Area of Interest: Business

Business Administration - Marketing

Ontario College Advanced Diploma Program Code: 0216D01FWO

3 Years

Ottawa Campus

Our Program

Specialize with a challenging and rewarding career in marketing.

Earn a flexible diploma that demonstrates you are skilled in all key business disciplines, with a specialization in marketing. Marketing is one of seven majors available to Business Administration students. This three-year Ontario College Advanced Diploma program starts with three core semesters, where you learn essential business skills to build a strong foundation before ultimately deciding on a major.

The Business Administration - Marketing program provides in-depth knowledge of a wide range of marketing skills in both business-to-business (B2B) and business-to-consumer (B2C) industries. Learn to make strategic decisions in traditional and digital business environments regarding: products, distribution, pricing, advertising and promotion, sales, web marketing and marketing research.

Apply acquired knowledge to several hands-on projects, such as the creation of an advertising and promotion plan supported by primary research. Launch a new product idea and develop a professional sales presentation. In your final year, you gain industry experience through three key projects including designing a website and preparing a marketing plan for an actual business client. Culminate your learning experience by organizing a professional industry networking event.

You have the opportunity to compete against top students in the province in the prestigious Ontario Colleges` Marketing Competition (OCMC) where you enhance both your analytical and professional presentation skills.

Our industry-expert faculty prepare you with the creative, analytical and decision making skills to pursue a rewarding career in marketing or sales.

Graduates may find employment in many sectors of the marketing profession, such as:

- marketing/digital marketing management
- sales professionals and sales management
- marketing communications management
- product and brand management
- marketing research

Graduates may also obtain a certificate from the Canadian Professional Sales Association (CPSA).

- Enjoy the challenge of combining creativity with analytical decision making.
- Are energetic, enthusiastic and thrive in a dynamic environment.
- Have a collaborative style and strong communication skills.

Employment

Graduates may find employment in one of the many sectors of the marketing profession: marketing management, sales and sales management, marketing communications, digital

marketing, product management, marketing research and business-to-business marketing.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Develop a marketing plan that will meet the needs or goals of a business or organization.
- Develop an integrated marketing communication plan for marketing of a product, concept, good, or service based on an identified market need or target.
- Determine strategies for the development of new and/or modified marketing concepts, products, goods, and/or services that respond to evolving market needs.
- Determine strategies for the efficient and effective placement/distribution of a product, good, and/or service that respond to an evolving market.
- Determine the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, return on investment (ROI), and business goals of an organization.
- Analyze the viability of a concept, product, good, and/or service in local, national or global markets.
- Conduct market research to provide information needed to make marketing decisions.
- Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.
- Plan, prepare and deliver an effective sales presentation or pitch to address the needs of the client.
- Develop strategies with clients, customers, consumers, co-workers, supervisors, and others to maintain and grow working relationships.
- Develop learning and development strategies to enhance professional growth in the field.
- Apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment, and self-employment initiatives.
- Apply and contribute to a framework of organizational policies and practices, when conducting business of the organization.
- Apply the principles of business ethics and corporate social responsibility to business decisions.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
BUS2301	Business Computer Applications	42.0
ECO2305	Microeconomics	42.0
ENL1813B	Communications I	42.0
LAW1702	Business Law	42.0
MGT2319	Skills for Academic and Business Success	42.0
QUA0002	Business Mathematics	42.0

