

Area of Interest: Business

## Business Administration - Finance

Ontario College Advanced Diploma

Program Code: 0216K01FWO

3 Years

Ottawa Campus

### Our Program

**Specialize with a challenging and rewarding career in finance.**

Earn a flexible diploma that shows you are aware of all areas of business, and that you also have specialized education in finance. Finance is one of seven majors available to Business Administration students. This three-year Ontario College Advanced Diploma program starts with three semesters learning a variety of essential business skills before ultimately deciding on a Major.

The Business Administration - Finance program prepares you to meet the high proficiency standards needed to complete professional designations and licensing courses in the financial services industry.

Learn how to become a strategic, skilled financial expert whom individuals and businesses will trust to create and analyze financial plans. You learn from experienced faculty who provide you with an education based on all areas of finance, including:

- financial analysis and decision-making
- customer service, sales and marketing financial products and services
- wealth management
- retirement and tax planning
- insurance and estate planning

Develop an understanding of the operations and importance of financial services. Use a hands-on approach to explore topics such as:

- the time value of money
- calculating return on investment and tax treatment of returns
- the relationship between risk and return
- Canadian financial institutions and regulators
- financial planning steps and the components of a financial plan

Examine the language, concepts, and techniques for analyzing and solving financial problems faced by individuals and businesses in Canada. Upon graduation, you have earned a flexible diploma that shows you are aware of all areas of business and that you also have a specialized education in finance.

Algonquin College collaborates with the Canadian Securities Institute (CSI ) to offer the Canadian Securities Course (CSC ), leading to the CSC credential.

The CSC is not awarded by Algonquin College. For more information on these credentials, refer to the website: [https://www.csi.ca/student/en\\_ca/courses/csi/csc.shtml](https://www.csi.ca/student/en_ca/courses/csi/csc.shtml)

You may find employment in the field of personal banking, investment and insurance advising and

customer service. You might work in various financial institutions, such as:

- banks
- trust companies
- credit unions
- finance companies
- mortgage and insurance companies
- investment firms
- mutual fund dealers
- financial planning organizations

## **SUCCESS FACTORS**

This major is well-suited for students who:

- Have a high degree of people skills.
- Possess good communication skills.
- Are willing to develop a high level of self-management skills.

## **Employment**

Graduates may find a range of employment opportunities in various financial institutions, such as banks, trust companies, credit unions, finance companies, mortgage and insurance companies, investment firms, mutual fund dealers, financial planning organizations, and other firms that provide financial products and services. Graduates may pursue careers in the field of personal banking, investment and insurance advising and customer service.

## **Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- Co-ordinate the processing and maintaining of financial records in compliance with relevant policies, procedures and regulations for individuals and/or organizations.
- Co-ordinate the preparation and the presentation of financial information in compliance with relevant legislation and regulations for individuals and/or organizations.
- Analyze financial reports for individuals and/or organizations by applying financial mathematics and statistics.
- Develop and evaluate a financial plan to meet individuals' and/or organizations' needs and objectives.
- Develop, implement, evaluate and co-ordinate marketing strategies to promote financial products and services and to enhance customer service.
- Develop, implement and evaluate strategies to establish and maintain professional networking and business relationships in the finance sector.
- Analyze and evaluate, within a Canadian context, the impact of economic variables, legislation, ethics, technology and the environment on individuals' and/or organizations' operations.
- Develop, implement and evaluate ongoing strategies for personal and professional development, highlighting ethics, values and standards in the finance sector.
- Co-ordinate the planning, implementation, management and evaluation of team projects by applying project management principles.

- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

## Program of Study

Level: 01	Courses	Hours
BUS2301	Business Computer Applications	42.0
ECO2305	Microeconomics	42.0
ENL1813B	Communications I	42.0
LAW1702	Business Law	42.0
MGT2319	Skills for Academic and Business Success	42.0
QUA0002	Business Mathematics	42.0
Level: 02	Courses	Hours
ACC2310	Accounting Concepts I	42.0
BUS2303	Database and Advanced Excel Concepts	42.0
ECO2306	Macroeconomics	42.0
ENL1823B	Communications II	42.0
MGT2328	Introduction to Management Fundamentals	42.0
QUA0003	Quantitative Methods I	42.0
Level: 03	Courses	Hours
ACC2313	Accounting Concepts II	42.0
BAI2300	Global Business Environment	42.0
FIN2303	Introduction to Finance	42.0
MGT2320	Material and Operations Management	42.0
MGT2381	Human Resources Management	42.0
MKT2317	Marketing	42.0
Level: 04	Courses	Hours
ENL1829	The Art of Oratory	42.0
FIN2304	Business Finance	42.0
FIN2306	Retirement Planning	56.0
FIN2321	Client Relations	56.0
FIN2330	Introduction to the Canadian Financial System	56.0
QUA2343	Quantitative Methods II	42.0
Level: 05	Courses	Hours

