

Area of Interest: Business

## Business Administration - General Business (Co-op and Non Co-op Version)

Ontario College Advanced Diploma  
3 Years  
Ottawa Campus

Program Code: 0216E01FWO

### Our Program

#### Explore a challenging and rewarding career in business.

Earn a flexible diploma that shows you are skilled in all of the key business disciplines. General Business is one of the seven majors that Business Administration students can select in the second half of the three-year program. Develop a skillset with learning from areas of business that include accounting, finance, human resources, international business, marketing and supply chain and operations management.

Upon graduation, you earn a comprehensive diploma that shows employers you are skilled in all key areas of business. Upon graduation, you may pursue a variety of careers in diverse fields and industries.

Students also have the option to gain real-world experience through a paid co-operative education (co-op) work term (see Additional Information for more details). Please note that places in the co-op work term are subject to availability and academic eligibility. Please note admission to the co-op program does not guarantee a co-op placement.

Upon completion of your diploma and with a minimum GPA of 2.9, (as calculated by the receiving institution), you can apply to Nipissing University and with as little as 12 months of additional study at the Woodroffe campus, complete a three-year Bachelor of Commerce degree.

### SUCCESS FACTORS

This major is well-suited for students who:

- Have good organizational and leadership abilities.
- Are inquisitive, well-organized and have an analytical nature.
- Enjoy working in a dynamically driven environment.

### Employment

The General Business major provides students with the breadth and depth of business knowledge and skills necessary to function effectively in a wide range of business positions at an entry level. The course choices can also be used for a future role in general management.

### Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Evaluate 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.
- Assess and use current concepts/systems and technologies to support an organization's business initiatives.

- Conduct and present research to support business decision making.
- Plan, implement and evaluate projects by applying project management principles.
- Perform work in compliance with relevant statutes, regulations and business practices.
- Apply human resource practices to support management objectives and the organization's goals.
- Use accounting and financial principles to support the management and operations of an organization.
- Assess marketing and sales concepts and strategies and apply them to the needs of an organization.
- Outline principles of supply chain management and operations management and assess their impact on the operations of an organization.
- Participate in the development of a business plan.
- Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
- Outline strategies used to manage risks in an organization's business activities.
- 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
<b>Level: 04</b>	<b>Courses</b>	<b>Hours</b>
ENL1829	The Art of Oratory	42.0
FIN2305	Finance for Non-Finance Professionals	42.0
MGT2357	Project Management	56.0
MKT0019	Marketing Research	42.0
MKT2322	Selling for Success	56.0
QUA2343	Quantitative Methods II	42.0
<b>Co-op: 01</b>	<b>Courses</b>	<b>Hours</b>
WKT2304	BUAD General Co-op Work Term I	
<b>Level: 05</b>	<b>Courses</b>	<b>Hours</b>
BAI2312	International Culture	56.0
BUS2305	Spreadsheet Applications	56.0
MGT2315	Scheduling and Planning of Resources	56.0
MGT2356	People and Organizations	56.0
<b>English General Education Elective: choose 1</b>	<b>Courses</b>	<b>Hours</b>
ENL1725	Canadian Identity	42.0
ENL1726	Symbols, Text and Meaning	42.0
ENL1798	Contemporary Canadian Issues	42.0
ENL1825	Communication Dynamics	42.0
<b>Co-op: 02</b>	<b>Courses</b>	<b>Hours</b>
WKT2305	BUAD General Co-op Work Term II	
<b>Level: 06</b>	<b>Courses</b>	<b>Hours</b>
MGT2309	Lean Six Sigma	56.0
MGT2313	Business Planning	56.0
MGT2355	Leadership	56.0
MGT2359	Laws of the Workplace	56.0
<b>Choose one from equivalencies:</b>	<b>Courses</b>	<b>Hours</b>
GED0216	General Education Elective	42.0

Approved Other Electives	Courses	Hours
MGT1000	Approved Course - Other Program Or Major	56.0
MGT1001	Approved Course - Other Program Or Major	56.0

## Fees for the 2023/2024 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 \$1,200 per year and can be purchased from the campus store.
- For more information visit <https://www.algonquincollege.com/coursematerials> .

