

Area of Interest: Business

Business - Management and Entrepreneurship

Ontario College Diploma

Program Code: 0242X01FXA

2 Years

Ottawa Campus

Our Program

Algonquin College has partnered with CDI College, a private career college located in the Greater Toronto Area to deliver this program to international students at their campus in Mississauga, Ontario.

Students who complete their Algonquin College program of study through CDI College will graduate with an Algonquin College credential.

Thrive with a challenging and rewarding career as an entrepreneur.

The two-year Business - Management and Entrepreneurship Ontario College Diploma program provides you with the knowledge and skills for a successful career in management or ownership of a small or medium-sized enterprise.

This program has a strong focus on business trends, developing an entrepreneurial mindset, and innovation in a digital economy. It encourages your creativity, strategic thinking and originality, as you cultivate the skills to start up and run a small business.

Explore your talents and creativity through hands-on projects that can be customized to your interests. Learn about business concepts and how to:

- Develop a good business idea
- Create a business model
- Validate your business through market research
- Manage people and resources
- Understand financial information
- Gain customer attention and sell
- Create a digital presence
- Launch a business

Create a start-up idea that you develop and enhance throughout the program. Complete multiple team-based projects, including the creation of an online store as well as the presentation of a comprehensive business plan.

Our campus is the ideal place for an entrepreneur. Program faculty include entrepreneurs and business owners who continue to keep up with trends in their areas of specialization.

Upon graduation, you are ready for a variety of career paths. You may start a business, manage an existing business, continue your education or find a career in:

- eCommerce
- marketing
- digital marketing

- visual merchandising
- store planning
- professional sales
- social media
- marketing research
- purchasing
- retail
- customer service and management

SUCCESS FACTORS

This program is well-suited for students who:

- Want to control their destiny and start a small-to medium-sized business.
- Are interested in leveraging their entrepreneurial spirit to manage an existing business.
- Learn in an environment that encourages the generation of new ideas.
- Strive to become strategic thinkers and find better ways of doing things.
- Get the job done by being proactive.
- Are interested in being a part of a like-minded group of students and faculty that helps them achieve their goals.

Employment

Small and medium-sized businesses are the fastest growing sector of the economy, locally and internationally. Graduates are sought after in all industry sectors for their entrepreneurial spirit, creative and problem-solving skills and their ability to successfully adapt to constant change in the business world.

Most graduates have chosen to open their own business or take over their family business. Others are gainfully employed in a wide range of business activities including visual merchandising, store planning, sales (both business-to-business and business-to-consumer), sales promotion, marketing, social media, marketing research, purchasing, customer service and management. Opportunities may be available with domestic and international retailing, manufacturing, service and wholesaling firms, and in government departments and agencies.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan.
- Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
- Use current concepts/systems and technologies to support an organization's business initiatives.
- Apply basic research skills to support business decision making.
- Support the planning, implementation and monitoring of projects.
- Perform work in compliance with relevant statutes, regulations and business practices.

- Explain the role of the human resource function and its impact on an organization.
- Use accounting and financial principles to support the operations of an organization.
- Describe and apply marketing and sales concepts used to support the operations of an organization.
- Outline principles of supply chain management and operations management.
- Outline and assess the components of a business plan.
- Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
- Develop strategies for the operation and management of entrepreneurial ventures and small business enterprises.
- Propose effective management, team-building, and leadership techniques that encourage innovation in an entrepreneurial setting.
- Create ecommerce-based business strategies appropriate to entrepreneurial ventures and small business enterprises.
- 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
BUS2301Z	Business Computer Applications	42.0
ENL1813Z	Communications I	42.0
MGT2232Z	Entrepreneurship and Innovation	56.0
MKT0018Z	Marketing for Management and Entrepreneurship	42.0
QUA0002Z	Business Mathematics	42.0
RET2221Z	Skills for Success	42.0
Level: 02	Courses	Hours
ACC0014Z	Accounting for Small Business	42.0
ENL1823Z	Communications II	42.0
LAW1702Z	Business Law	42.0
MGT2202Z	Emerging Technology for Business	42.0
MKT0019Z	Marketing Research	42.0
RET2213Z	Ecommerce	42.0
Choose one from equivalencies	Courses	Hours
GED0242Z	General Education Elective	42.0
Level: 03	Courses	Hours
MGT2203Z	Financial Management for Small Business	56.0

MGT2204Z	Social Innovation	42.0
MGT2225Z	Project Management for Business Start-Ups	42.0
MKT2218Z	Digital Marketing	42.0
RET2214Z	Retail Management	56.0
Choose one from equivalencies Courses		Hours
GED0242Z	General Education Elective	42.0
Level: 04	Courses	Hours
MGT2008Z	Business Plan - Applied	56.0
MGT2223Z	Career Preparation for Entrepreneurs	42.0
MGT2224Z	Managing for Business Success	56.0
MGT2228Z	Global Entrepreneurship	42.0
RET2223Z	Professional Selling	42.0
Choose one from equivalencies Courses		Hours
GED0242Z	General Education Elective	42.0

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 <http://www.algonquincollege.com/fee-estimator>

Further information on fees can be found by visiting the Registrar's Office website at <http://www.algonquincollege.com/ro>

Fees are subject to change.

