

Area of Interest: Business

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

Ontario College Advanced Diploma  
3 Years  
Ottawa Campus

Program Code: 0216G01FWO

### Our Program

#### **Get the essential skills to thrive with a career in International Business.**

International Business is one of seven majors available to Business Administration students. The three-year Business Administration Ontario College Advanced Diploma starts with three semesters where you learn essential business skills to build a strong foundation before ultimately deciding on a Major.

The Business Administration - International Business program provides you with a wide range of international business skills to pursue a career in the growing competitive global marketplace. This comprehensive program covers all aspects of international trade, and provides you with the confidence and expertise to be successful whether you work in government or, as an international entrepreneur and a business leader in the global community.

Through activities, projects and case studies, you are fully immersed in the international business environment, including:

- international marketing
- research
- business plan development and management
- supply chain management
- law
- market-entry strategies
- finance

You also examine cultural, as well as current domestic and world issues that could affect international business interests.

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.

Graduates meet the education requirements for their Certified International Trade Professional (CITP) designation awarded by the Forum for International Trade Training (FITT). One year of work experience in the field is also required for the designation.

Graduates may find themselves working with small and medium-sized companies, whether you work in governments or other international business organizations. The main types of jobs include:

- feasibility of international operations
- analyzing market intelligence

- developing and managing international marketing promotional strategies and activities
- participating in management of international operations

Graduates may also work with international business applications, such as supply chain management, web-based technology and finance.

### **SUCCESS FACTORS**

This Major is well-suited for students who:

- Are interested in changes in the dynamic global community and foreign cultures and have an entrepreneurial spirit.
- Are creative and work well in an individual and team atmosphere.
- Are outgoing, energetic and motivated.

### **Employment**

Graduates may find themselves working with small and medium-sized companies, governments and other international business organizations. The main types of jobs include feasibility of international operations, analyzing market intelligence, developing and managing international marketing promotional strategies and activities and participating in management of international operations. Graduates may also work with international business applications, such as supply chain management, web-based technology and finance.

### **Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.
- Conduct, evaluate and present market research to support an organization's international business decision-making.
- Prepare and analyze documentation and follow procedures to support the movement of products and services in the organization's global supply chain.
- Analyze the impact of statutory and regulatory compliance on an organization's integrative trade initiatives.
- Develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization's integrative trade initiatives.
- Develop and present an international marketing plan, and evaluate sales strategies that support an organization's integrative trade initiatives.
- Identify and interpret relevant international financial documents and assess financial strategies that support an organization's integrative trade initiatives.
- Analyze the impact of an organization's integrative trade initiatives on its human resources management strategies, policies, and practices.
- Develop and present an international business plan.
- Plan, implement and evaluate team projects by applying project management principles.
- Analyze principles of corporate sustainability, corporate social responsibility and ethics, and apply them to an organization's integrative trade initiatives.
- Select and apply current technologies to support an organization's integrative trade initiatives.
- Develop and present a plan for ongoing personal and professional development to enhance

- Develop and present a plan for ongoing personal and professional development to enhance work performance within the international business field.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

## Program of Study

Level: 01	Courses	Hours
BUS2301	Business Computer Applications	42.0
ECO2305	Microeconomics	42.0
ENL1813B	Communications I	42.0
LAW1702	Business Law	42.0
MGT2319	Skills for Academic and Business Success	42.0
QUA0002	Business Mathematics	42.0
Level: 02	Courses	Hours
ACC2310	Accounting Concepts I	42.0
BUS2303	Database and Advanced Excel Concepts	42.0
ECO2306	Macroeconomics	42.0
ENL1823B	Communications II	42.0
MGT2328	Introduction to Management Fundamentals	42.0
QUA0003	Quantitative Methods I	42.0
Level: 03	Courses	Hours
ACC2313	Accounting Concepts II	42.0
BAI2300	Global Business Environment	42.0
FIN2303	Introduction to Finance	42.0
MGT2320	Material and Operations Management	42.0
MGT2381	Human Resources Management	42.0
MKT2317	Marketing	42.0
Level: 04	Courses	Hours
BAI2312	International Culture	56.0
BAI2315	Global Value Chain	56.0
BAI2324	Feasibility of International Operations	56.0
ENL1829	The Art of Oratory	42.0
FIN2305	Finance for Non-Finance Professionals	42.0

