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. The Business Administration - General Business Ontario College Advanced Diploma program gives you the opportunity to customize your education in business. 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 skill set 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. Based on the course selections you made, pursue a variety of careers in diverse fields and industries.

Upon completion of six semesters and with a minimum GPA of 2.9, you can apply to Nipissing University and with as little as 12 months of additional study at the Woodroffe campus, complete a 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

<table>
<thead>
<tr>
<th>Level: 01</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BUS2301  Business Computer Applications</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>ECO2305  Microeconomics</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>ENL1813B Communications I</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>LAW1702  Business Law</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>MGT2318  Skills for Academic and Business Success</td>
<td>28.0</td>
</tr>
<tr>
<td></td>
<td>QUA0002  Business Mathematics</td>
<td>42.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level: 02</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ACC2310  Accounting Concepts I</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>BUS2303  Project and Database Management</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>ECO2306  Macroeconomics</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>ENL1823B Communications II</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>MGT2328  Introduction to Management Fundamentals</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>QUA0003  Quantitative Methods I</td>
<td>42.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level: 03</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ACC2313  Accounting Concepts II</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>BAI2300  Global Business Environment</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>FIN2303  Introduction to Finance</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>MGT2320  Material and Operations Management</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>MGT2381  Human Resources Management</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>MKT2317  Marketing</td>
<td>42.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level: 04</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ENL1829  The Art of Oratory</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>FIN2305  Finance for Non-Finance Professionals</td>
<td>42.0</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Hours</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>QUA2343</td>
<td>Quantitative Methods II</td>
<td>42.0</td>
</tr>
<tr>
<td>BUS2305</td>
<td>Spreadsheet Applications</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2356</td>
<td>People and Organizations</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2357</td>
<td>Project Management</td>
<td>56.0</td>
</tr>
<tr>
<td>ENL1725</td>
<td>Canadian Identity</td>
<td>42.0</td>
</tr>
<tr>
<td>ENL1726</td>
<td>Symbols, Text and Meaning</td>
<td>42.0</td>
</tr>
<tr>
<td>ENL1798</td>
<td>Contemporary Canadian Issues</td>
<td>42.0</td>
</tr>
<tr>
<td>ENL1825</td>
<td>Communication Dynamics</td>
<td>42.0</td>
</tr>
<tr>
<td>MGT2313</td>
<td>Business Planning</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2355</td>
<td>Leadership</td>
<td>56.0</td>
</tr>
<tr>
<td>GED0216</td>
<td>General Education Elective</td>
<td>42.0</td>
</tr>
<tr>
<td>ACC2341</td>
<td>Financial Accounting</td>
<td>84.0</td>
</tr>
<tr>
<td>ACC2344</td>
<td>Taxation I</td>
<td>56.0</td>
</tr>
<tr>
<td>ACC2353</td>
<td>Intermediate Financial Accounting I</td>
<td>84.0</td>
</tr>
<tr>
<td>ACC2354</td>
<td>Managerial Accounting I</td>
<td>56.0</td>
</tr>
<tr>
<td>ACC2355</td>
<td>Managerial Accounting II</td>
<td>56.0</td>
</tr>
<tr>
<td>ACC2363</td>
<td>Intermediate Financial Accounting II</td>
<td>84.0</td>
</tr>
<tr>
<td>ACC2367</td>
<td>Business Strategies</td>
<td>56.0</td>
</tr>
<tr>
<td>ACC2385</td>
<td>Microcomputer Applications in Accounting</td>
<td>56.0</td>
</tr>
<tr>
<td>FIN2306</td>
<td>Retirement Planning</td>
<td>56.0</td>
</tr>
<tr>
<td>FIN2307</td>
<td>Risk and Estate Planning</td>
<td>56.0</td>
</tr>
<tr>
<td>FIN2308</td>
<td>Investment Planning</td>
<td>56.0</td>
</tr>
<tr>
<td>FIN2309</td>
<td>Income Tax Planning</td>
<td>56.0</td>
</tr>
<tr>
<td>FIN2321</td>
<td>Client Relations</td>
<td>56.0</td>
</tr>
<tr>
<td>FIN2330</td>
<td>Introduction to the Canadian Financial System</td>
<td>56.0</td>
</tr>
<tr>
<td>FIN2334</td>
<td>Canadian Securities Course Part I</td>
<td>56.0</td>
</tr>
<tr>
<td>FIN2335</td>
<td>Corporate Finance</td>
<td>56.0</td>
</tr>
<tr>
<td>FIN2355</td>
<td>Marketing Financial Products and Services</td>
<td>56.0</td>
</tr>
<tr>
<td>FIN2356</td>
<td>Canadian Securities Course Part II</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2359</td>
<td>Laws of the Workplace</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2380</td>
<td>Labour Relations</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2384</td>
<td>Training and Development</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2388</td>
<td>Compensation Management</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2391</td>
<td>Human Resources Planning</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2393</td>
<td>Recruitment and Selection</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2394</td>
<td>Human Resources Research and Information Systems</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2396</td>
<td>Occupational Health and Safety</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2398</td>
<td>Human Resources Professional Career Preparation</td>
<td>30.0</td>
</tr>
<tr>
<td>MGT2399</td>
<td>Employee Relations</td>
<td>30.0</td>
</tr>
<tr>
<td>BAI2310</td>
<td>International Sales and Marketing</td>
<td>56.0</td>
</tr>
<tr>
<td>BAI2311</td>
<td>International Market Entry Strategies</td>
<td>56.0</td>
</tr>
<tr>
<td>BAI2312</td>
<td>International Culture</td>
<td>56.0</td>
</tr>
</tbody>
</table>
### Business Administration - General