## Admission Requirements for the 2024/2025 Academic Year

### Program Eligibility

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

## Admission Requirements for 2023/2024 Academic Year

### Program Eligibility

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

## Application Information

### **BUSINESS ADMINISTRATION - GENERAL BUSINESS (CO-OP AND NON CO-OP VERSION)** **Program Code 0216E01FWO**

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

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at <http://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 please visit this link for application process information:  
<https://algonquincollege.force.com/myACint/> .

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

### CO-OP INFORMATION:

All applicants apply directly to the non-co-op version of this program through <http://www.ontariocolleges.ca/> or our International Application Portal. Students may elect to participate in the co-op version, two terms prior to the first co-op work term, subject to availability and academic eligibility.

Co-operative education (Co-op) allows students to integrate their classroom learning with a real-world experience through paid work terms. Two academic terms prior to the cooperative education work term, students are required to actively participate in and successfully complete the self-directed co-op course, readiness activities and workshops.

Students must actively conduct a guided, self-directed job search and are responsible for securing approved program-related paid co-op employment. Students compete for co-op positions alongside students from Algonquin College and other Canadian and international colleges and universities. Algonquin College's Co-op Department provides assistance in developing co-op job opportunities and guides the overall process, but does not guarantee that a student will obtain employment in a co-op work term. Co-op students may be required to relocate to take part in the co-op employment opportunities available in their industry and must cover all associated expenses; e.g., travel, work permits, visa applications, accommodation and all other incurred expenses.

Co-op work terms are typically 14 weeks in duration and are completed during a term when students are not taking courses. For more information on your program's co-op level(s), visit the courses tab on your program's webpage.

International students enrolled in a co-op program are required by Immigration, Refugees and Citizenship Canada (IRCC) to have a valid Co-op/Internship Work Permit prior to commencing their work term. Without this document International students are not legally eligible to engage in work in Canada that is part of an academic program. The Co-op/Internship Work Permit does not authorize international students to work outside the requirements of their academic program.

For more information on co-op programs, the co-op work/study schedule, as well as general and program-specific co-op eligibility criteria, please visit <https://www.algonquincollege.com/coop>.

This program is also offered on a part-time basis.

## Contact Information

### Program Coordinator(s)

- Sean Wong, <mailto:wongs@algonquincollege.com>, 613-727-4723, ext. 6502

## 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. Students who are taking this course as part of the Business Administration Ontario College Advanced Diploma program need a minimum grade of C in this course in order to choose Accounting as a major.

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

**BAI2312 International Culture**

Students become familiar with and understand the importance of culture and how it can positively influence the conduct of international business. Students take an in-depth look at the concept of culture, what generalizations hold true for all cultures and the implications of those generalizations for international business. The focus is on cross-cultural communication and customer relations, presentations and other skills.

Prerequisite(s): BAI2300  
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



**BUS2305 Spreadsheet Applications**

The ability to function skillfully in a spreadsheet is critical in any business profession. Students engage in both theoretical and applied activities to gain a practical understanding of some of the advanced features in Microsoft Excel, such as financial and logical functions, look-up and pivot tables, charts and decision-making analysis. Students develop spreadsheets for their intended audience and purpose.

Prerequisite(s): ACC2313 and 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

### **MGT1000 Approved Course - Other Program Or Major**

With prior approval by the department responsible for the major area of study, a student may elect to take up to two courses from other programs or majors in the school or College. Such courses must not be selected from the student's area or areas of specialization.

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

### **MGT1001 Approved Course - Other Program Or Major**

With prior approval from the department responsible for the major area of study, a student may elect to take up to two courses from other programs or majors in the school or College. Such courses must not be selected from the student's area or areas of specialization.

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

### **MGT2309 Lean Six Sigma**

All organizations have "waste" throughout their organization. Lean methodologies show you how

recognize this waste, whereas Six Sigma is a process quality-control and improvement methodology that offers businesses a competitive advantage by improving processes, product and service quality. Students use tools such as 5S and Value Stream Mapping to document waste. Moreover, students gain an understanding of Six Sigma DMAIC methodology, design and implementation. Through lectures, assignments, simulations and group activities, students examine the successful implementation and sustainability for an organization.