Level: 02	Courses	Hours
ACC2310	Accounting Concepts I	42.0
BUS2303	Database and Advanced Excel Concepts	42.0
ECO2306	Macroeconomics	42.0
ENL1823B	Communications II	42.0
MGT2328	Introduction to Management Fundamentals	42.0
QUA0003	Quantitative Methods I	42.0
Level: 03	**Courses**	**Hours**
ACC2313	Accounting Concepts II	42.0
BAI2300	Global Business Environment	42.0
FIN2303	Introduction to Finance	42.0
MGT2320	Material and Operations Management	42.0
MGT2381	Human Resources Management	42.0
MKT2317	Marketing	42.0
Level: 04	**Courses**	**Hours**
ENL1829	The Art of Oratory	42.0
FIN2305	Finance for Non-Finance Professionals	42.0
MKT2307	Applied Marketing Research	56.0
MKT2323	Marketing Channels	56.0
MKT2324	Advertising and Promotion Management	56.0
QUA2343	Quantitative Methods II	42.0
Level: 05	**Courses**	**Hours**
MKT2314	Applied Web Marketing	56.0
MKT2320	Developing Winning New Products	56.0
MKT2322	Selling for Success	56.0
MKT2391	Integrated Marketing Communications	56.0
English General Education Elective: choose 1	**Courses**	**Hours**
ENL1725	Canadian Identity	42.0
ENL1726	Symbols, Text and Meaning	42.0
ENL1798	Contemporary Canadian Issues	42.0
ENL1825	Communication Dynamics	42.0
Level: 06	**Courses**	**Hours**

MKT2308	Developing and Managing Global Markets	56.0
MKT2382	Marketing Career Preparation	56.0
MKT2383	Sales Management	56.0
MKT2384	Marketing Plan for Today's Business	56.0
Choose one from equivalencies:	**Courses**	**Hours**
GED0216	General Education Elective	42.0

Fees for the 2024/2025 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at https://www.algonquincollege.com/fee-estimator .

Further information on fees can be found by visiting the Registrar`s Office website at https://www.algonquincollege.com/ro .

Fees are subject to change.

Additional program related expenses include:
Books and supplies cost approximately $1,100 per year and can be purchased at the campus store.

Admission Requirements for the 2025/2026 Academic Year

Program Eligibility

- Please apply to the Business Administration (Core) program - at OCAS under Program Code 0216X01FWO.

Admission Requirements for 2024/2025 Academic Year

Program Eligibility

- Please apply to the Business Administration (Core) program - at OCAS under Program Code 0216X01FWO.

Application Information

BUSINESS ADMINISTRATION - MARKETING
Program Code 0216D01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Applications are available online at https://www.ontariocolleges.ca/ .

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants applying from out-of-country can obtain the International Student Application Form at https://algonquincollege.force.com/myACint/ or by contacting the Registrar`s Office.

For further information on the admissions process, contact:

Registrar`s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: https://www.algonquincollege.com/ro

Additional Information

There are a number of agreements between the Algonquin College School of Business and universities across Canada and internationally which are intended to facilitate the pathway to degree completion. Many of these agreements are available to graduates of the Business Administration programs.

Contact Information

Program Coordinator(s)

- Nikita Wagh, mailto:waghn@algonquincollege.com , 613-727-4723, ext. 7168

Course Descriptions

ACC2310 Accounting Concepts I

Students are provided with the basics of financial accounting whether they are interested in becoming a practitioner or are looking to broaden their knowledge of how to properly interpret financial information. Emphasis is on what accounting information is, understanding the accounting cycle, recording transactions, and the preparation and analysis of financial statements.

Prerequisite(s): none
Corerequisite(s):none

ACC2313 Accounting Concepts II

Students are introduced to and explore the background, goals and methods of managerial accounting and its role in business planning, control and decision-making. Key workplace skills involve the ability to plan direct control and to evaluate and extrapolate key accounting data. Topics covered include product costing, cost behaviour, cost-volume-profit analysis, profit planning, differential analysis and budgeting. Curriculum is delivered in lecture and hands-on problem-solving formats.

Prerequisite(s): ACC2201 or ACC2310
Corerequisite(s):none

BAI2300 Global Business Environment

As the global economy continues to change rapidly, and as the number of international trade agreements grows, trade barriers come down and Canadian companies and entrepreneurs must have a clear understanding of the effects of globalization and ensuing opportunities. The forces defining the international economy are examined and the skills that global business professionals require in order to succeed today internationally are introduced. Students learn the major components of international trade of products and services, including marketing, market entry strategies, supply chain management, trade finance, legal aspects of international business and international management. The subject of foreign direct investment is also introduced.