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAI2315</td>
<td>Global Value Chain</td>
<td>56.0</td>
</tr>
<tr>
<td>BAI2318</td>
<td>International Economics and Global Issues</td>
<td>56.0</td>
</tr>
<tr>
<td>BAI2319</td>
<td>International Trade Finance</td>
<td>56.0</td>
</tr>
<tr>
<td>BAI2320</td>
<td>E-Business Applications</td>
<td>56.0</td>
</tr>
<tr>
<td>BAI2321</td>
<td>Development of Products and Services for a Global Market</td>
<td>56.0</td>
</tr>
<tr>
<td>BAI2324</td>
<td>Feasibility of International Operations</td>
<td>56.0</td>
</tr>
<tr>
<td>BAI2326</td>
<td>Mastering International Trade: Using Successful Strategies and Tactics</td>
<td>56.0</td>
</tr>
</tbody>
</table>

### Marketing Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT2307</td>
<td>Applied Marketing Research</td>
<td>56.0</td>
</tr>
<tr>
<td>MKT2308</td>
<td>Developing and Managing Global Markets</td>
<td>56.0</td>
</tr>
<tr>
<td>MKT2314</td>
<td>Applied Web Marketing</td>
<td>56.0</td>
</tr>
<tr>
<td>MKT2320</td>
<td>Developing Winning New Products</td>
<td>56.0</td>
</tr>
<tr>
<td>MKT2322</td>
<td>Selling for Success</td>
<td>56.0</td>
</tr>
<tr>
<td>MKT2323</td>
<td>Marketing Channels</td>
<td>56.0</td>
</tr>
<tr>
<td>MKT2324</td>
<td>Advertising and Promotion Management</td>
<td>56.0</td>
</tr>
<tr>
<td>MKT2382</td>
<td>Marketing Career Preparation</td>
<td>56.0</td>
</tr>
<tr>
<td>MKT2383</td>
<td>Sales Management</td>
<td>56.0</td>
</tr>
<tr>
<td>MKT2384</td>
<td>Marketing Plan for Today's Business</td>
<td>56.0</td>
</tr>
<tr>
<td>MKT2391</td>
<td>Integrated Marketing Communications</td>
<td>56.0</td>
</tr>
</tbody>
</table>

### Operations Management Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT2308</td>
<td>Manufacturing Simulation (SAP)</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2309</td>
<td>Lean Six Sigma</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2314</td>
<td>Supply Chain Management Essentials</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2315</td>
<td>Scheduling &amp; Planning of Resources</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2316</td>
<td>Resource Management Strategy</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2317</td>
<td>Corporate Social Responsibility &amp; Change Management</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2367</td>
<td>Logistics Using SAP</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2372</td>
<td>B2B Purchasing Management</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2377</td>
<td>E-Business Strategy and Technology Decision-Making</td>
<td>56.0</td>
</tr>
<tr>
<td>MGT2378</td>
<td>Public Sector Procurement Contracting</td>
<td>56.0</td>
</tr>
</tbody>
</table>

---

### Fees for the 2019/2020 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](https://www.algonquincollege.com/fee-estimator).