Please budget for books and supplies at approximately \$1,000 per year. Supplies can be purchased through CDI College.

Admission Requirements for the 2024/2025 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

Program Eligibility

- English, Grade 12 (ENG4C or equivalent).
- Mathematics, Grade 11 (MBF3C or equivalent).

- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English and mathematics.

Admission Requirements for 2023/2024 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

Program Eligibility

- English, Grade 12 (ENG4C or equivalent).
- Mathematics, Grade 11 (MBF3C or equivalent).
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English and mathematics.

Application Information

BUSINESS - MANAGEMENT AND ENTREPRENEURSHIP **Program Code 0242X01FXA**

International applicants please visit this link for application process information:
<https://algonquincollege.force.com/myACint>

For further information on the admissions process, contact:

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

Additional Information

For more information regarding this program, please email <mailto:ACsupport@cdicollge.ca> .

Course Descriptions

ACC0014Z Accounting for Small Business

Students develop the ability to collaborate and work effectively with their accountant and bookkeeper through their business launch and operations. Topics include balance sheets, income statements, journalizing in the general journal, general ledger and special journals, proper banking procedures, cash control protocols and government related employee payroll and tax requirements.

Prerequisite(s): QUA0002Z or QUA0002

Corerequisite(s):none

BUS2301Z 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

ENL1813Z Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. 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

ENL1823Z 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): ENL1813Z

Corerequisite(s):none

GED0242Z General Education Elective

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

Prerequisite(s): none

Corerequisite(s):none

GED0242Z General Education Elective

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

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

GED0242Z General Education Elective

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

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

LAW1702Z 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

MGT2008Z Business Plan - Applied

This is the "cornerstone" course for the program. Students use key business management and entrepreneurial concepts to write and present a comprehensive business plan of their choice. The plan includes detailed marketing, operational and financial components thereby giving students a clear indication of the health of their business concept. Through a business plan project, students conceptualize, analyze and compile a comprehensive business plan which articulates the steps for starting their new business.

Prerequisite(s): MGT2203Z and MGT2225Z and MGT2232Z and MKT0019Z and MKT2218Z and RET2214Z or MGT2203 and MGT2225 and MGT2232 and MKT0019 and MKT2218 and RET2214
Corerequisite(s):none

MGT2202Z Emerging Technology for Business

The use of new and existing technology and management tools are essential and a potential differentiator and advantage in today's business world. Technology advances are occurring rapidly, therefore, an understanding of the change and the usage of technology are essential skills in today's business environment. Students in this course will experiment, evaluate and apply new technologies, understand the risks, opportunities and rewards of new and existing technologies and explore how to manage technology in their own venture.

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

MGT2203Z Financial Management for Small Business

Students are introduced to financial statements and concepts that enable them to effectively partner with the financial professionals that they encounter through their business launch and operations. Topics include balance sheets, income statements and cash-flow statements and their interactions, financial analysis, and forecasting/budgeting. In addition, attention is focused on time-value of money concepts, particularly as it relates to debt (interest payments and repayment schedules), as well as on various sources and types of financing for small businesses. Spreadsheet software is used extensively to present, analyze and solve financial business issues.

Prerequisite(s): ACC0014Z or ACC0014
Corerequisite(s):none

MGT2204Z Social Innovation

Social entrepreneurship and innovation is a rapidly developing field of business management where innovative thinking is applied towards solving social and environmental challenges within a market-based economy. The course will provide students with a practical introduction to social entrepreneurship and innovation by exploring various business models such as non-profit, for-profit, social and indigenous enterprises. Topics such as sustainability, innovation, societal impact, and corporate social responsibility (CSR) will be explored. Students will compare and contrast various approaches to social innovation in Canada and globally in sectors such health care, climate change, technology, finance and more. Through case studies, discussions and experiential learning, students will understand how social entrepreneurs use business knowledge and skills to transform communities and society at large.

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

MGT2223Z Career Preparation for Entrepreneurs

Students focus on planning and enhancing the skills required to pursue the next phase of their career and life preparation. The course contains information on industry preparation, start-up life and postsecondary education with an emphasis on lifelong learning and personal development. Students focus on researching employment opportunities, expanding their professional network, employability skill assessment and interview preparation. This allows students to gain confidence as they launch their professional business career. Students will also focus on analyzing various opportunities to expand their applied skills within complementary educational program areas and in their future endeavours, including what life in a start-up looks like.