ACC2343	Spreadsheet Applications	56.0
FIN2307	Risk and Estate Planning	56.0
FIN2334	Canadian Securities Course Part I	56.0
FIN2335	Corporate Finance	56.0
<b>English General Education Elective: choose 1 Courses</b>		<b>Hours</b>
ENL1725	Canadian Identity	42.0
ENL1726	Symbols, Text and Meaning	42.0
ENL1798	Contemporary Canadian Issues	42.0
ENL1825	Communication Dynamics	42.0
<b>Level: 06</b>	<b>Courses</b>	<b>Hours</b>
FIN2308	Investment Planning	56.0
FIN2309	Income Tax Planning	56.0
FIN2355	Marketing Financial Products and Services	56.0
FIN2356	Canadian Securities Course Part II	56.0
<b>Choose one from equivalencies:</b>	<b>Courses</b>	<b>Hours</b>
GED0216	General Education Elective	42.0
<b>Approved Other Electives</b>	<b>Courses</b>	<b>Hours</b>
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 \$120 for Level 04 and \$1,100 for Levels 05 and 06.
- Expenses regarding books and supplies include fees for the Canadian Securities Course textbooks, online materials and one attempt at the industry exam.

## 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 - FINANCE**  
**Program Code 0216K01FWO**

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 <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 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**

Students wishing to select Finance as a major need a minimum grade of C in FIN2303, Introduction to Finance, or with coordinator approval.

**Contact Information****Program Coordinator(s)**

- Jerry Aubin, <mailto:aubinj1@algonquincollege.com> , 613-727-4723, ext. 5737

**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

**ACC2343 Spreadsheet Applications**

Students enhance their knowledge of spreadsheets learned in BUS2301. Using Microsoft Excel, students explore some of the more advanced Excel features, such as financial functions, charts, logical functions, pivot tables, lists and look-up tables. These spreadsheet concepts are explored through Excel-based lectures and hybrid activities including learning resource applications.

Prerequisite(s): ACC2201 and BUS2301 or ACC2313 and BUS2301 or ACC1100 and ACC1211 and BUS2301

Corerequisite(s):none

**BAI2300 Global Business Environment**

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

Prerequisite(s): none

Corerequisite(s):none

**BUS2301 Business Computer Applications**

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

Prerequisite(s): none

Corerequisite(s):none

**BUS2303 Database and Advanced Excel Concepts**

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

Prerequisite(s): DAT5758 or BUS2301

Corerequisite(s):none

**ECO2305 Microeconomics**

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

Prerequisite(s): none

Corerequisite(s):none

**ECO2306 Macroeconomics**

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

Prerequisite(s): none

Corerequisite(s):none

**ENL1725 Canadian Identity**

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

Prerequisite(s): none

Corerequisite(s):none

**ENL1726 Symbols, Text and Meaning**

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

Prerequisite(s): none

Corerequisite(s):none

**ENL1798 Contemporary Canadian Issues**

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

Prerequisite(s): none

Corerequisite(s):none

**ENL1813B Communications I**



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

Prerequisite(s): none

Corerequisite(s):none

### **ENL1823B Communications II**

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

Prerequisite(s): ENL1813B

Corerequisite(s):none

### **ENL1825 Communication Dynamics**

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

Prerequisite(s): none

Corerequisite(s):none

### **ENL1829 The Art of Oratory**

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

Prerequisite(s): none

Corerequisite(s):none

### **FIN2303 Introduction to Finance**

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

Prerequisite(s): none

Corerequisite(s):none

### **FIN2304 Business Finance**



Building on time value of money (TVM) concepts from FIN2303, using financial calculators and/or spreadsheets, students compute effective rates and yields, cost and weighted cost of capital. Students also evaluate and calculate bond and equity prices; yield to maturity, payments and future and present values of cash flow and interest payments. Next, students prepare and analyze financial statements to determine cash flow, tax obligations, growth, external financial needs and develop business strategies using examples and real-world business case studies.

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  
Corerequisite(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  
Corerequisite(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

Corerequisite(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

Corerequisite(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

Corerequisite(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, ETFs, hedge funds, and financial planning and taxation.

Prerequisite(s): FIN2304 and FIN2330

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

### **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