

BUSINESS

Program Outline

Major:	BUSN
Length:	2 Years
Delivery:	4 Semesters
Credential:	Ontario College Diploma
Effective:	2013-2014
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
2013		2014		2014		2015

Winter Intake - Barrie

Sem 1		Sem 2		Sem 3		Sem 4

Winter		Summer		Fall		Winter
2014		2014		2014		2015

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:

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
- College preparatory programs including those taken at Georgian College: Business Foundations*
- 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/

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
BUSI1013	Entrepreneurship Opportunity Analysis

BUSI1014 Entrepreneurship (ODE)
 BUSI1015 Building and Maintaining Customer Relations (ODE)
 BUSI1016 Creating a Corporate Service Culture (ODE)
 BUSI1017 Developing Client Service Teams (ODE)
 BUSI2000 Entrepreneurship and Small Business
 BUSI2001 Introduction to E-Commerce
 BUSI2002 Entrepreneurship and Small Business (ODE)
 BUSI2005 Customer Service
 BUSI2011 International Business
 BUSI2012 Introduction to Small Business and Entrepreneurship (ODE)
 BUSI2013 Event Planning
 BUSI2014 Business Planning
 BUSI2015 E-Commerce
 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
 ENTR1002 Introduction to Entrepreneurship
 ENTR1003 Entrepreneurship Opportunity Analysis
 ENTR2000 Business Planning
 ENTR2001 Pitching the Plan
 ENTR2002 Media Strategies for Entrepreneurs
 ENTR2003 Small Business Operations

ENTR2007 Intrapreneurship
 ENTR2009 Entrepreneurship and Small Business
 ENVR2016 Transportation Ecology and Energy Systems
 ETHC1001 Ethical Issues in Business (ODE)
 ETHC3000 Business Ethics
 FNCE2001 Managerial Finance
 FNCE2002 Taxation
 FNCE2008 Dealership Financial Statements
 FNCE2011 Business Finance 2 (ODE)
 FNCE2012 Financing a Small Business
 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)
 HURM1018 Industrial Relations (ODE)
 HURM1019 Occupational Health and Safety (ODE)
 HURM1020 Compensation Management (ODE)
 HURM2000 Employment Law
 HURM2002 Benefits and Pensions
 HURM2003 Human Resources Research and HRIS Applications
 HURM2004 Employment Law (ODE)
 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
MKTG2019	Marketing on the World Wide Web (ODE)
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

COMM1019 Virtual Communication

COMM1020 Technical Communication

COMM1021 Dynamic Presentations

COMM1022 The Visual World

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.

BUSI2015 E-Commerce 42.0 Hours

This course provides the tools, skills and understanding of technological concepts and issues surrounding the emergence of and future directions of electronic business practices, with a strong focus on electronic commerce initiatives. The student develops an understanding of the current business models, strategies and opportunities in electronic publishing, communication, distribution, collaboration, and online payment options. The focus is on innovative strategic thinking with respect to the use of these techniques in successful new business ventures.

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- COMM9000 Communications Option 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- COMM9000 Communications Option 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- COMM9000 Communications Option 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.

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.

ENTR1002 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.

ENTR1003 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.

ENTR2000 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

ENTR2001 Pitching the Plan 42.0 Hours

Entrepreneurs must be able to stand in front of a group of people and overcome nerves to confidently and effectively inform/persuade venture capitalists of their business plan. This course will cover all aspects of the relationship selling process, as well as

presentation skills. It will also provide the entrepreneur with practical ways to effectively "pitch" or "sell" their ideas to a variety of audiences, large or small, from potential investors to potential customers.

ENTR2002 Media Strategies for Entrepreneurs 42.0 Hours

Media Strategies for Entrepreneurs focuses on the various elements of the marketing communications process aimed at launching and building a new business. The student will gain insights essential for marketing their entrepreneurial venture utilizing innovative and financially responsible marketing strategies. The role of print, broadcast, direct response, public relations and social media in the marketplace will be analyzed. Strategic selection and negotiation of media opportunities will also be discussed.

ENTR2003 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.

ENTR2007 Intrapreneurship 42.0 Hours

This course addresses the emerging practice of "corporate entrepreneurship", also called "intrapreneurship", broadly defined as the application of entrepreneurial capabilities to the development of new ventures within an existing firm. In this course, intrapreneurship will be examined from the perspective of corporate strategy and relate intrapreneurship to other organizational functions. The course will examine entrepreneurship for clues to the successful practice of intrapreneurship - how to apply the entrepreneurial mindset and skills within the corporate culture.

ENTR2009 Entrepreneurship and Small Business 42.0 Hours

This course deals with establishing and operating a small business. Emphasis is placed on using business techniques, acquired in previous courses, to assist in developing a comprehensive understanding of the skills and abilities needed to succeed.

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

FNCE2012 Financing a Small Business 42.0 Hours

This course introduces the critical concepts and tools of financial management needed in support of applications for financing the start-up business. Emphasis is placed on understanding what is required by lenders and investors to support loan applications and improve the chances of securing financing for the new enterprise. This course helps the new owner properly manage the financial concerns of the business with pertinent data to assist in everyday financial decision making.

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.