Prerequisite(s): MGT2320 and QUA2343  
Corerequisite(s):none

### **MGT2313 Business Planning**

Students integrate and apply business principles and functions through the development of a business plan. With the practical application of working in teams, students develop tangible skills for the workplace.

Prerequisite(s): ACC2310 and FIN2305 and MGT2381 and MKT2317 or FIN2230 and MGT2381 and MKT2317  
Corerequisite(s):none

### **MGT2315 Scheduling and Planning of Resources**

The scheduling and planning of resources and materials is at the heart of an overall MRP or ERP system. This knowledge is required for one to work effectively in today's manufacturing environment. Students review two main focuses on the process of developing and using a production plan, a master production schedule, and the planning processes used in today's manufacturing environment. Through lectures, readings and hands-on learning students examine demand management, Sales and Operations (SOP) planning and master production schedule. Moreover, students will use demand metrics to create aggregate plans, master production schedules and Materials Resource Plans (MRP) for components.

Prerequisite(s): MGT2320  
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**

Management principles, including planning, leading, organizing, and controlling in today's organization within the context of ethics, corporate social responsibility and sustainability are explored. The role of the manager and the skills and techniques required to achieve organizational outcomes through the management of people, money and time are also examined.

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

**MGT2355 Leadership**

Leadership is explored through theory, application, and skills development. Students develop skills that assist in their team and leadership roles. In particular, students develop communication, conflict management, change management, and crisis leadership skills. Further, students gain an appreciation that leaders also need to practice leadership through employee centered and measurable outcomes lenses.

Prerequisite(s): MGT2328  
Corerequisite(s):none

**MGT2356 People and Organizations**

The nature of human dynamics in the workplace is explored from the perspective of the business professional. Students explore individual behaviour and emotion at work, communication, creativity, conflict management and team dynamics.

Prerequisite(s): MGT2381  
Corerequisite(s):none

**MGT2357 Project Management**

Managing projects is an essential component in today's business environment, and mastering the concepts, tools and techniques can help manage projects more efficiently. Students focus on the fundamental principles of project management: such as how to initiate, plan and execute a project that meets objectives and satisfies stakeholders' expectations. Through assignments and team-work, students learn concepts like assessing risk, using budgets, controlling resources and project termination.

Prerequisite(s): BUS2303  
Corerequisite(s):none

**MGT2359 Laws of the Workplace**

Human resources management is increasingly impacted by legislation. Students gain appreciation for how laws are understood and applied to the workplace, by both employers and employees, to ensure a legal and ethical workplace. Emphasis is placed on the legal issues that arise with respect to employee recruitment and selection, compensation, training, performance evaluation and termination. Other important topics reviewed include privacy issues in the workplace, human rights, health and safety, the unionized workplace, legal risk management in the workplace, employment equity, and employment contracts.

Prerequisite(s): LAW1702 and MGT2381  
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

**MKT0019 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. They apply current techniques to collect, record and analyze data relating to relevant business marketing challenges. Students work individually and in teams to develop and execute a research study for a product, service or an industry client. This study involves a hands-on approach to specific delineation of problems, design of a research proposal along with collection of secondary and primary data. Various research techniques are used to develop and interpret the research results. Students present their study's findings and the results for management action.

Prerequisite(s): MKT0018 or MKT2317  
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

### **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

### **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

**WKT2304 BUAD General Co-op Work Term I**

Coop provides an experiential opportunity which is directly related to the field of study. The first work term centres on attaining entry-level positions that immerse students in a variety of business activities allowing them to apply learned concepts and principles. Students returning from the first coop work term contribute new ideas to their program of study. Employment is available in public sector and private sector organizations in Eastern Ontario.

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

**WKT2305 BUAD General Co-op Work Term II**

The second coop work term centres on the opportunity to develop and implement improved tools and techniques within a variety of business functions. Students completing coop have the ability to integrate their theoretical knowledge and work experience towards career opportunities. Employment is available in public sector and private sector organizations in Eastern Ontario.

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