Further information on fees can be found by visiting the Registrar’s Office site at [https://www.algonquincollege.com/ro](https://www.algonquincollege.com/ro).

Fees are subject to change.

Additional program related expenses include:

Books and supplies cost approximately $1,200 per year. Supplies can be purchased at the campus store. See [https://www.algonquincollege.com/coursematerials/](https://www.algonquincollege.com/coursematerials/) for more information about books.

### Admission Requirements for the 2020/2021 Academic Year

**Program Eligibility**

- Please apply to the Business Administration (Core) program - at OCAS under Program Code 0216X01FWO.
Admission Requirements for 2019/2020 Academic Year

Program Eligibility

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

Application Information

BUSINESS ADMINISTRATION - GENERAL BUSINESS
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
Email: mailto:AskUs@algonquincollege.com

Additional Information

Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit: https://www7.algonquincollege.com/byod/.

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

For more information regarding this program please visit our website at https://www.algonquin-college.com/acad_menus/current/0216E1FWO.html.

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 or ACC5151A
Corequisite(s): none

ACC2341 Financial Accounting

Students are provided with a solid foundation to prepare for a career in accounting. Students enhance their knowledge of accounting and presentation of selected balance sheet accounts. Students also learn about internal controls, how to prepare transactions for partnerships and corporations, as well as prepare a statement of cash flows. Curriculum is delivered through lecture and problem-solving activities.

Prerequisite(s): ACC2201 or ACC2310 or ACC2313 and ACC5151A
Corequisite(s): none

ACC2344 Taxation I

Accurate completion of personal tax returns using current tax software is an essential employment related skill. Using a variety of methods including tax cases, lectures and internet research, students prepare a comprehensive personal Canadian tax return using a professional tax software program. Basic principles of tax planning and compliance with relevant tax legislation and regulations are stressed. It is strongly recommended that students use a Windows-based laptop (not a Mac).

Prerequisite(s): ACC2202 or ACC5151B or ACC2313
Corequisite(s): none

ACC2353 Intermediate Financial Accounting I

To succeed as an accounting professional, students need an advanced level of financial statement knowledge. The first of two intermediate accounting courses, this course will provide the level of knowledge needed by focusing on the asset side of the balance sheet. Topics include accounting principles, financial statements, current assets, capital assets, intangibles, revenue, and expense recognition and investments.

Prerequisite(s): ACC2312 or ACC2202 or ACC5151B or ACC2341
Corequisite(s): none

ACC2354 Managerial Accounting I

This is the first of two managerial accounting courses. The course provides students with key workplace skills by exploring the background, goals and methods of managerial accounting. Specific topic areas include product costing, manufacturing statements, job order costing and activity-based costing. Decision-making tools, including cost-volume-profit analysis and contribution analysis, are extensively used. The current business focus on quality and business ethics is related to most topic areas. The curriculum is delivered in lecture, case, and problem-solving format.

Prerequisite(s): ACC2311 or ACC2202 or ACC5151B
Corequisite(s): none

ACC2355 Managerial Accounting II

This is the second of two managerial accounting courses. The course provides students with key workplace skills by exploring the background, goals and methods of managerial accounting. Specific topic areas include product costing, manufacturing statements, job order costing and
activity-based costing. Decision-making tools, including cost-volume-profit analysis and contribution analysis, are extensively used. The current business focus on quality and business ethics is related to most topic areas. The curriculum is delivered in lecture, case and problem-solving format.

