

Area of Interest: Business

## Business Fundamentals

Ontario College Certificate

Program Code: 1457X01FWO

1 Year

Ottawa Campus

### Our Program

#### Find your perfect fit in the world of business.

With a strong focus on developing the skills needed for today's business environment, this one-year Ontario College Certificate program prepares you to carry out a variety of business functions within an organization. You develop practical understanding of key principles and practices necessary to pursue future studies in the field of business or for an entry-level position in business. This program may also appeal to those who have existing careers or credentials who wish to enhance their fundamental business knowledge and skills.

In this program, you combine theory and hands-on learning to gain practical business knowledge in the areas of:

- business management
- marketing
- human resources management
- document production
- accounting/financial reporting
- professional communications
- business application software

Participate in simulations dealing with realistic business problems and solutions. Gain practical skills through applied activities supported by opportunities to examine current industry issues and find solutions based on an integrated approach. Develop skills in the use of technology and foundational business practices with an emphasis on the practical demands of a job, including:

- preparing professional documents
- interacting with the workforce
- meeting timelines
- prioritizing activities
- working under pressure
- accepting responsibility, and
- demonstrating initiative

Graduates may apply their newly developed skills and knowledge to improve their existing organization, gain an entry-level position in business, or pursue entrepreneurial opportunities. Graduates may find entry-level employment in a variety of business-related industries such as:

- educational institutions

- government ministries and agencies
- health-care facilities
- large and small businesses and corporations
- not-for-profit organizations
- regional offices within government
- retail
- hospitality and service sector
- insurance
- financial institutions

With advanced standing through shared core courses, graduates may choose to continue their business education in diplomas such as: Business-General, Accounting, Human Resources Management, Finance, Business Marketing, Business Management and Entrepreneurship or Business Administration.

### **SUCCESS FACTORS**

This program is well-suited for students who:

- Are well-organized and can work effectively under tight time constraints.
- Are team-oriented and enjoy working with others.
- Like using computer and technology applications.
- Have strong organizational and leadership abilities.
- Enjoy working in a dynamic environment.
- Have a collaborative style and good communication skills.
- Like to solve problems using analytical and critical thinking skills.

### **Employment**

Graduates may find employment opportunities in a variety of entry-level business and administrative positions such as: customer service, sales, service industry, insurance or financial institution trainees or associates.

### **Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- Identify factors that have an impact on an organization`s business opportunities.
- Explain the impact of corporate sustainability, corporate social responsibility and ethics on an organization`s business initiatives.
- Use current technologies to support an organization`s business initiatives.
- Apply basic research skills to support business decision making.
- Perform basic accounting procedures and financial calculations to support the operations of an organization.
- Describe marketing and sales concepts used to support the operations of an organization.
- Develop strategies for ongoing personal and professional development to enhance work performance.

- Outline the functional areas of a business and their interrelationships.
- 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
MGT2319	Skills for Academic and Business Success	42.0
MGT2328	Introduction to Management Fundamentals	42.0
QUA0002	Business Mathematics	42.0
Level: 02	Courses	Hours
ACC2310	Accounting Concepts I	42.0
BAI2300	Global Business Environment	42.0
ENL1823B	Communications II	42.0
MGT2320	Material and Operations Management	42.0
MGT2381	Human Resources Management	42.0
MKT2317	Marketing	42.0
Choose one from equivalencies: Courses	Courses	Hours
GED1457	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 <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.

## 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.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: <https://www.algonquincollege.com/access/>.

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.

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## Application Information

**BUSINESS FUNDAMENTALS**  
**Program Code 1457X01FWO**

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

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

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at <http://www.ontariocolleges.ca/>.

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

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

For further information on the admissions process, contact:

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

**Additional Information****Laddering Opportunities:**

This general, foundational business certificate program prepares students wanting to further their business studies to ladder into a variety of college business diploma/certificate programs including Ontario College Certificates in Bookkeeping and Accounting Practices or Office Administration General; Ontario College Diplomas in Business, Business Accounting, Business Management and Entrepreneurship, Business-Marketing or Office Administration; and Ontario College Advanced Diplomas in Business Administration - Accounting, Finance, General Business, Human Resources, International Business, Marketing or Supply Chain and Operations Management.

While building foundational knowledge and skills in a wide range of common core business courses, students have the opportunity to discover which areas of business they would like to continue to develop and apply transfer credits. Students who complete their business diploma can then access existing laddering opportunities with university business programs, subject to admission criteria.

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

- Marco Campagna, <mailto:campagm@algonquincollege.com>, 613-727-4723, ext. 5960

**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

### **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

### **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

### **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

### **GED1457 General Education Elective**

For this course, you will have the opportunity to choose one from a group of general education electives. Your options will include courses which cover the following broad topic areas: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, or Science and Technology.

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