education at Georgian College. The Program provides students with the necessary knowledge, skills and attitudes needed to support the academic success in Georgian's Business Diploma programs. Fundamental theories and skills will be explored in mathematics to prepare students for mathematically-related subjects in Georgian's Business Diploma Programs. In addition, students will be introduced to marketing, communications and a general education at the post-secondary level and essential introductory courses in the business, aviation or automotive programs.

Career Opportunities

Upon completion of this program, students will have an improved awareness of employment opportunities and increased knowledge of pathways to the workplace.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- apply mathematical skills to business applications;
- communicate foundational knowledge in mathematics and business e.g., working in teams, critical thinking skills, problem solving abilities;
- employ a mixture of skills and abilities associated with marketing and other business related functions;

- discuss the historical, current and future trends in business, aviation, or automotive manufacturing and retailing;
- discuss the importance of, and need for programs to ensure, the protection and care of the environment.

The Program Progression:

Fall Intake - Barrie

Sem 1

Fall

2010

Winter Intake - Barrie

Sem 1

Winter

2011

Admission Requirements:

Applicants must meet ONE of the following requirements to be eligible for admission to this program:

- OSS Curriculum: OSSD or equivalent with Grade 12 English (C) or (U) (ENG 4C, ENG 4U)
- Academic and Career Entrance Certificate (ACE) program with: Communications
- Ontario High School Equivalency Certificate (GED)
- Mature applicant with standing in the required courses and/or mature student testing that meets the minimum standards for admission

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. Each applicant will be considered on an individual basis and acceptance will be determined by counselling, Communication Placement Assessment (CPA), previous post-secondary education and evaluation of experience. Some programs also have specific prerequisite requirements that must be met prior to admission. Mature applicants must meet all program specific prerequisites. 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.

Additional Information:

Please contact program coordinator when selecting options, optional courses can be applied to Automotive, Aviation, and Business programs however, not all courses are applicable to all programs.

Graduation Requirements:

- 2 Mandatory Courses
- 1 Communications Course
- 2 Optional Courses
- 1 General Education Course

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

- MATH1014 Essential Mathematics for Business 1
- MATH1015 Essential Mathematics for Business 2

Communications Course

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

Optional Courses

- ACCT1000 Financial Accounting Principles 1
- AUTO1000 Concepts of the Automotive Industry
- AUTO1001 Introduction to Automotive Technology
- AUTO2000 DMS: Parts and Service
- AUTO2002 Introduction to Canadian Automotive Aftermarket
- AVIA1000 Aviation Orientation
- AVIA1001 Aviation Operations
- AVIA1003 Airport Management
- AVIA3000 Air Cargo, Customs and Logistics
- AVIA3007 Airline Management
- BUSI1001 Introduction to Organizational Behaviour

BUSI1011 Professional Business Practices
BUSI2012 Small Business and Entrepreneurship (ODE)
COMP1003 Microcomputer Applications
GOVT1001 Government and Aviation
HURM1000 Human Resources Management Foundations
LAWS1009 Automotive Law and Ethics
MKTG1000 Introduction to Marketing

General Education Course
To be selected from College list

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.

AUTO1000 Concepts of the Automotive Industry 42.0 Hours

This course covers the history of automobile production, tracing its evolution from its beginning to today's technologically advanced automotive manufacturing processes. This course also examines a variety of marketing decisions taken by Automobile Manufacturers to maintain and increase their market share. Current trends and issues facing the automotive retail sector and Automobile Dealers are also discussed as well as those that relate to the future of the automobile.

AUTO1001 Introduction to Automotive Technology 42.0 Hours

This course provides students with basic technical knowledge of the automobile. The student will become familiar with automotive terminology as well as the recent developments in automobile technology.

AUTO2000 DMS: Parts and Service 42.0 Hours

The student is introduced to the software applications available to a retail automobile dealership. An introductory overview demonstrates how the different packages combine to form an integrated management information system. Our study begins with an in depth look at Parts and Service Department programs. The applications utilized are Parts Inventory Control, Part Invoicing, Electronic Parts Catalogue, Service Merchandising, Service Scheduling and Service Invoicing.

