

Area of Interest: Business

## Business Fundamentals

Ontario College Certificate

Program Code: 1457X01FPM

1 Year

Pembroke 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
- 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.

**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
ACC7301	Accounting I	42.0
DAT7321	Computer Applications	42.0
ECO7306	Microeconomics	42.0

ENL7777	Communications I	42.0
MGT7319	Skills for Academic and Business Success	42.0
QUA7211	Business Math	42.0
<b>Level: 02</b>	<b>Courses</b>	<b>Hours</b>
ECO7307	Macroeconomics	42.0
ENL7693	Communication Skills for Business	42.0
MGT7321	Materials and Operations Management	42.0
MGT7326	Introduction to Management Fundamentals	42.0
MGT7380	Human Resources Management	42.0
MKT7311	Marketing	42.0
<b>Choose one from equivalencies:</b>	<b>Courses</b>	<b>Hours</b>
GED1457	General Education Elective	42.0

## 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 [www.algonquincollege.com/fee-estimator](http://www.algonquincollege.com/fee-estimator)

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

Fees are subject to change.

## Admission Requirements for the 2026/2027 Academic Year

### College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent;
- 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 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 2025/2026 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 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.

**Application Information****BUSINESS FUNDAMENTALS**  
**Program Code 1457X01FPM**

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

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

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 <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 please visit this link for application process information:  
<https://algonquincollege.my.site.com/myac360/s/self-registration-page>

For further information on the admissions process, contact:

Registrar's Office  
Algonquin College in the Ottawa Valley  
1 College Way  
Pembroke, ON K8A0C8  
Local: 613-735-4700  
Toll-free 1-800-565-4723

TTY: 1-866-620-3845

Fax: 613-735-4739

<https://www.algonquincollege.com/pembroke/>

## 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)

- Kim Drake, <mailto:drakek@algonquincollege.com> , 613-735-4700, ext. 2769

## Course Descriptions

### ACC7301 Accounting I

An introduction to financial accounting is provided. Students study accounting information, understanding the accounting cycle, recording transactions, and the preparation and analysis of financial statements.

Prerequisite(s): none

Corerequisite(s):none

### DAT7321 Computer Applications

Students perform simple operating system commands and produce a variety of business documents using operating systems, word processing, spreadsheet and presentation software. Email, the internet and a learning management system are used to facilitate student learning.

Prerequisite(s): none

Corerequisite(s):none

### ECO7306 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

### ECO7307 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

### **ENL7693 Communication Skills for Business**

Students develop business communication skills. Topics include business writing style, workplace and employment correspondence, reports, presentations and other communication skills expected in today's workplace.

Prerequisite(s): ENL7777  
Corerequisite(s):none

### **ENL7777 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

### **GED1457 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

### **MGT7319 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

### **MGT7321 Materials and Operations Management**

Topics in operations management are examined. Students gain an in-depth knowledge of the responsibilities and current tools of operations and project management. Coverage includes inventory management, quality management, production planning and demand forecasting.

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

### **MGT7326 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

**MGT7380 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 specializations, including the role of human resources within organizational and strategic contexts, human resources planning, employee recruitment and selection, training and development, performance assessment, compensation and benefits, employee relations and labour relations. Furthermore, students are introduced to occupational health and safety, international human resources and relevant legislative framework.

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

**MKT7311 Marketing**

Students acquire an understanding of what marketing is, what marketing professionals do, the four "Ps" of marketing (product, price, place, promotion), buyer concerns, needs and motives, product/service selling features, strategic planning, competitive and environmental analysis, marketing strategy. Students also engage in a course teamwork project.

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

**QUA7211 Business Math**

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