Prerequisite(s): none
Corerequisite(s):none

BUS2301 Business Computer Applications

The knowledge gained in this course provides students with a solid foundation for future learning in

other studies, and in business. Students learn a variety of tasks in Windows file management. Students also learn tasks and produce assignments in Microsoft Office for PC. Web-based software running computer-based simulations and assessments are used to support and enrich the learning experience. It is strongly recommended that students use a PC. Mac students may be required to install and learn additional software to successfully complete the course.

Prerequisite(s): none
Corerequisite(s):none

BUS2303 Database and Advanced Excel Concepts

Databases and data analysis are pervasive in today's work environments. Students study advanced Excel topics, including pivot tables, filters, tables, what-if analysis tools, data validation and error checking and preparing Excel data for use in databases. Students also learn how to design and use a database using Microsoft Access, and import data from Excel. Emphasis is on extracting information from Access databases by creating and using queries. A combination of lectures, practical demonstrations, in-class and out of class assignments and review simulations contribute to the students' learning experience. Mac students, please note that Microsoft Access will not run on a Mac without additional software.

Prerequisite(s): DAT5758 or BUS2301
Corerequisite(s):none

ECO2305 Microeconomics

Knowledge of contemporary microeconomics issues is essential to understanding the world we live in. Students examine fundamental microeconomic principles with an emphasis on the use of economic models to analyze economic developments accurately and objectively. Students examine the role of prices and competitive markets in the allocation of resources, firm behaviour and market structures, as well as evaluate the effects of government intervention in the economic marketplace.

Prerequisite(s): none
Corerequisite(s):none

ECO2306 Macroeconomics

Knowledge of contemporary macroeconomic issues is essential to understanding the world we live in. Students investigate fundamental macroeconomics principles with an emphasis on the use of economic models to analyze economic developments accurately and objectively. Through a combination of instruction and practical application, students examine unemployment, inflation and economic growth, as well as evaluate government use of fiscal and monetary policy in dealing with these key macroeconomic issues. In addition, Canada's international economic relationships are explored. Individual assignments and formal examinations are used to assess student knowledge of key objectives.

Prerequisite(s): none
Corerequisite(s):none

ENL1725 Canadian Identity

Canadian identity is challenging to define, but depictions of our multicultural society are found and explored in our writing. This course explores the importance of writers' perceptions of Canada, how they promote their ideas through publishing, and how those published works have affected Canadian society in recent history. Students are introduced to a wide range of writing with the aim of exploring the theme of Canadian identity while enhancing students' awareness of the ethical considerations necessary for a just society.

Prerequisite(s): none
Corerequisite(s):none

ENL1726 Symbols, Text and Meaning

Symbols and text are used to express, evoke, and manipulate an entire range of human emotions

and reactions. In this interactive, discussion-based course, students will explore historical and contemporary approaches to using symbols, text, and language in conceptual and contemporary art, graphic design and advertising, poetry and lyrics, and in online technology. Through discussion, analysis, informal debate, and critical thinking, students will explore how symbols and text influence individuals, society and culture.

Prerequisite(s): none
Corerequisite(s):none

ENL1798 Contemporary Canadian Issues

A critical understanding of contemporary Canadian issues is vital to being an active member in our democratic society. Students explore a variety of topics and analyze their ethical implications and relevance to Canadian life. Discussions, debates and other collaborative activities offer opportunities to consider recent controversies from different perspectives, and use of a variety of media (e.g. newspapers, articles, and other resources online) allows for in-depth reflection on the history and current state of a range of social and political topics.

Prerequisite(s): none
Corerequisite(s):none

ENL1813B Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students develop stronger grammar and business-writing skills to become effective business communicators. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none
Corerequisite(s):none

ENL1823B Communications II

Students continue to expand their practical writing and speaking skills for successful communication in business. Using real-life scenarios and research skills, they produce informal reports and proposals, deliver presentations to a live audience supported by technology, and create a job-search package. Students create professional documents, such as information reports, progress reports, justification/recommendation reports, summary reports, and minutes of meetings to develop up-to-date writing skills. The job search package includes employment-readiness skills, resumes, persuasive cover letters, and interview techniques. In all written work, students continue to develop and enhance their grammar skills to meet professional, workplace standards.

