

## BUSINESS

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### Program Outline

<b>Major:</b>	BUSN
<b>Length:</b>	2 Years
<b>Delivery:</b>	4 Semesters
<b>Credential:</b>	Ontario College Diploma
<b>Effective:</b>	2017-2018
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie), Winter (Barrie)

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#### Description

For students interested in managing people or processes, Georgian's two-year Business program provides a solid foundation in the basics of business. Studies in economics, accounting, marketing, and human resources lay the foundation for a good start. Individual courses provide the student with the fundamental knowledge and skills required to get to work. This program can launch a career or can be a spring-board into further studies.

#### 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:

- identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan;

- apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives;
- use current concepts/systems and technologies to support an organization's business initiatives;
- apply basic research skills to support business decision making;
- support the planning, implementation and monitoring of projects;
- perform work in compliance with relevant statutes, regulations and business practices;
- explain the role of the human resource function and its impact on an organization;
- use accounting and financial principles to support the operations of an organization;
- describe and apply marketing and sales concepts used to support the operations of an organization;
- outline principles of supply chain management and operations management;
- outline and assess the components of a business plan;
- develop strategies for ongoing personal and professional development to enhance work performance in the business field;
- employ environmentally sustainable practices within the business environment;
- apply basic entrepreneurial strategies to identify and respond to new opportunities.

### **The Program Progression:**

Fall Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4
Fall 2017	Winter 2018	Fall 2018	Winter 2019

Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4
Winter 2018	Summer 2018	Fall 2018	Winter 2019

### **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.georgiancollege.ca/admissions/credit-transfer/>

**Admission Requirements:**

OSSD or equivalent with

- Grade 12 English (C or U)
- any Grade 11\* or 12 Mathematics (C, M, or U)

\*Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: [www.georgiancollege.ca/admissions/policies-procedures/](http://www.georgiancollege.ca/admissions/policies-procedures/)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:  
[www.georgiancollege.ca/admissions/credit-transfer/](http://www.georgiancollege.ca/admissions/credit-transfer/)

**Graduation Requirements:**

- 17 Mandatory Courses
- 2 Communications Courses
- 2 Optional Courses
- 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 unless otherwise stated on the course outline.

**Mandatory Courses**

- ACCT1000 Financial Accounting Principles 1
- ACCT1003 Finance and Management Accounting
- BUSI1001 Introduction to Organizational Behaviour

BUSI2005 Customer Service  
COMP1003 Microcomputer Applications  
ECON1000 Microeconomics  
ECON2000 Macroeconomics  
ENTR2009 Entrepreneurship and Small Business  
FNCE2000 Business Finance  
HURM1000 Human Resources Management Foundations  
LAWS2000 Business Law  
MATH1002 Mathematics of Finance  
MGMT2000 Production and Operations Management  
MGMT2001 Principles of Management  
MGMT2012 Introduction to Project 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

To be selected from College list

#### General Education Courses

To be selected from College list

#### **Course Descriptions:**

ACCT1000 Financial Accounting Principles 1 42.0 Hours

In this course, students are provided with knowledge of basic accounting procedures and theory. Students are taught the steps of the accounting cycle that result in useful information for decision makers. Also included are adjusting entries, the preparation of financial statements, merchandising activities, and accounting information systems.

ACCT1003 Finance and Management Accounting 42.0 Hours

This course provides the non-financial manager with an understanding of the accounting and finance functions in an organization. The course will focus on how accounting information is used to measure performance, to control, to plan and to make managerial decisions impacting the long- and short-run profitability of the business.

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.

**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 millennium. Differentiated customer service can be the basis for building a sustainable competitive advantage. In this course, students examine 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.

**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.

**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 Management 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**

Students are introduced to the various philosophies, roles and functions of management. In addition, changes in business that have a direct effect on the role of management are discussed.

**MGMT2012 Introduction to Project Management 42.0 Hours**

This course provides students with an overview of project management and the essential tools needed to deliver successful projects on time and on budget. Students 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.

#### 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.*