AUTO2002 Introduction to Canadian Automotive Aftermarket 42.0 Hours

This course introduces the participant to the vast size and importance of the automotive aftermarket to the automotive industry of Canada. Furthermore, the course examines

the proliferation of products and services offered as well as the job and career opportunities available in this segment of the automotive industry.

AVIA1000 Aviation Orientation 42.0 Hours

This introductory course provides students aspiring to a career in aviation with a background to all facets of the industry including aircraft knowledge, weather sense, air navigation techniques, airline structure, airport layout, and the air traffic control system. Moreover, students are given the opportunity to pass the examination to receive their Restricted Aeronautical Radio Operators License Certification.

AVIA1001 Aviation Operations 42.0 Hours

This course introduces the student to the basics of aviation operations. Areas of study include airline operations, airport operations and air traffic control operations and how these three areas work together to create and maintain airline scheduled operations. Aviation terminology is emphasized and current events that will shape the future of aviation will be analyzed and discussed.

AVIA1003 Airport Management 42.0 Hours

This course provides an understanding of the airport as an essential part of the air transport system. The course investigates the airport functional departments, examines the airport master planning process, and reviews the operational and management services of both large and small airports and considers environment parameters.

AVIA3000 Air Cargo, Customs and Logistics 42.0 Hours

This course begins with a look at the history and development of the air cargo and logistics industry in Canada and around the world. Current practices and procedures are examined as well as the analysis of the role of airlines, freight forwarders, airport cargo facilities, cargo security and the various agencies involved with air cargo. Current events relating to cargo will be discussed.

AVIA3007 Airline Management 42.0 Hours

The primary focus of this course on the development, structure and business conduct of major airlines in the marketplace today. Students will be introduced to the various internal departments of an airline and their relationship to each other will be explored. The student will also be introduced to external opportunities and threats to the future viability of the various air carriers. (The affects of deregulation, airline partnerships, the role of the commuter carriers, and the contracting out of services.) Where ever possible case studies will be used to enhance student skills in research, problem solving and solution application.

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.

BUSI1011 Professional Business Practices 42.0 Hours

You will learn how to prepare and present yourself and your work in a professional manner according to business ethics and protocol(s). In addition you will develop skills to manage office politics, social situations, travel and communications. Finally, you will develop an understanding of appropriate cultural and travel protocols for success in international business situations.

BUSI2012 Small Business and Entrepreneurship (ODE) 70.0 Hours

This course was designed to provide the student with an introduction to small business and entrepreneurship and to help develop certain entrepreneurial skills that are important for successful small business ownership. Upon successful completion of this course, the student will have a general knowledge of the historical and political context of small business in Canada. The student will also develop knowledge and skills related to identifying opportunities, business networking, time management, the business plan, small business market research, franchising and risk management. The course also guides the student to better understand their entrepreneurial potential, and to begin to build a professional development strategy/career path to realize this potential.

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.

GOVT1001 Government and Aviation 42.0 Hours

This course examines the structure of governments and develops the student's awareness and understanding of how it impacts on the international aviation community. Special emphasis is given to the International Civil Aviation Organization's (ICAO) regulatory, financial and safety control of aviation.

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.

LAWS1009 Automotive Law and Ethics 42.0 Hours

This course focuses on the responsibilities, both legal and ethical, of the individual working in the automotive industry primarily at a retail level either in dealership or

aftermarket. This course examines the regulatory laws affecting the automotive industry and industry self-regulation. Students will also be challenged to consider conduct that is not prescribed by law; namely, ethical issues that arise in business in general and in the automotive industry in particular.

MATH1014 Essential Mathematics for Business 1 42.0 Hours

This first of two courses provides students with the opportunity to learn and apply essential mathematics skills in a business context. Through relevant business applications, students will develop problem solving skills, skill with technology in a mathematics context, flexible thinking, and an appreciation of the role mathematics plays in the world of business, including further studies in accounting, business mathematics, statistics, and microeconomics.

MATH1015 Essential Mathematics for Business 2 42.0 Hours

This second of two courses provides students with the opportunity to learn and apply essential mathematics skills in a business context. Through relevant business applications, students will develop problem solving skills, skill with technology in a mathematics context, flexible thinking, and an appreciation of the role mathematics plays in the world of business, including further studies in accounting, business mathematics, statistics, and microeconomics.

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.