Area of Interest: Business

Business Fundamentals

Ontario College Certificate
28 Weeks
Ottawa Campus

Academic Year: 2020/2021
Program Code: 1457X01FWO

Our Program

Find your perfect fit in the world of business.

With a strong focus on developing the skills needed for today’s business professional, 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
- 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, Marketing or Management and Entrepreneurship.

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

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Choose one from equivalencies:

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Fees for the 2020/2021 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](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](https://www.algonquincollege.com/ro).

Fees are subject to change.

Admission Requirements for the 2021/2022 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
• 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.

Admission Requirements for 2020/2021 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).

• International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) 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.

• Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

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 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:
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
Email: AskUs@algonquincollege.com

Additional Information

Programs at Algonquin College are Bring You Own Device (BYOD). To see the BYOD requirements for your program, please visit: https://www7.algonquincollege.com/byod/.

Specific 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 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.

For more information, contact Joe McLarty, Program Coordinator - mclartj@algonquincollege.com - 613-727-4723 ext. 5593.

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

BUS0011 Project

The modern business tends to approach their activities on a project by project cadence. They depend on individuals that are able to develop project plans and carry them through to completion, on time and on budget. Students learn the basic concepts of project management and how to market themselves in a competitive job market. Hands-on practice is provided using project scheduling software as a means to understand the project lifecycle and critical-path activities. Furthermore, Students can expect to apply critical thinking skills using real-world case studies, as well as participate in group discussions, mock-interviews and in networking with industry professionals. Students also develop a career plan and portfolio to effectively develop and promote their personal brand.

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

ECO2200 Economic Issues

Knowledge of contemporary economic issues is essential to understanding the world in which we live. Students examine the fundamental economics issues faced by modern economies with an emphasis on the use of economic models to analyze economic developments accurately and objectively. Key economic problems faced by society, and policy alternatives that governments may use to deal with these problems are also investigated. Influence of economics on student civic, working and personal lives is explored through lectures, discussions and monitoring of current economic events.

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

ENL1813E Communications I - Entrepreneurial Focus

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. Particular attention is given to creative and multimedia applications.

Prerequisite(s): none
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

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 organizational agility, goal attainment and ultimate viability through progressive human resources management. Students are introduced to human resources management areas of practice, including the role of human
resources within organizational and strategic contexts, 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 and relevant legislative framework.

Prerequisite(s): none
Corequisite(s): none

**MKT0013 Social Media for the Entrepreneur**

Increasingly, Canadians are choosing entrepreneurship over more traditional business
employment. Critical to any start-up or entrepreneurial venture is the ability to leverage the power
of social media as a marketing and customer relations channel. Students learn how to research,
select, create, use and monitor social media channels for business success. Students have the
opportunity to apply their newly acquired social media competencies.

Prerequisite(s): none
Corequisite(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
Corequisite(s): none

**OFF2395 Spreadsheet Applications (OA)**

A spreadsheet application’s grid structure, allowing logical organization of data into tables, and
its ability to automate mathematical calculations on that data, has ensured it is one of the most
popular types of business applications in the modern office. Students produce and format
professional looking spreadsheets that include basic and complex mathematical formulas. In
addition, the data in these spreadsheets are transformed into charts and tables in order to
summarize, analyze and manipulate spreadsheet data more effectively. Finally, students exchange
spreadsheet data with documents produced in other programs and share spreadsheet documents
with colleagues and clients. Students develop these skills through a series of assignments and
practical tests using both an online training tool and spreadsheet software.

Prerequisite(s): QUA2227 or QUA2210
Corequisite(s): none

**QUA2210 Basic Business Mathematics**

The essentials of arithmetic and its applications, including fractions, decimals, percentages,
mathematics of buying and selling, payroll, taxes, depreciation and inventory are examined.
Students are introduced to the mathematics of finance, including simple and compound interest,
annuities, sinking funds, amortization and consumer credit.

Prerequisite(s): none
Corequisite(s): none