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

MGT2224Z Managing for Business Success

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

MGT2225Z Project Management for Business Start-Ups

Entrepreneurs must know how to successfully plan and execute projects on time and within budget. Students learn the basic concepts of project management based on the best practices in this field. The tools and techniques include learning to identify project priorities, assigning and managing resources, budgeting, tracking progress and communicating with stakeholders. Hands-on practice is provided using project scheduling software as a means to understand the work breakdown structure, critical-path activities and resource loading. Case studies are used in order to demonstrate the practical application of each concept to the planning and completion of project activities.

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

MGT2228Z Global Entrepreneurship

Focus is on business entry into the international marketplace with special attention on identifying the barriers to entry. From a global entrepreneurship perspective, students examine the role of international trade research in identifying opportunities, the role of federal institutions in assisting entrepreneurs to identify threats and reduce the risk of failure. In addition, students learn the process of importing and exporting goods, the legal aspects of international trade, the growing role of CSR (Corporate Social Responsibility), the nature of trade financing when buying or selling internationally and the role of e-commerce in developing a global business presence. Students are exposed both to sources of information on the international marketplace and to the basic terminology being used in that marketplace.

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

MGT2232Z Entrepreneurship and Innovation

In a world undergoing rapid and significant change, it is important to recognize the role, skills and characteristics associated with entrepreneurship in order to remain relevant. Topics include an overview of innovative thinking techniques, trend spotting, e-commerce, marketing, market research, digital marketing, licensing, franchising, buying and selling a business, and succession planning. Students put into practice entrepreneurial skills and strategies to recognize business opportunities. Through individual projects, students engage with entrepreneurs to discuss issues in today's market-place and report on their findings.

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

MKT0018Z Marketing for Management and Entrepreneurship

An overview of the primary marketing functions used within an organization to successfully market products and services is provided. These functions include an overview of the strategic marketing process, environmental scanning, the ability to identify and segment markets, understanding of consumer buying behaviours and the importance of marketing research. This results in the development of a coordinated marketing plan (product, price, promotion and distribution channels).

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

MKT0019Z Marketing Research

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

Prerequisite(s): MKT0018Z or MKT0018 or MKT2317
Corerequisite(s):none

MKT2218Z Digital Marketing

Students focus on understanding and implementing digital marketing strategies using a broad range of online marketing tools. Establishing key messages, building engagement and effectively communicating with customers is essential in the digital landscape today. Students build a strong foundation in content marketing and management systems, social media marketing, search engine marketing and measurement analytics, all cornerstones to an effective digital strategy.

Prerequisite(s): MKT0019Z or MKT0019
Corerequisite(s):none

QUA0002Z 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

RET2213Z Ecommerce

Setting up and managing e-commerce websites is an essential skill in today's multi-channel economy. Develop a broad understanding of all that goes into a successful e-commerce site, whether you are an entrepreneur or working for a larger organization. This course provides the fundamentals of e-commerce, with a particular emphasis on the strategy, challenges and applications of e-commerce - include security issues, billing and payment systems, and supply chain. Emphasis is on applied learning, learning from real-world successes and failures via cases. The course will culminate in the development of an e-commerce website.

Prerequisite(s): MGT2232Z and MKT0018Z or MGT2232 and MKT0018
Corerequisite(s):none

RET2214Z Retail Management

Students are introduced to retail specific strategies and best practices to adapt, navigate and manage in an ever-changing retail environment. An in-depth look at how the physical and online environments (omni-channel) impact a consumer's shopping experience are explored. Learning outcomes are integrated throughout the course with case studies and in-class activities. The importance of retail marketing and branding, the retail mix, macro and micro environmental issues, supply chain optimization, pricing strategies, and inventory management are also reviewed.

Prerequisite(s): RET2213Z or RET2213
Corerequisite(s):none

RET2221Z Skills for Success

Students are focused on developing the essential skills needed to work in the rapidly changing environment of business management and entrepreneurship. Key transferable skills include team building and leadership, critical thinking, creative thinking, time management and goal-setting, learning and memory techniques, dealing with change, changing bad habits, stress management, presentation skills, business ethics and problem-solving using the Case Study Method. An overview on the importance of academic integrity and understanding the School of Business policies is also provided.

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

RET2223Z Professional Selling

Students are able to support the critical role of trust-based relationship selling and it's increasing importance in the business environment. Students develop the skills required to be a sales professional with weekly role-playing and a final mock sales presentation with a product/service of their choice. Students analyze buyer motivators, their purchasing process and overcome customer concerns with confidence. The importance of sales ethics and its legal implications are also examined. Students demonstrate the importance of collaborative, two-way communication in trust-based selling and the business environment.

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

