

## BUSINESS FUNDAMENTALS

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### Program Outline

<b>Major:</b>	BSFN
<b>Length:</b>	1 Year
<b>Delivery:</b>	2 Semesters
<b>Credential:</b>	Ontario College Certificate
<b>Effective:</b>	2013-2014
<b>Location:</b>	Muskoka, South Georgian Bay
<b>Start:</b>	Fall (Muskoka, South Georgian Bay)

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### 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

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Fall | Winter

2013 | 2014

### **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
- 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/](http://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**

- ACCT1001 Financial Accounting Principles 2
- ACCT1002 Computerized Accounting
- ADVE1004 Advertising
- BUSI1000 New Business Development
- BUSI1011 Professional Business Practices
- BUSI1012 Introduction to Entrepreneurship
- BUSI1013 Entrepreneurship Opportunity Analysis
- BUSI2005 Customer Service
- ECON1000 Microeconomics
- FNCE2000 Business Finance
- FNCE2002 Taxation
- 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

LAWS1011 Entrepreneurship Legal Issues  
LAWS2000 Business Law  
MGMT1000 Retail Management  
MGMT2000 Production and Operations Management  
MGMT2012 Introduction to Project Management  
MKTG1001 Planning the Marketing Strategy  
MKTG1003 Personal Selling  
PSYL1000 Managing Interpersonal Relations  
REAS2002 Foundations in Business Research

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.

ACCT1001 Financial Accounting Principles 2 42.0 Hours

This introductory course in financial accounting provides students with an overview of accounting for receivables, inventories and cost of goods sold, capital assets, current and long-term liabilities, partnership accounting and accounting for corporations. The course is designed to provide students with an opportunity to interpret and apply current accounting standards in these accounting areas.

P- ACCT1000 Financial Accounting Principles 1 or P- ACCT1011 Financial Accounting 1 (ODE) or P- ACCT1004 Introduction To Accounting or P- ACCT1010 Accounting 1 or P- ACCT1008 Financial Accounting 1 (ODE) or P- ACCF1000 Principes de compt financière or P- ACC2122 Financial Acctg. Principles 1 or P- ACC2113 Intro Accounting 1 or P- BDE2101 Introductory Accounting or P- BDE2123 Financial Acct I

ACCT1002 Computerized Accounting 42.0 Hours

This course introduces students to a multi-module accounting software program designed for small to medium-size businesses. Students will use the software and their knowledge of Generally Accepted Accounting Principles (GAAP) to create and maintain accounting records, including period end procedures and the creation of financial statements for sole proprietorships.

P- ACCT1000 Financial Accounting Principles 1 or P- ACCT1004 Introduction To Accounting or P- ACCT1011 Financial Accounting 1 (ODE)

ADVE1004 Advertising 42.0 Hours

Advertising, as a subset of the promotion variable in the marketing mix, provides the foundation for this course. The primary focus is on theory and applications in advertising. Sales promotion, a close "cousin", will be discussed. Included is advertising, history, regulations, planning, media selection, and creative approaches to influence customer behaviour.

**BUSI1000 New Business Development 42.0 Hours**

New Business Development is a course designed to introduce students to the ideas that they can create a place for themselves in today's economic reality. While examining current trends and issues in today's workplace, the student is challenged to explore their career interests as a starting point for entrepreneurial activities. This course emphasizes the tools to write a successful business plan.

P- MKTG1000 Introduction to Marketing or P- MKTG1004 Marketing Foundations

**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.

**BUSI1013 Entrepreneurship Opportunity Analysis 42.0 Hours**

Students will analyze each of the major forces of change that create business opportunities for innovative entrepreneurs: technology, economic, ecological, cultural, demographic, competitive, and governmental. Then, in consultation with the instructor, students will conduct in-depth primary and secondary research utilizing a variety of sources to determine the viability of a specific business start-up opportunity that has been created as a result of one or more of these forces.

**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.

**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.

**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 Accounting

**FNCE2002 Taxation 42.0 Hours**

This course introduces the student to Canadian Income Tax legislation and practice, related to the filing of personal income tax returns.

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

**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.

**HURM1001 Occupational Health and Safety 42.0 Hours**

This course introduces the student to the study of workplace occupational health and safety. The student will learn safe work practices in offices, industry and construction as well as how to identify and prevent or correct problems associated with occupational safety and health in these locations as well as in the home. The course is designed to assist the student with the implementation of safe healthy practices at work and at home.

#### HURM1002 Labour Relations 42.0 Hours

This course provides an overview of the various methods and concepts which make up and affect labour relations in Canada. Through actual case studies, collective bargaining simulations and by examining collective agreements, the student will gain an understanding of the collective bargaining process and the varying factors that affect employee-employer relations.

