

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 personal financial services.

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 Institute of Financial Planning (CIFP) to offer the Business Administration - Finance program, leading to pathways to industry-level certifications, and protected titles. In addition, 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 this credential, refer to the website: <http://www.csi.ca/en/learning/courses/csc>.

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

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 & Business Success	42.0
QUA0002	Business Mathematics	42.0
Level: 02	Courses	Hours
ACC2310	Accounting Concepts I	42.0
BUS2303	Database & Advanced Excel Concepts	42.0
ECO2306	Macroeconomics	42.0
ENL1823B	Communications 2	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
FIN2307	Risk and Estate Planning	56.0
FIN2334	Canadian Securities Course Part 1	56.0
FIN2335	Corporate Finance	56.0
FIN2348	Credit & Debt Management	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
FIN2308	Investment Planning	56.0
FIN2309	Income Tax Planning	56.0
FIN2355	Marketing Financial Products and Services	56.0
FIN2356	Canadian Securities Course Part 2	56.0
Choose one from equivalencies:	Courses	Hours
GED0216	General Education Elective	42.0
Approved Other Electives	Courses	Hours
MGT1000	Approved Course - Other Program Or Major	56.0
MGT1001	Approved Course - Other Program Or Major	56.0
Elective Group B	Courses	Hours
DMS0001	Double Major Substitute I	56.0
DMS0002	Double Major Substitute II	56.0
DMS0003	Double Major Substitute III	56.0
DMS0004	Double Major Substitute IV	56.0

Fees for the 2025/2026 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <http://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 in Levels 05 and 06 include fees for the Canadian Securities Course (CSC) textbooks, online materials and one attempt at the CSC 1 and 2 industry exams.

Admission Requirements for the 2026/2027 Academic Year

Program Eligibility

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

Admission Requirements for 2025/2026 Academic Year

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 <https://www.ontariocolleges.ca/en>.

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.my.site.com/myac360/s/self-registration-page> 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.

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

ACC2313 Accounting Concepts II

Students are introduced to and explore the background, goals and methods of managerial accounting and its role in business planning, control and decision-making. Key workplace skills

involve the ability to plan direct control and to evaluate and extrapolate key accounting data. Topics covered include product costing, cost behaviour, cost-volume-profit analysis, profit planning, differential analysis and budgeting. Curriculum is delivered in lecture and hands-on problem-solving formats.

Prerequisite(s): ACC2201 or ACC2310

Corerequisite(s):none

BAI2300 Global Business Environment

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

Prerequisite(s): none

Corerequisite(s):none

BUS2301 Business Computer Applications

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

Prerequisite(s): none

Corerequisite(s):none

BUS2303 Database & 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

DMS0001 Double Major Substitute I

Course created to solve double major problem.

Prerequisite(s): none

Corerequisite(s):none

DMS0002 Double Major Substitute II

Course created to solve double major problem.

Prerequisite(s): none

Corerequisite(s):none

DMS0003 Double Major Substitute III

Course created to solve double major problem.

Prerequisite(s): none

Corerequisite(s):none

DMS0004 Double Major Substitute IV

Course created to solve double major problem.

Prerequisite(s): none

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 2

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): none

Corerequisite(s):none

ENL1825 Communication Dynamics

The complex nature of communication benefits from a deeper understanding of self and social interactions. Participants explore their identities, considering the role of culture, experience, perceptions, emotions and reflection in shaping that identity. Language presents bridges and barriers, includes mediated interaction, is complicated by non-verbal communication, and requires listening to others. Role-play learning, active in-class participation, analysis, group work 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

Small Business owners and managers need to make informed financial decisions daily. Students explore advanced financial topics, including calculating effective rates, yields, and the cost of capital, as well as evaluating bond and equity prices, yield to maturity, and cash flow values. They also develop skills in financial statement analysis to assess cash flow, tax obligations, growth potential, and external financial requirements. Students use financial calculators and spreadsheets, participate in discussions, analyze real-world financial statements, and work through case studies, developing their problem-solving and financial acumen.