Prerequisite(s): ENL1813B
Corerequisite(s):none

ENL1825 Communication Dynamics

Humans are dynamic, communicative, and socially interactive. Participants consider human behaviour and its influence on interpersonal or impersonal connections with others by exploring theories and ethical considerations of conformity, obedience and persuasion. Special attention is paid to individual inner experiences, thoughts, feelings, emotions and introspections. Role play learning and case studies allow participants to reflect and build upon their own observations and experiences.

Prerequisite(s): none
Corerequisite(s):none

ENL1829 The Art of Oratory

From ghost stories around the campfire to political speeches by world leaders, ethical oratory

plays a significant role in human interaction. Students examine the social significance of public speaking while developing a deeper understanding of the theory, science, elements of form, and persuasive devices underlying this art. Building on their own stories, students prepare, deliver, and critique group workshops, as well as design, deliver, and critique individual presentations.

Prerequisite(s): none
Corerequisite(s):none

FIN2303 Introduction to Finance

Building a solid understanding of personal finance is crucial for students who intend to choose the Finance major in the Business Administration (BUAD) program. Students acquire knowledge of the personal financial planning process, statements, taxation, banking, borrowing and investing through in class discussions and activities. Students solve time value of money (TVM) questions for saving, investing, financing and retirement funding using a calculator. These skills will be useful for everyday life situations involving money management and are the foundation for future courses in the finance major program.

Prerequisite(s): none
Corerequisite(s):none

FIN2305 Finance for Non-Finance Professionals

A solid understanding of basic business finance is an essential part of business administration, regardless of major. To achieve this, students are introduced to corporate finance and its relationship to the performance of a company. Building on time value of money (TVM) concepts and calculations from FIN2303, students calculate the weighted average cost of capital (WACC) with bond and equity financing, followed by an introduction to capital budgeting using a calculator. Students apply computation and analysis skills to solve business finance problems.

Prerequisite(s): FIN2303
Corerequisite(s):none

GED0216 General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s):none

LAW1702 Business Law

Students are prepared for a business environment increasingly affected by laws. They learn how laws must be understood and applied by management in the conduct of business. They also learn how to analyze a business situation from a general legal perspective. Emphasis is placed on methods of dispute resolution, contracts, torts, employment law, methods of carrying on business, creditors' rights, sale of goods and marketing law.

Prerequisite(s): none
Corerequisite(s):none

MGT2319 Skills for Academic and Business Success

Business and higher education have evolved and so have the skills necessary to succeed in these new and dynamic environments. Students explore the strategies, tools, and theories needed to thrive throughout their college career and chosen professions. Reflections, workshops, mini-lectures, and learning activities support the holistic development of each student. A focus is placed on establishing effective habits as a team member and developing self-awareness.

Prerequisite(s): none
Corerequisite(s):none

MGT2320 Material and Operations Management

Operations managers make tactical decisions in support of carrying out the vision and strategies for businesses in the supply chain and/or in service production. Students are introduced to the responsibilities and current tools of operations and supply chain managers in manufacturing and non-manufacturing organizations. Topics include quality management, layout management, location, inventory management, MRP and ERP, and JIT/Lean.

Prerequisite(s): none
Corerequisite(s):none

MGT2328 Introduction to Management Fundamentals

Today's business owners and managers must not only recognize but excel in achieving organizational objectives for long term business success. This course examines the fundamental people and business management functions within a small to medium-sized enterprise, including best-practices related to recruitment, selection, onboarding, compensation, performance development, performance management, and leading a diverse workforce. Students will review the underlying management functions that support effective business operations within the framework of federal and provincial employment law. Learning is applied through the completion of a simulation, case studies, and a major project where students examine various organizational strategies leading to effective decision making and achievement of business objectives. Upon successful completion of this course, students will understand how to create a work culture that supports innovation and change.