#### HURM1003 Labour Economics 42.0 Hours

This course provides a theoretical framework for understanding the workings of Canadian labour markets by applying the basic principles of labour economics. It covers the dimensions of labour supply and demand and their interaction in alternative market structures to explain levels of wages, employment and various employer/employee behaviours. Of particular interest are differences between union and non-union labour markets which are examined by illustrating the impact of union preferences, efficient contracts and bargaining theory.

#### HURM1004 Compensation 42.0 Hours

This course examines the full range of compensation topics with emphasis on how compensation systems will likely impact productivity, equity, and the firm's ability to recruit and keep highly skilled and motivated employees. Topics include: job description, analysis and evaluation systems; equity issues and requirements; design and use of wage and salary surveys; performance, merit and incentive pay systems; statutory and non-statutory employee benefit packages and systems; and administration of compensation systems.

#### HURM1005 Human Resource Planning 42.0 Hours

This course examines the impact of corporate and business strategy on human resources management. It stresses the importance of aligning human resources management policies and practices with organizational strategy. A strategic human resources planning model is introduced and includes the following elements: organizational strategy, HRM strategy, environmental influences on HRM, job analysis, HR management systems, forecasting supply and demand. Various corporate strategies in today's workplaces are examined in conjunction with their significant affect on human resources planning. It is strongly recommended that students successfully complete HURM1000 prior to enrolling in this course.

#### HURM1006 Training and Development 42.0 Hours

This course provides students with an overview of the role of Training and Development in Human Resource Management. The key elements covered include: needs analysis, program design, development, administration, delivery and program evaluation. Other topics include adult learning theory, transfer of training, career planning, counselling, training techniques, budgeting and trends in training.

#### HURM1007 Recruitment and Selection 42.0 Hours

In a highly competitive business world, an organization's staff can determine whether a company profits or perishes. This course presents recruitment and selection as an essential component in recruitment planning. The role of recruitment and selection is examined in relation to an organization's overall profitability or viability. Through a blend of theory and application, the course introduces students to a wide range of issues, principles, practices and trends in recruitment and selection.

#### LAWS1011 Entrepreneurship Legal Issues 42.0 Hours

This course explores legal issues relating to business, employment and compensation appropriate to the specific interests of small business entrepreneurs with special emphasis on matters of current civil procedures to properly start up and successfully operate a business enterprise. Major topics include: business styles (sole proprietorship, partnership and incorporation), joint ventures; contract law; tort law and negligence; consumer law; sale of goods; taxes; personal property security; insurance law, patent and copyright law; privacy compliance; and relevant legislative acts of the province of Ontario with emphasis on matters of professional liability.

#### 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.

#### MGMT1000 Retail Management 42.0 Hours

This course will enable students to develop decision making skills related to retailing. Topics may include merchandise and expense planning, store layout, product line and resource determination, pricing, promotional strategies, customer service, financial planning and control.

P- MKTG1004 Marketing Foundations or P- MAR9103 Marketing Foundations or P- MKTG1000 Introduction to Marketing or P- MAR9101 Introduction To Marketing

#### 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.

#### 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.

#### MKTG1001 Planning the Marketing Strategy 42.0 Hours

This course involves the elements that a company controls and uses to put together as its Marketing Program. These four controllable elements are Product, Place, Price, and Promotion. Planning the Marketing Strategy provides an understanding of the growing interest in customer value. This interest is incorporated in designing a successful marketing plan in a consumer-oriented society.

P- MKTG1000 Introduction to Marketing or P- MAR9101 Introduction To Marketing or P- MKTG1004 Marketing Foundations or P- MAR9103 Marketing Foundations or P- MKTG1009 Marketing 1 (ODE)

#### MKTG1003 Personal Selling 42.0 Hours

This course covers the basic concepts and practices of relationship selling. The focus is on a "how to" approach, which stresses learning by doing through examples, exercises and video taped role-playing of selling situations. The skills developed in this course are applicable in all aspects of life - course work, job search, career sales, idea presentation.

#### PSYL1000 Managing Interpersonal Relations 42.0 Hours

This course introduces the students to the importance and relevance of understanding ongoing and changing interpersonal relationships and communications. The course explores concepts central to understanding interpersonal relationships and applies social science theory on both professional and personal levels. The central focus of this course is the individual.

REAS2002 Foundations in Business Research 42.0 Hours

Business research skills are integral to the business decision-making process in small, medium and large business enterprises. This course examines the business research skills required to efficiently and effectively locate and evaluate secondary information. Various databases are utilized to integrate research and decision-making skills, ensuring students have practical experience with the complete research process: from identifying an information need to developing a research plan to effectively presenting the results to a business audience.

**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.*