Prerequisite(s): none

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. The retirement planning process starts from 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 consider how anticipated and unexpected financial risks can be offset through the use of insurance and prudent estate planning. 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

One of the primary functions of a financial planner is to provide guidance to clients on how best to accumulate and preserve wealth. The planner plays an invaluable role in helping clients choose the proper investments in which to invest their hard-earned savings not only to maximize returns but also to manage risk and address financial goals. This course provides an overview of the investment planning process and personal-use assets such as the family home. Specific investments including bonds and debentures, common and preferred shares, financial derivatives, mutual funds, and tax-advantaged investments are examined. Students will use financial planning tools, such as planning software and industry publications to evaluate investment portfolios for suitability based on fundamental and technical analysis, investment theory and financial economics.

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 review different business structures, such as sole proprietorship, partnership and corporation in order to compare how they are viewed from a tax perspective. Using the financial planning steps in income tax planning, students overview 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. Through a review of interpersonal behaviour; specifically, decisions and choices impacting personal relationships, students study social and demographic profiles and appropriate communication styles to uncover needs. Students consider interpersonal and teamwork skills for internal clients, such as colleagues, supervisors, suppliers and competitors. Through in-class discussions, research, and group 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

The Canadian financial system, overseen by the Bank of Canada, is one of the most accessible systems in the world. Students explore the operation of the financial system, including its key participants, market dynamics, and the regulatory role of governments. Topics covered include the flow of funds, interest rate structures, diverse financial markets, exchange rate regimes, financial intermediation, and the pivotal role of the central bank in financial stability. Students engage in hands-on learning by analyzing real-world scenarios and participating in discussions. They examine how different components of the financial system interact and influence the broader economy.

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

FIN2334 Canadian Securities Course Part 1

In-depth industry knowledge is highly regarded in the financial workplace. A framework for analyzing Canadian financial markets, institutions, securities, and investment strategies is introduced. Students review capital markets and financial services, the Canadian economy, issuing, listing, and regulation of securities markets, corporations and their financial statements. Student calculate returns on fixed-income securities, equities, and derivatives.

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

FIN2335 Corporate Finance

The role of corporate finance in organizations involves managing financial resources and making decisions to enable the success of the company. Students explore the core principles and practices of corporate finance within a Canadian business context. Key topics include financial decision-making processes, risk management, capital budgeting, allocation of financial resources, financial planning, capital structure, and dividend policy, all presented through real-world business scenarios.

Prerequisite(s): none

Corerequisite(s):none

FIN2348 Credit & Debt Management

Financial freedom for most clients comes from understanding, then leveraging and managing household debt. Professionals must develop marketable skills in credit application processing and submission. Students examine consumer lending products and services available to clients. Using interviewing skills, students can collect the data required for a consumer loan or a residential mortgage application. Students develop and use assessment tools to identify client needs and match needs with products and recommendations.

Prerequisite(s): none

Corerequisite(s):none

FIN2355 Marketing Financial Products and Services

Successful financial professionals are effective communicators and relationship builders. Students discuss diverse personality profiles, including their own, and explore strategies for prospecting, marketing, building lasting business relationships. Key components include individual mock sales interviews, and engagement with industry experts. Through immersive learning experiences, students engage in group discussions, experiential exercises, role-playing, video analysis, and guest speaker sessions.

Prerequisite(s): none

Corerequisite(s):none

FIN2356 Canadian Securities Course Part 2

The Canadian Securities Course (CSC) designation is a highly sought credential in the financial workplace. Students develop a framework for analyzing Canadian financial markets, institutions, securities, and investment strategies. Topics include analyzing markets and products, the portfolio approach, mutual funds, other managed accounts and products, hedge funds and financial planning and taxation. The CSC designation is widely recognized and sought after in the financial industry. Students delve into areas of financial analysis, including market and product analysis, the portfolio approach, mutual funds, managed accounts, hedge funds, and financial planning and taxation within a Canadian context. Throughout the course, students will engage with these topics through lectures, case studies, practical exercises, and real-world examples.

Prerequisite(s): none

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 & 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 & Business Success

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

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

MGT2320 Material and Operations Management

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

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

MGT2328 Introduction to Management Fundamentals

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

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

MGT2381 Human Resources Management

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

international human resources management, organizational behaviour, and relevant legislation.

Prerequisite(s): none

Corerequisite(s):none

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