

BUSINESS

Program Outline

Major:	BUSG
Length:	2 Years
Delivery:	4 Semesters, plus 2 work terms
Credential:	Ontario College Diploma, Co-op
Effective:	2012-2013
Location:	Barrie, Owen Sound
Start:	Fall (Barrie, Owen Sound), Winter (Barrie)

Description

Georgian's two-year, Co-op, Business program is as diverse as business itself. Mandatory courses provide you with the fundamental knowledge and skills for success in business and management. The broad range of choice provides you with the opportunity to tailor your diploma to your unique interests and career goals. You can choose from courses such as accounting, payroll, finance, computers, advertising, marketing, Human Resource, small business and entrepreneurship, and international business.

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:

- communicate business-related information persuasively and accurately in oral, written, and graphic formats;
- work in a manner consistent with law and professional standards, practices, and protocols;

- develop customer-service strategies to meet the needs of internal and external customers;
- apply knowledge of the human Resource function to the management of an organization;
- apply knowledge of the marketing function to the management of an organization;
- apply accounting and financial knowledge to the management of an organization;
- apply knowledge of operations management to the management of an organization;
- apply computer skills and knowledge of information technology to support the management of an organization;
- take into account the interrelationship among the functional areas of a business;
- work effectively with co-workers, supervisors, and others;
- apply research skills to gather, interpret, analyze, and evaluate data from primary and secondary sources;
- apply creative problem-solving skills to address business problems and opportunities;
- develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities;
- apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment;
- recognize the economic, social, political and cultural variables which impact on a business;
- communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of audiences;
- reframe information, ideas, and concepts using the narrative, visual, numerical, and symbolic representations which demonstrate understanding;
- apply a wide variety of mathematical techniques with the degree of accuracy required to solve problems and make decisions;
- use a variety of computer hardware and software and other technological tools appropriate and necessary to the performance of tasks;
- interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals;
- evaluate her or his own thinking throughout the steps and processes used in problem solving and decision making;
- collect, analyze, and organize relevant and necessary information from a variety of sources;
- evaluate the validity of arguments based on qualitative and quantitative information in order to accept or challenge the findings of others;
- create innovative strategies and/or products that meet identified needs;
- manage the use of time and other Resource to attain personal and/or project-related goals;
- take responsibility for her or his own actions and decisions;

- adapt to new situations and demands by applying and/or updating her or his knowledge and skills;
- represent her or his skills, knowledge, and experience realistically for personal and employment purposes.

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 paid 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.

External Recognition:

Certificate of Achievement in Human Resource

Georgian College offers a Certificate of Achievement in Human Resource Management. Business Administration students can work towards the Certificate of Achievement in Human Resource Management by choosing the right combination of courses. For complete details, please call the Program Manager at (705) 728-1968 extension 1140.

Human Resources Professional Association (HRPA)

Students interested in obtaining the Certified Human Resources Professional (CHRP) designation through the Human Resources Professionals Association (HRPA) must successfully complete nine courses before registering for the National Knowledge Exam (NKE). These academic course requirements comprise the core human resources competencies:

An average of 70% is required in the above nine courses with no individual course achieving lower than 65%.

As of August 2010 students wishing to obtain their CHRP, will need to further their studies to obtain a university degree. Students should also refer to Degree Required for Future Certification Candidates for more information, see HRPA's website at <http://www.hrp.org/HRPA/Certification/>

HRPA Requirements	Georgian Course Equivalencies
Human Resources Management	HURM 1000 Human Resources Management Foundations
Organizational Behaviour	BUSI 1001 Organizational Behaviour
Finance and Accounting	ACCT 1003 Finance and Accounting
Training and Development	HURM 1006 Training and Development
Occupational Health and Safety	HURM 1001 Occupational Health and Safety
Employee and Labour Relations	HURM 1002 Labour Relations
Human Resources Planning	HURM 1005 Human Resources Planning
Compensation	HURM 1004 Compensation
Staffing	HURM 1007 Recruitment and Selection

The Canadian Institute of Marketing (CIM)

The Canadian Institute of Marketing is the authorized professional organization representing marketing management in Canada. Providing you have completed the required courses and meet their eligibility requirements, you can acquire the professional designation of Graduate of The Canadian Institute of Marketing (G.C.Inst.M.). For further information, contact the Program Co-ordinator at (705) 728-1968, ext. 1488. In order to be eligible for the CIM designation you must successfully complete the following courses:

CIM Requirements	Georgian Course Equivalents
Marketing: An Introduction	MKTG1000 Introduction to Marketing MKTG1001 Planning the Marketing Strategy
Advertising & Sales Promotion	ADVE1004 Advertising
International Marketing	MKTG2011 International Marketing
Communications	COMM1021 Dynamic Presentations
Marketing Planning	MKTG2000 Writing the Marketing Plan MKTG2012 Marketing Management
Marketing Research	MKTG2003 Marketing Research MKTG2005 Research Project
Sales Management	MKTG2010 Sales Management
Business Strategy	MGMT3001 Managerial Decision Making

Canadian Professional Sales Association (CPSA)