Prerequisite(s): ACC2343 and ACC2354 or ACC2233
Corerequisite(s): none

**ACC2363 Intermediate Financial Accounting II**

Students complete their coverage of intermediate financial accounting by focusing on liabilities and equities, such as short- and long-term liabilities, income taxes, shareholders’ equity, dilutive securities, leases, earnings per share, statement of cash flows, and financial statement disclosures. Particular attention is focused on the presentation under IFRS and ASPE. Students demonstrate their professional competencies through in-class discussion, completion of assigned exercises and in-depth assignments.

Prerequisite(s): ACC2353 or ACC5152 or ACC2205
Corerequisite(s): none

**ACC2367 Business Strategies**

The development of critical-thinking skills is essential for students looking for a career beyond the bookkeeping level. Students learn important principles and concepts that are essential for the formulation, evaluation, and implementation of business strategy and policy. Students are provided an awareness of company goals and analysis of the competitive environment. Curriculum is delivered via lectures, case and group work.

Prerequisite(s): ACC2312 and ACC2354 or ACC2341 and ACC2354 or ACC2202 and ACC2233 or ACC5151B and ACC5168
Corerequisite(s): none

**ACC2385 Microcomputer Applications in Accounting**

It is a workplace expectation that students are comfortable using accounting software on a day-to-day basis. Students gain practical experience using computerized accounting software to record transactions and prepare financial statements. Curriculum is delivered in lecture format and by hands-on completion of cases using accounting software. A Windows-based laptop (not a Mac) is strongly recommended.

Prerequisite(s): ACC2313 or ACC2201 or ACC5151A or ACC1100 and ACC1211
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

**BAI2310 International Sales and Marketing**

Marketing is key in ensuring an organization’s product or service is seen to fit the needs and interests of an international target market. While marketing can create the demand, an effective sales strategy is essential to profit from this demand. Students explore considerations an organization must make when promoting and selling products and or services beyond its domestic
BAI2311 International Market Entry Strategies

International market entry strategies examine what individuals in organizations need to know and do to ensure the success of new international ventures. International trade practitioners must research market entry options, analyze these options, and then select the most effective entry strategies and strategic partnerships for their needs. The chosen strategy must be successfully implemented and managed. Students learn about how an organization must demonstrate intercultural competence, follow their organizational code of ethics and comply with the applicable local and international laws. Implementation of the selected market entry strategies requires management of both direct and indirect exports. Students also explore how implementation may also require development and management of business arrangements, such as foreign mergers or acquisitions, or foreign franchising or licensing.

Prerequisite(s): BAI2300 and BAI2310 and BAI2313
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

BAI2315 Global Value Chain

Students examine aspects of the primary activities of Distribution and Inventory Management, and the supporting activities of Document Management and Procurement, which are integral to international trade logistics. Doing business in/with foreign markets requires consideration of different regulatory, financial, geographical and cultural and consumer requirements. Students learn how organizations obtain resources and what they need to know to control and manage logistical systems within the global value chain in order to implement strategic business management decisions that minimize costs and risks, and maximize international business potential.

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

BAI2318 International Economics and Global Issues

Students become familiar with international economics, with a focus on areas critical to the conduct of international trade, i.e. barriers to trade and mechanisms employed globally to promote trade growth including foreign investment and exchange rates and international financial markets. Students are also introduced to geographic regions of the world, political boundaries, resources, populations and markets. As world monetary systems become integrated into the various economies of sovereign nations, it is important to recognize, analyze and understand the financial interdependence that affects contemporary societies. Students are also introduced to the myriad of issues surrounding this complex, current and changing world from economic and geographic points of view.

Prerequisite(s): BAI2310 and BAI2319 and BAI2321 and BAI2324
Corerequisite(s): none

BAI2319 International Trade Finance
Currency exchange fluctuations, political instability and force de majeure events are integral considerations to international financial management. This course examines how organizations can manage their finances and mitigate financial risk by selecting appropriate transaction methods and tools for their international trade activities. Learners consider negotiation terms, non-payment dispute resolution and cash flow management.