Prerequisite(s): none
Corerequisite(s):none

MGT2381 Human Resources Management

Human capital is a critical organizational resource contributing to the organizational strategy and operational success through progressive human resources management. Students are introduced to human resources management areas of practice including the role of human resources management within the organizational strategic context, human resources planning, employee recruitment and selection, training and development, compensation and benefits, and employee and labour relations. Furthermore, students are introduced to occupational health and safety, international human resources management, organizational behaviour, and relevant legislation.

Prerequisite(s): none
Corerequisite(s):none

MKT2307 Applied Marketing Research

Students apply the theory of sound marketing research to understand its importance in the managerial decision-making process in today's competitive marketplace. Current techniques are applied to collect and analyze data relating to specific business marketing challenges. Students develop and execute a full research study for industry. This study involves specific delineation of problems, design of a research proposal, along with collection of in-depth secondary and primary data. Teams create and implement a quantitative research effort using a survey they design. Teams complete the term by interpreting their study's findings and presenting the results for management action.

Prerequisite(s): MKT2317 and QUA0003
Corerequisite(s):none

MKT2308 Developing and Managing Global Markets

Students learn how to implement and coordinate international marketing activities and develop an international marketing plan. Major topics studied are assessment of environmental factors and their impact, researching foreign markets, identifying and developing global products, establishing and operating marketing channels for overseas distribution, establishing profitable international pricing, establishing effective marketing communications, and providing for international financing

and risk management.

Prerequisite(s): BAI2300 and MKT2323
Corerequisite(s):none

MKT2314 Applied Web Marketing

Students develop an understanding of digital trends using a broad range of marketing tools. Focus is on building credibility and visibility, spreading messages and forming a strong online brand. Students gain an understanding of the following digital marketing strategies such as: website development, social media, search engine marketing, online content tools, and others. Exposure is also given to a variety of online marketing training and certification opportunities. Students have the opportunity to apply various digital marketing strategies by building a web marketing presence for an industry client.

Prerequisite(s): MKT2323 and MKT2324
Corerequisite(s):none

MKT2317 Marketing

Students are provided an overview of the marketing functions used in an organization, which serves to support them in their chosen business career. Students learn the strategic market planning process in both the business-to-consumer and business-to-business market areas. Elements of their learning include environmental scanning, the ability to identify and segment markets, understanding buyer behaviours and the importance of marketing research. This results in the understanding of a coordinated marketing program (product, price, promotion and distribution channels). The relationship marketing has with other business functions and environments in which organizations' marketing professionals operate is also examined. These concepts are viewed within the context of traditional and e-business consumer and business markets.

Prerequisite(s): none
Corerequisite(s):none

MKT2320 Developing Winning New Products

Students develop, introduce and manage the launch of a new consumer product. Students work through the new product development (NPD) process, including idea generation and selection, concept development and testing, marketing strategy, business analysis, product development and market launch with their own new product idea. Students acquire the knowledge and tools to develop appropriate pricing strategies for their new product, taking into consideration customer price perception and price sensitivity factors, competitive pricing strategies and their own costs, while respecting their intended market positioning and target market. Students present their new product to "sell" its business value.

Prerequisite(s): MKT2307 and MKT2324
Corerequisite(s):none

MKT2322 Selling for Success

Students develop the selling skills they require during a business career. Major topics studied include the importance of the selling function to all types of organizations, ethical issues in selling and steps in the selling process. Students become familiar with the Canadian Competition Act, and the laws protecting consumers. Students also learn how to develop enduring customer relationships and the important role of customer service in relationship building. Focus is on the student preparing and delivering a sales presentation and written proposal.

Prerequisite(s): MKT2317
Corerequisite(s):none

MKT2323 Marketing Channels

Students gain an understanding of how businesses leverage distribution channels within their marketing mix, both strategically and tactically. In addition to traditional distribution channels,

electronic channels, retail selling and the latest innovations in retail are explored in detail. Integration of distribution strategies with other marketing mix strategies is studied. Students apply this knowledge to specific situations in order to develop effective distribution channel strategies, solve distribution channel problems and make recommendations to improve distribution channel efficiencies. Students also use the knowledge they have acquired to work on a debate team and argue one side of a controversial distribution channel topic.