If you are interested in a career in sales, you can acquire the Canadian Professional Sales designation. You must complete the following:

CPSA Requirements	Georgian Course Equivalent
Communications	COMM1017 Work Environment Communications

Marketing	COMM1021	Dynamic Presentations
	MKTG1000	Introduction to Marketing
	MKTG1001	Planning the Marketing Strategy
Consultative Selling and Relationship Building Options (2 of 4)	MKTG1003	Personal Selling
Sales Administration	MKTG2010	Sales Management
Sales & Technology	COMP1003	Microcomputer Applications
Business Acumen (1 of 2)	LAWS2000	Business Law or
	MGMT3001	Managerial Decision Making

Canadian Payroll Association (CPA)

If you are interested in a career in payroll, you can acquire the first level course requirements for the Canadian Payroll Association's certification requirements

Canadian Payroll Association	Georgian Course Equivalent
Payroll Compliance Legislation	BUSI 1007 Legislation and Payroll
Payroll Fundamentals 1	BUSI 1008 Payroll Practices 1
Introduction to Accounting	ACCT 1000 Financial Accounting Principles 1
Payroll Fundamentals 2	BUSI 1009 Payroll Practices 2

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Work Term 1	Sem 3	Work Term 2	Sem 4
Fall 2012	Winter 2013	Summer 2013	Fall 2013	Winter 2014	Summer 2014

Fall Intake - Owen Sound

Semester 1	Semester 2	Work Term 1	Semester 3	Semester 4
Fall 2012	Winter 2013	Summer 2013	Fall 2013	Winter 2014

Work Term 2

Summer
2014

Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Work Term 1	Sem 4	Work Term 2
Winter 2013	Summer 2013	Fall 2013	Winter 2014	Summer 2014	Fall 2014

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:

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) (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)
- Academic and Career Entrance Certificate (ACE) program with Communications; Business, Apprentice or Technical Mathematics
- 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:

In order to broaden the program choices, all General, Accounting, Human Resources, and Marketing students, whether they are in a two-year or a three-year diploma program, will share a common first semester. Students will take five mandatory courses in that semester, and will have a choice of which General Education course they wish to take. The curriculum for this common first semester is as follows:

Code	Course Name
ACCT 1000	Financial Accounting Principles 1
BUSI 1001	Introduction to Organizational Behaviour
MATH 1002	Mathematics of Finance
MKTG 1000	Introduction to Marketing
Plus one each of	
Communications course	
General Education course	

Graduation Requirements:

- 14 Mandatory Courses
- 2 Communications Courses
- 4 Optional Courses
- 1 Advanced Communications Course
- 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
BUSI1001	Introduction to Organizational Behaviour
BUSI1011	Professional Business Practices
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
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 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
 BUSI1014 Entrepreneurship (ODE)
 BUSI2000 Entrepreneurship and Small Business
 BUSI2001 Introduction to E-Commerce
 BUSI2002 Entrepreneurship and Small Business (ODE)
 BUSI2005 Customer Service
 BUSI2011 International Business
 BUSI2012 Small Business and Entrepreneurship (ODE)
 BUSI2013 Event Planning
 BUSI2014 Business Planning
 BUSI2016 Small Business Operations
 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
 ENVR2016 Transportation Ecology and Energy Systems
 ETHC3000 Business Ethics
 FNCE2001 Managerial Finance
 FNCE2002 Taxation
 FNCE2008 Dealership Financial Statements
 FNCE2011 Business Finance 2 (ODE)

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)
HURM2000	Employment Law
HURM2002	Benefits and Pensions
HURM2003	Human Resources Research and HRIS Applications
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
 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
 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 Business Research
 STAT2001 Statistics 2

Advanced Communications Course

COMF1000 Communication au niveau collegial
 COMF1001 Communication d'affaires
 COMF1002 Présentations orales
 COMM1000 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001
 COMM1001 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001
 COMM1004 World Links: Wired Communication
 COMM1006 Professional Writing
 COMM1007 Oral Presentations: Say it with Success
 COMM1008 Techniques of Writing/Speaking
 COMM1009 Workplace Communications
 COMM1010 Business Communication (ODE)

COMM1011 English 2 (ODE)
 COMM1012 Visual Analysis in Communication
 COMM1013 English 2 (ODE)
 COMM1014 Media Communication
 COMM1015 Proposal Writing
 COMM1016 Communication Essentials
 COMM1017 Work Environment Communication
 COMM1018 Communications 1 (ODE)
 COMM1019 Virtual Communication
 COMM1020 Technical Communication
 COMM1021 Dynamic Presentations
 COMM1022 The Visual World
 COS9101 Technq of Writing and Speaking
 COS9102 Workplace Communications
 COS9103 Workplace Communications
 COS9105 College Communications
 COS9106 Communications At Work
 COS9201 World Links: Wired Comm.
 COS9202 Professional Writing
 COS9203 Oral Presentations
 ENGL1001 Literary Genres - Fiction and Poetry
 ENGL1002 Literary Genres - Drama and Fiction
 ENGL1003 Writing and Literature for the Professional Student Part 1
 ENGL1004 Writing and Literature for the Professional Student Part 2
 SOC9101 Introduction To Sociology

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.