Prerequisite(s): BAI2300 and BAI2324 and FIN2305
Corerequisite(s):none

**BAI2320 E-Business Applications**

Web-based technology has infiltrated just about every culture in the world around us and involves much more than sending emails. Business organizations have turned to database driver websites and to other web-based applications to communicate with others and to make themselves more effective and efficient in such important areas as inventory control. A broad range of online tools companies use to help build credibility within their organizations world-wide and with their international customers and suppliers are introduced. Students learn how to develop database-driven websites and gain an understanding of social media, blogs and web analysis. These are very important skill-sets demanded of prospective employees by companies involved in international business.

Prerequisite(s): BAI2300 and BAI2324
Corerequisite(s):none

**BAI2321 Development of Products and Services for a Global Market**

Students learn that products and services sold or traded internationally may require modification. Students address differences in regulatory, legal, cultural and consumer/client requirements that might result in the need to conform to these requirements by adapting products and services. Organizations need to analyze how these differences may impact the cost, product design, packaging, labeling, product testing and service delivery. Students explore how organizations develop strategies to maintain a competitive edge when adapting or customizing products and services for an international target market.

Prerequisite(s): BAI2300 and BAI2324
Corerequisite(s):none

**BAI2324 Feasibility of International Operations**

Students examine the critical steps and decisions needed to determine the feasibility of international operations and potential target markets. The focus is on the Return on Investment from those activities. Students use a 360 degree approach and address: market research and intelligence; assessment of organizational readiness to begin international operations and to enter the target market; cost analysis of entering and developing the target market; and risk analysis, mitigation and management. Students determine whether operating internationally fits with a company’s strategic direction and improves the Return of Investment of International operations for an organization.

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

**BAI2326 Mastering International Trade: Using Successful Strategies and Tactics**

The international trade process is complex. Students are provided with the tools needed to navigate the intricate details of an international business transaction and use these tools by actually completing an international trade transaction. The course covers initial foreign communication; relationship building; negotiations; requests for quotes; examination of firm offers; analysis of commercial documents; challenges of compliance with government and international regulations; and structuring the transaction for maximum return on your investment.

Prerequisite(s): BAI2310 and BAI2324
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 Project and Database Management

Students are introduced to project management and database concepts. The basic principles of project management are covered and students learn how to use Microsoft Project. Students also learn how to design a database and extract information from a database using Microsoft Access.

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. Active 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

FIN2306 Retirement Planning

Retirement planning is much more than crunching numbers to determine what quantity of money will be available at retirement; planning should also include the quality of time to be spent after a long career. Students begin by learning about the retirement planning process overall. Next, they get a comprehensive look at the sources of income an individual can expect to have at retirement, including government-sponsored pension plans such as the Canada Pension Plan and Old Age Security as well as employer-sponsored pension plans such as defined benefit plans, defined contribution plans and deferred profit-sharing plans. Through case studies, in class discussions and activities, students learn that the process of planning for retirement begins well before and continues well after actual retirement.

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

FIN2307 Risk and Estate Planning

Although conversations around critical illness and mortality are never easy, the best time to discuss life events affecting financial stability is well before it is needed as part of your financial plan.
Students begin with a discussion of how anticipated and unexpected financial risks can be offset through the use of insurance and prudent estate planning. Next, students compare and contrast features, benefits and uses of disability insurance, life insurance, health and long-term care insurance and property and liability insurance. Through in-class discussions and case studies, students learn how relationships such as common-law partnerships and marriage, together with support obligations for dependents, are the basis of a solid financial plan.

**Prerequisite(s):** none  
**Corequisite(s):** none

**FIN2308 Investment Planning**

Strategic investment planning is a way to ensure that money left over after primary financial needs have been met, such as housing, food, and paying the bills, accumulates and grows into net worth. Students begin with a comprehensive look into the varied investment vehicles a financial planner may use as part of building a client’s portfolio. Next is an overview of the investment planning process and personal-use assets such as the family home. This is followed by a detailed look at specific investments including bonds and debentures, common and preferred shares, financial derivatives, mutual funds and tax-advantaged investments. Through analysis of financial life stages and needs, students evaluate and discuss suitability of a variety of investment choices for maximizing growth and preserving wealth.