QUA2343	Quantitative Methods II	42.0
Level: 05	Courses	Hours
BAI2310	International Sales and Marketing	56.0
BAI2319	International Trade Finance	56.0
BAI2320	E-Business Applications	56.0
BAI2321	Development of Products and Services for a Global Market	56.0
English General Education Elective: choose 1	Courses	Hours
ENL1725	Canadian Identity	42.0
ENL1726	Symbols, Text and Meaning	42.0
ENL1798	Contemporary Canadian Issues	42.0
ENL1825	Communication Dynamics	42.0
Level: 06	Courses	Hours
BAI2311	International Market Entry Strategies	56.0
BAI2318	International Economics and Global Issues	56.0
BAI2326	Mastering International Trade: Using Successful Strategies and Tactics	56.0
MGT2330	Leadership	56.0
Choose one from equivalencies:	Courses	Hours
GED0216	General Education Elective	42.0
Co-op	Courses	Hours
BAI2309	Co-op Second Work Term (international Business)	
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 at the campus store or obtained through the Forum for International Trade Training.

## Admission Requirements for the 2024/2025 Academic Year

### Program Eligibility

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

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### Program Eligibility

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

## Application Information

### **BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS (CO-OP AND NON CO-OP VERSION)** **Program Code 0216G01FWO**

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

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

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

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

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

For further information on the admissions process, contact:

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

## Additional Information

### **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>.

## 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



**BAI2309 Co-op Second Work Term (international Business)**

Students complete a cooperative work term and submit a written report documenting the location of employment and the duties performed.

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 borders.

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

**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 BAI2324  
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 driven 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 Database and Advanced Excel Concepts**

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

Prerequisite(s): DAT5758 or BUS2301

Corerequisite(s):none

**ECO2305 Microeconomics**

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

Prerequisite(s): none

Corerequisite(s):none

**ECO2306 Macroeconomics**

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

Prerequisite(s): none

Corerequisite(s):none

**ENL1725 Canadian Identity**

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

Prerequisite(s): none

Corerequisite(s):none

**ENL1726 Symbols, Text and Meaning**

Symbols and text are used to express, evoke, and manipulate an entire range of human emotions and reactions. In this interactive, discussion-based course, students will explore historical and contemporary approaches to using symbols, text, and language in conceptual and contemporary art, graphic design and advertising, poetry and lyrics, and in online technology. Through discussion, analysis, informal debate, and critical thinking, students will explore how symbols and text influence individuals, society and culture.

Prerequisite(s): none

Corerequisite(s):none

**ENL1798 Contemporary Canadian Issues**

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

Prerequisite(s): none

Corerequisite(s):none

**ENL1813B Communications I**

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

Prerequisite(s): none

Corerequisite(s):none

**ENL1823B Communications II**

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

Prerequisite(s): ENL1813B

Corerequisite(s):none

**ENL1825 Communication Dynamics**

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

Prerequisite(s): none

Corerequisite(s):none

**ENL1829 The Art of Oratory**

From ghost stories around the campfire to political speeches by world leaders, ethical oratory plays a significant role in human interaction. Students examine the social significance of public speaking while developing a deeper understanding of the theory, science, elements of form, and persuasive devices underlying this art. Building on their own stories, students prepare, deliver, and critique group workshops, as well as design, deliver, and critique individual presentations.

Prerequisite(s): none

Corerequisite(s):none

**FIN2303 Introduction to Finance**

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

Prerequisite(s): none

Corerequisite(s):none

**FIN2305 Finance for Non-Finance Professionals**

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

Prerequisite(s): FIN2303

Corerequisite(s):none

**GED0216 General Education Elective**

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

Prerequisite(s): none

Corerequisite(s):none

**LAW1702 Business Law**

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

creditors' rights, sale of goods and marketing law.

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

### **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

### **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

### **MGT2330 Leadership**

Leadership is examined 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. Students also gain an appreciation that leaders need to practise leadership through employee-centred and measurable outcomes lens.

Prerequisite(s): BAI2310 and BAI2315 and BAI2319 and BAI2324  
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

**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

**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