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.

BUSI1012 Introduction to Entrepreneurship 42.0 Hours

This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Students will learn about themselves, their decisions, and their goals to determine how entrepreneurship can play a role in their lives. Students will also be introduced to entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship.

BUSI2014 Business Planning 42.0 Hours

This course will utilize the research and developmental work completed in earlier entrepreneurship courses in order to produce a comprehensive business plan – one that is ready for presentation to potential investors. The business plan will include detailed financial projections; a marketing plan; a human resources plan; and an operational plan.

While there are no prerequisites for this course, it is **STRONGLY** recommended that students successfully complete the following courses before enrolling in this course:

- ACCT1000 Financial Accounting Principles 1
- BUSI1013 Entrepreneurship Opportunity Analysis
- MKTG1001 Planning the Marketing Strategy

C- BUSI2017 Pitching the Plan and C- FNCE2012 Financing a Small Business

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.

COMM1014 Media Communication 42.0 Hours

Students learn how media are used to raise awareness of, and generate approval for, an organization's mission, policies and actions. Relevant textual, audio and visual messages are composed to inform or appeal to an audience, using traditional and emerging media. Individually and in groups students produce messages, and articles, as well as conduct announcements and interviews intended to capture media coverage, and generate a positive audience response.

(P- CPT3 CPT Reading Comprehension and P- CPT4 CPT Sentence Structure) or P- COMM1016 Communication Essentials or P- COMM1000 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001

COMM1015 Proposal Writing 42.0 Hours

Proposal writing is a process including strategic planning, an awareness of long-term organizational development and targeted outcomes. Students conduct research to meet project and funding objectives. Additionally, students demonstrate effective planning and research to evaluate a range of funding opportunities. Developing and maintaining relationships with stakeholders and potential funders is addressed, as is the presentation of information in written and oral formats.

(P- CPT3 CPT Reading Comprehension and P- CPT4 CPT Sentence Structure) or P- COMM1016 Communication Essentials or P- COMM1000 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001

COMM1016 Communication Essentials 42.0 Hours

This course promotes effective communication skills essential for academic and professional success. Visual analysis and presentation strategies are employed to emphasize the importance of adapting communication to the intended audience. Students compose clear and concise messages through researching, writing and presenting to ensure effective communication. Students are expected to work both independently and collaboratively to achieve the course outcomes.

COMM1017 Work Environment Communication 42.0 Hours

In the workplace, employers require high standards of communication skills and sensitivity to diverse audiences. In this course, students develop their skills by composing workplace messages, incorporating technology and considering the environment. Individually and collaboratively, students develop and deliver workplace messages through writing and presenting.

COMM1019 Virtual Communication 42.0 Hours

Navigating virtual environments requires evolving communication skills. Students investigate virtual communities in terms of privacy and boundaries, and other influences on personal and professional lives. In doing so, they learn to communicate effectively and make informed decisions within the virtual world.

P- COMM1016 Communication Essentials or P- COMM1000 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001 or (P- CPT3 CPT Reading Comprehension and P- CPT4 CPT Sentence Structure)

COMM1020 Technical Communication 42.0 Hours

Technical communication skills are required in service, technical, and business environments. Students develop researching, planning, designing, and writing skills to prepare documents. Individually and collaboratively, students learn and apply information structures to produce documents such as descriptions, instructions, and manuals.

P- COMM1016 Communication Essentials or P- COMM1000 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001 or (P- CPT3 CPT Reading Comprehension and P- CPT4 CPT Sentence Structure)

COMM1021 Dynamic Presentations 42.0 Hours

Students develop the ability to design and deliver audience specific messages using media. Individually and collaboratively, students deliver presentations for use in academic, professional, and social settings. Self and peer critiques provide opportunities for reflection and enhanced presentation skills.

P- COMM1016 Communication Essentials or P- COMM1000 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001 or (P- CPT3 CPT Reading Comprehension and P- CPT4 CPT Sentence Structure)

COMM1022 The Visual World 42.0 Hours

The way messages are viewed and disseminated has changed through technological advances. Students develop theoretical and practical communication skills by investigating the power of visual imagery. Students focus on interpreting, analyzing, and critiquing a broad range of visuals in terms of intention and effectiveness.

P- COMM1016 Communication Essentials or P- COMM1000 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001 or (P- CPT3 CPT Reading Comprehension and P- CPT4 CPT Sentence Structure)

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 all Business programs. You must participate in a series of co-op classes (CPHR0001 - 12 sessions) prior to the application process. Classes provide you with the knowledge and skills to conduct a self-directed job search. You are responsible to obtain a Co-op position and have it approved by your Consultant. You must successfully complete a fourteen-week, full-time, program-related work experience to acquire your first Co-op credit.

COOP2024 Business General Work Term 2 560.0 Hours

Building on previous Co-op experience, students will continue to gain valuable experience and develop knowledge and skills that are relevant to today's business world. Upon completion of the Co-op work term students will be required to attend a debriefing session to review the requirements for completion of the Co-op work term.
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.

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

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.

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.

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.

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.