**Prerequisite(s):** none  
**Corequisite(s):** none

**FIN2309 Income Tax Planning**

Income taxes may be inevitable but paying more than a fair share should not be. Students begin with a review of different business structures, such as sole proprietorship, partnership and corporation in order to compare how they are viewed from a tax perspective. This is followed by an overview of employment relationships and the tax implications of employment income and benefits. Through examples, analysis and discussion, and the completion of mock tax returns, students examine and explore tax advantages, strategies for tax reduction, and tax planning.

**Prerequisite(s):** none  
**Corequisite(s):** none

**FIN2321 Client Relations**

Financial service and sales professionals need highly developed interpersonal skills in order to build trusted relationships. Students begin with a review of interpersonal behaviour; specifically, decisions and choices impacting personal relationships. Next, students study social and demographic profiles and appropriate communication styles to uncover needs. Finally, students consider interpersonal and teamwork skills for internal clients, such as colleagues, supervisors, suppliers and competitors. Through in-class discussions and learning activities, students focus on client retention, referral and recovery by addressing the range of needs brought to the relationship.

**Prerequisite(s):** none  
**Corequisite(s):** none

**FIN2330 Introduction to the Canadian Financial System**

Students develop a framework for understanding the operation and importance of the financial system. Participants, the markets and the role of governments in regulating the system are examined. Topics covered include the flow of funds, the structure of interest rates, various financial markets, exchange rate regimes, financial intermediation and the role of the Central Bank.

**Prerequisite(s):** ECO2306  
**Corequisite(s):** none

**FIN2334 Canadian Securities Course Part I**

Students prepare for the Canadian Securities Course Volume 1; a framework for analyzing Canadian
financial markets, institutions, securities and investment strategies is provided. The knowledge they need to learn in order to interact and work in the industry include an overview of capital markets and financial services models, the Canadian economy, issuing, listing and regulation of securities' markets, corporations and their financial statements, fixed-income securities, equities and derivatives.

Prerequisite(s): FIN2304 and FIN2330
Corerequisite(s): FIN2335

FIN2335 Corporate Finance

Students gain an understanding of financial decision making within a corporation. Required skills to interact and work in the industry include making capital investment decisions, project analysis and evaluation, risk and return and security market line, the cost of capital, financial leverage, capital structure, dividend policy, raising capital, risk management and options.

Prerequisite(s): FIN2304
Corerequisite(s): none

FIN2355 Marketing Financial Products and Services

Students develop sales and communications skills which are perceived to be vital to an individual's success, particularly within the financial services industry. Students learn about different personality profiles (including their own), strategies for prospecting and marketing their services, building long-term business relationships, establishing and uncovering needs, handling objections and closing the sale. Active participation by students through class discussions, role playing exercises and assignments are essential to successful completion of the course. Focus is directed towards each student performing a mock sales interview. Direct contact with industry experts and sales personnel, both inside the classroom (guest speakers) and outside (interviews), assist students in achieving this objective. Class activities may also include group discussion, experiential exercises, role playing, video and guest speakers.

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

FIN2356 Canadian Securities Course Part II

Students are prepared to complete the Canadian Securities Course. Students learn how to analyze Canadian financial markets, institutions, securities and investment strategies. Required skills include analyzing markets and products/services, the portfolio approach, mutual funds, other managed products, ETF, hedge funds, and financial planning and taxation.

Prerequisite(s): FIN2334
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
MGT2308 Manufacturing Simulation (SAP)

SAP is the most widely used ERP software in the world. SAP is used to create Sales and Operations Plans, Master Production Schedules and Material Requirements Plans, to name a few. Students use a manufacturing database to simulate processes and solve problems related to material and capacity issues which commonly arise.

Prerequisite(s): MGT2367
Corequisite(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
Corequisite(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 FIN2304 and MGT2381 and MKT2317 or ACC2310 and FIN2305 and MGT2381 and MKT2317
Corequisite(s): none

MGT2314 Supply Chain Management Essentials

Modern businesses rely on a strong supply chain. Students are provided with a comprehensive overview of the fundamental relationships amongst the activities and processes that occur in supply chain management including the planning and controlling of the flow of materials into, through and out of an organization. Through lectures, readings and hands on learning students produce Sales and Operations Plans (SOP), Master Production Schedules (MPS), Capacity Plans, Bills of Materials (BOM), and Materials Resource Plans (MRP) for manufacturing.