Prerequisite(s): MKT2317
Corerequisite(s):none

MKT2324 Advertising and Promotion Management

Students are provided with an in-depth look at the marketing communications mix elements. The role of advertising and promotion and how they are related to the overall marketing plan are examined in depth. Through practical applications students learn to develop the skills needed to plan and manage a comprehensive Integrated Marketing Communications (IMC) plan, which includes consumer segmentation, development of appropriate objectives, positioning and competitive creative strategies. Students are introduced to current design software and gain experience creating ad layouts.

Prerequisite(s): MKT2317 or MKT2205
Corerequisite(s):none

MKT2382 Marketing Career Preparation

Graduating students are prepared for their professional career. Students develop an online integrated portfolio demonstrating their skills and knowledge to help them secure a marketing position commensurate with personal objectives and abilities. Focus is on expanding the students' leadership abilities, as well as their communication, interpersonal and organizational-management skills. Students apply their knowledge and practise their various business skills on an individual and group basis. Activities are application-oriented including videos, guest speaker discussions, presentations, mock interviews and industry research. Students interact with industry representatives in preparation for a professional business networking event, fully organized by the students. This event allows them to gain a competitive edge as they transition to launch their professional marketing career.

Prerequisite(s): MKT2307 and MKT2322 and MKT2391
Corerequisite(s):none

MKT2383 Sales Management

Students develop insight and knowledge pertaining to the key issues involved in the field of sales management. Emphasis is placed on the four key functional areas (Planning, Developing, Directing and Evaluating) within the sales management discipline and the associated skills the manager requires to achieve profitability through the efforts of their sales force. Students apply their knowledge and practise their sales management skills on an individual and group basis. They are required to participate in a major group project focused on assessing the effectiveness of a sales manager within a sales and marketing organization of a chosen company.

Prerequisite(s): MKT2322
Corerequisite(s):none

MKT2384 Marketing Plan for Today's Business

Students develop an industry-caliber marketing plan and presentation. Students also build upon previously learned marketing concepts, and brings them together in the development of integrated and comprehensive marketing action programs touching on each area of the marketing mix. In teams, the students are required to complete research and analysis of the market, the competition and the marketing environment in order to leverage the marketing mix to build a strong brand platform and competitive advantage.

Prerequisite(s): MKT2314 and MKT2320 and MKT2322 and MKT2391
Corerequisite(s):none

MKT2391 Integrated Marketing Communications

Students gain further insight into current trends and developments in digital communications and public relations. Special emphasis is placed on applying Integrated Marketing Communications (IMC) strategies to a business to business environment including; event marketing and sponsorship, tradeshow and exhibit marketing. Students advance their decision-making skills through case analysis based on an industry client situation. The major team project involves the development of a detailed Media Plan, an extension of the New Product Development project in MKT2320. Students acquire practical skills in media planning including; media objectives, media vehicle selection and scheduling within a designated budget.

Prerequisite(s): MKT2324
Corerequisite(s):none

QUA0002 Business Mathematics

Students review basic arithmetic and algebra, as well as mathematic tools and concepts required for solving problems found in a business environment. Problem-solving areas include cost-volume-profit analysis, linear functions and systems of equations, index numbers, markup and markdowns, terms of invoicing and business finance.

Prerequisite(s): none
Corerequisite(s):none

QUA0003 Quantitative Methods I

Mathematical methods are used in fields such as finance, marketing, accounting and operations management in order to help make reasonable business decisions. Students are introduced to basic statistical measures of central tendencies and dispersions. Students use basic probability and different probability distribution to problem-solve. Decision theory is used to solve problems in situations of certainty and uncertainty. Students study the components of time series and make forecasts. Students apply course content within Excel functions.

Prerequisite(s): QUA0002
Corerequisite(s):none

QUA2343 Quantitative Methods II

Students are introduced to the normal probability distribution and its application. They use sampling distribution techniques to become familiar with quantitative tools for management, such as interval estimation and hypothesis testing for one and two populations. Students also learn to use forecasting tools, such as simple regression and correlation analysis, to form the basis of predicting future values.

Prerequisite(s): QUA0003 or QUA2313
Corerequisite(s):none