

BUSINESS

Program Outline

Major:	BUSN
Length:	2 Years
Delivery:	4 Semesters
Credential:	Ontario College Diploma
Effective:	2012-2013
Location:	Barrie
Start:	Fall (Barrie), Winter (Barrie)

Description

Georgian's two-year, non-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 in accounting, payroll, finance, computers, advertising, marketing, human resources, 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 resources 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 resources 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.

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.hrpa.org/HRPA/Certification/>

HRPA Requirements

Human Resources Management

Organizational Behaviour

Finance and Accounting

Training and Development

Occupational Health and Safety

Employee and Labour Relations

Human Resources Planning

Compensation

Staffing

Georgian Course Equivalencies

HURM 1000 Human Resources Management Foundations

BUSI 1001 Organizational Behaviour

ACCT 1003 Finance and Accounting

HURM 1006 Training and Development

HURM 1001 Occupational Health and Safety

HURM 1002 Labour Relations

HURM 1005 Human Resources Planning

HURM 1004 Compensation

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 COMM1021 Dynamic Presentations
Marketing	MKTG1000 Introduction to Marketing MKTG1001 Planning the Marketing Strategy
Consultative Selling and Relationship Building	MKTG1003 Personal Selling
Options (2 of 4)	
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		Sem 3		Sem 4

Fall		Winter		Fall		Winter
2012		2013		2013		2014

Winter Intake - Barrie

Sem 1		Sem 2		Sem 3		Sem 4

Winter		Summer		Fall		Winter
2013		2013		2013		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, Apprenticeship 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

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
 COMM1004 World Links: Wired Communication

COMM1006 Professional Writing
COMM1007 Oral Presentations: Say it with Success
COMM1012 Visual Analysis in Communication

General Education Courses
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.

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.

COMM1004 World Links: Wired Communication 42.0 Hours

This discussion, research, and project-oriented course develops skills for professional communication using online information and web-based media. Hands-on experience is combined with an examination of the characteristics of professional computer-mediated communication, its role in society, and its relevance to business. Students utilize College standard software and apply previous experience with web page construction tools.

P- COMM1001 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001 or P- COMM1008 Techniques of Writing/Speaking or P- COMM1009 Workplace Communications or P- COMM1011 English 2 (ODE) or P- COS9101 Technq of Writing and Speaking or P- COS9106 Communications At Work or P- COS9102 Workplace Communications

COMM1006 Professional Writing .0 Hours

Professional writing skills are required in all service, technical, and business environments. In this advanced course, students develop researching, planning, designing, and writing skills to prepare professional workplace documents. Individually and collaboratively, students learn and apply the information structures to produce such documents as descriptions, instructions, and manuals.

P- COMM1001 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001 or P- COMM1008 Techniques of Writing/Speaking or P- COMM1009 Workplace Communications or P- COS9101 Technq of Writing and Speaking or P- COS9102 Workplace Communications or P- COS9106 Communications At Work

COMM1007 Oral Presentations: Say it with Success .0 Hours

This advanced speaking intensive course further develops students' ability to compose and deliver messages tailored to specific audiences using a combination of spoken, written, and multi-media strategies. Individually and in groups, students research and

deliver a variety of presentations for use in professional, academic, and social settings. Formal and informal presentations build confidence, professionalism, and speaking ethics. Self and peer critiques provide opportunities for routine self-reflection and presentation skills enhancement.

P- COMM1001 new COMM model implemented Fall 2012, no longer offering COMM 1000/1001 or P- COMM1008 Techniques of Writing/Speaking or P- COMM1009 Workplace Communications or P- COS9101 Technq of Writing and Speaking or P- COS9102 Workplace Communications or P- COS9106 Communications At Work

COMM1012 Visual Analysis in Communication .0 Hours

In the modern visual world, the way messages are viewed and disseminated has changed dramatically with technological advances. In this course, students develop their theoretical and practical communication skills at an advanced level 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. In addition, students complete research projects including presentations.

(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

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.

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.