Prerequisite(s): MGT2320
Corequisite(s): none

MGT2315 Scheduling & Planning of Resources

The scheduling and planning of resources and materials is at the heart of an overall MRPII 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): none
Corequisite(s): none

MGT2316 Resource Management Strategy
Resource strategic planning is an organizational management activity that is used to set priorities focused on resources to strengthen operations. Students learn to translate plans into operational activities and define and apply execution and control techniques in the operations field. Further, students progress to higher-level thinking or strategic planning and implementation of operations including an understanding of how market requirements drive the resources and processes of an organization. Through lectures, hands-on learning and case studies, students apply inventory management concepts, principles, and processes to an operating business whose primary costs are material.

Prerequisite(s): MGT2362 and MGT2363
Corequisite(s): none

**MGT2317 Corporate Social Responsibility & Change Management**

Corporate social responsibility (CSR) is a business approach that contributes to sustainable development and commitment to manage the social, environmental and economic effects of its operations responsibilities to be in line with ethical and public expectations. Presently, CSR has become an extremely important factor influencing the development of companies, their profits and brand image. Change management is a business approach to prepare and support individuals, teams, and organizations in making organization change. Students examine business cases and apply CSR methods, tools, principles and practices to help resolve corporate and social ethical issues at various levels. Furthermore, through self-reflection, discussions, and research, students examine specific obstacles to change and propose strategies to deal with them effectively.

Prerequisite(s): none
Corequisite(s): none

**MGT2318 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
Corequisite(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 gain in-depth knowledge of 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
Corequisite(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
Corequisite(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 teamwork, students learn concepts like assessing risk, using budgets, controlling resources and project termination.

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

**MGT2359 Laws of the Workplace**

Students prepare to assume human resources and management roles within a workplace environment increasingly impacted by laws. Students gain appreciation for how laws must be understood and applied in the workplace, by both employers and employees, to ensure the efficient and fair operation of the 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 programs for the workplace, employment equity and particular terms and conditions in employment contracts.

Prerequisite(s): LAW1702 and MGT2381
Corerequisite(s): none

**MGT2367 Logistics Using SAP**

The logistics field is in demand now more than ever as trends in e-commerce and supply chain networks grow in popularity. Students gain a practical understanding of traffic management, and inbound, outbound and internal warehousing processes. Topics covered include channels of distribution, order processing and materials flow, performance measurement, warehouse location, and computer and Internet applications. Students use the SAP ERP system to complete various transactions associated with logistics execution business processes.

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

**MGT2372 B2B Purchasing Management**

Purchasing management is a critical function within the supply chain. Students explore the role and responsibilities of the purchaser in the public and private sectors for manufacturing and non-manufacturing environments. Through various learning activities, students examine the current practices in e-purchasing and tools used, including the use of SAP software.

Prerequisite(s): MGT2320
Corerequisite(s): none
MGT2377 E-Business Strategy and Technology Decision-Making

With constant fast-paced technological changes, students are introduced to the concepts and growth of technology from the past, the present and the future. Students analyze competing technology products and make intelligent decisions in relation to e-business technologies and strategies. Students also research and deal with technology hurdles and become familiar with commonly used jargon and acronyms. Technology brings changes to society; therefore, students learn where and how to apply e-business technology from a strategic perspective.

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

MGT2378 Public Sector Procurement Contracting

Students will gain industry knowledge that could be applied to graduate positions in procurement and contracting by analyzing the strategy of processing and transitioning client requisitions into the acquisition of goods and services. Students will also examine the roles, the legislative, judicial and administrative responsibilities of governments with a focus on public sector issues related to the supply chain. This course will offer a hands-on approach to the public procurement process.

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

MGT2380 Labour Relations

Students learn the theory and practice of labour relations in Canada. They examine the environmental influences that interact in union-management relations; appreciate the complex combination of power, reason, communications, politics and attitudes that pervade the industrial relations processes; as well as explore significant bargaining issues and their economic implications. Essential elements of the collective bargaining process, including preparation for negotiations; strategies at the bargaining table; principles of negotiation; bargaining in bad faith; understanding, interpreting and administering the collective agreement; grievances and the arbitration process, are all explored.

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

MGT2381 Human Resources Management

Human capital is a critical organizational resource contributing to organizational agility, goal attainment and ultimate viability through progressive human resources management. Students are introduced to human resources management areas of practice, including the role of human resources within organizational and strategic contexts, 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 and relevant legislative framework.

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

MGT2384 Training and Development

The human resources specialization of training and development within an organizational framework is examined. Organizations must remain competitive and agile, and to do so requires high-performance, skilled employees. One means to accomplish this goal is via employee training and development. Training versus development, needs analysis, learning styles, training design and delivery, and the measurement and evaluation of training initiatives are all explored. Management development, employee onboarding and the challenges and best practices within training and development are also examined.

Prerequisite(s): MGT2381
Corerequisite(s): none
MGT2388 Compensation Management

Students learn the essential elements of employee total rewards including compensation design, explore implementation, management and evaluation within a competitive and changing environment. Both theoretical and practical strategies of compensation design and management within an organizational framework are explored. Specifically, the external and internal environments of an organization, job evaluation, pay structures, benefits programs, and changing employment conditions and trends are examined.

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

MGT2391 Human Resources Planning

Students examine strategic initiatives within human resources planning in an organizational framework. Students explore the effect and analysis of the external and internal environments impacting human resources supply and demand, international human resources management and program evaluation. Furthermore, students explore downsizing, restructuring, mergers and acquisitions, outsourcing and succession planning from a human resources context.

Prerequisite(s): MGT2359 and MGT2380 and MGT2382 and MGT2384 and MGT2388 and MGT2393 and MGT2396
Corerequisite(s): none

MGT2393 Recruitment and Selection

Employee recruitment and selection must align with organizational goals. Students explore talent acquisition; specifically job analysis, recruiting candidates and the selection process, including screening, interviewing, testing and decision-making methodologies.

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

MGT2394 Human Resources Research and Information Systems

Applied research concepts, models and methodologies relevant to human resources, including qualitative and quantitative research methods to aid in human resources decision-making are examined. Human resources information systems from both the conceptual and practical perspectives are also explored.

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

MGT2396 Occupational Health and Safety

The multiple dimensions of technical, legislative and political issues surrounding workplace health and safety are explored. Students examine the duties and obligations as prescribed under the Occupational Health and Safety Act of Ontario. Students also study the roles the Workplace Safety and Insurance Board (WSIB) and the Workplace Health and Safety Agency play in the promotion and management of health and safety in Canada and Ontario. Furthermore, regulatory compliance, accident and injury prevention, incident investigation, risk assessment, hazardous agents, employee education and wellness programs are discussed.

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

MGT2398 Human Resources Professional Career Preparation

Students develop career strategies including professional cover letter and resume preparation, job search strategies, interviewing skills, networking techniques and career development and management. An industry-based, practical approach to career development is adopted.
Prerequisite(s): MGT2359 and MGT2380 and MGT2381 and MGT2382 and MGT2384 and MGT2388 and MGT2393
Corequisite(s): none

MGT2399 Employee Relations

Essential employee relations knowledge and skills are fostered in this course. Students explore the significance of employee relations, the alignment of employee relations and performance management with organizational goals, the tactical process of planning for and administering employee performance, the critical link among job design, rewards and employee performance, individual and team performance counselling, employee discipline and termination.

Prerequisite(s): MGT2359 and MGT2380 and MGT2381 and MGT2382 and MGT2384 and MGT2388 and MGT2393
Corequisite(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, input 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
Corequisite(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 MKT2317
Corequisite(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 meaningful customer relationships. Students gain an understanding of the following Internet marketing tools: website strategy, social media management, search engine marketing and online content tools. Exposure is also given to a variety of online marketing training and certification opportunities. Students have the opportunity to apply various internet marketing tools by building an online marketing presence for an industry client.

Prerequisite(s): MKT2323 and MKT2324
Corequisite(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
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): MKT2307 and MKT2324
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 in 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. The application of 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