Program: Business Administration

Course: Business Law and Ethics

Course description

This course introduces students to basic legal and ethical aspects of business operations. Students will understand the Canadian legal system and how different forms of businesses such as sole proprietorships, partnerships and corporations are regulated. Other covered areas include employment law, consumer law and competition law.

The course also emphasizes importance of ethics and social responsibility in business. Students will be able to identify, think critically about, and resolve ethical issues that they will encounter when operating a business. These concepts will be covered by extensive case studies.

Course Prerequisites

None

Equipment Required

No specialized equipment is required for this course

For online learning, student must have access to a computer (no older than 4 years), webcam, headphones, and good broadband.

Course Duration

40 hours

Homework Hours

5 -10 hours week

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Examine legal concepts concerning business owners, managers, executive directors and employees.
2. Explain legal implications arising from business activities
3. Identify legalities involved in the contracting processes
4. Understand legal intricacies of duties of business directors and officers
5. Describe the nature of business ethics and corporate social responsibility in Canada
6. Explain criticality of ethical decision-making process
7. Outline how to assist management with making informed business decisions

Dress Expectations

In class; neat and casual. If there are guest speakers or field visits, business casual is required.

Online - Not applicable.

Course outline:

Length of course: 40 hrs.

Module	Content - Topic areas	Hours per Module:
1	**Introduction to Legal System in Canada** a) The Role of Law b) Law and Business c) Law and Business Ethics d) The Courts and Legislation e) The Charter of Rights and Freedoms f) Legal Systems-Civil Law and Common Law g) Common Law and theory of Precedent h) The Source of Law i) The System of Courts in Canada j) Procedural Law-Using the courts k) Managing Legal Advice l) ADR-Alternative Dispute Resolution	4
2	**Contract Law-Impeachment** a) Formation of a Contract-Offer and Acceptance b) Formation of a Contract-Consideration, and Intention to create legal Relations c) Grounds upon which a Contract may be Impeached: Mistake d) Grounds upon which a Contract may be Impeached: Misrepresentation, Undue Influence, and Duress	3
3	**Contract Law-The Effect of Breach** a) Implications of breach b) How breach may occur c) Express Repudiation d) One Party renders performance impossible e) Failure of performance	3

9	**Employment Law-Contract of Employment** a) Relationship of Employer and Employee b) The employer's liability c) Employment contract d) Ground for dismissal without notice e) Wrongful dismissal	4
10	**Business Ethics** a) History b) Role of corporation in business ethics c) Moral agent concepts d) Governance of interests of corporations e) Employment relation in business ethics f) International business ethics g) Criticism	4
11	**Case Studies in Business Ethics** a) Conflicts of interest for a nonprofit organization b) Dilemma of a job offering when the offer is not the best choice c) Fair references for a former employee d) Business dilemma of purchasing cheap product vs. local e) Gifts, conflicts of interest and disparagement f) Dealing with bribery when doing business in other countries	4
12	**Course Overview, Exam Preparation and Final Exam** a) Course Overview b) Questions and Answers c) Final Exam	3

Course Updating: Contents of this course outline are accurate at the time of publication. Revision and updating are performed on an ongoing basis to ensure the material remains relevant and up to date. The instructor will inform students regarding any changes.

Text books- current text books can be adjusted - substitute text books must meet the learning outcomes.

Policy Statement: The College has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity / Plagiarism; and other educational issues.

Program: Business Administration

Course: Business Planning

Course description

This course provides guidance on how to successfully plan business activities. It touches on all ingredients of business planning and emphasizes specifics of entrepreneurial thinking and careful analysis of business ideas

The course also elaborates on marketing and advertising strategies and their importance. In addition to this it teaches participants techniques of managing a business as well as financial, legal and tax issues.

Course Prerequisites

None

Equipment Required

No specialized equipment is required for this course

For online learning, student must have access to a computer (no older than 4 years), webcam, headphones, and good broadband.

Course Duration

20 hours

Homework Hours

5 -10 hours week

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Investigate the necessary steps to successfully creating a new venture, including the business idea and opportunity analysis, and the Business Plan formulation.
2. Describe the process of planning and the differences between strategic and business planning.
3. Define SWOT analysis and how it relates to the market and competitors within the business plan.
4. Define the 4 types of promotional programs most frequently utilized and give examples of each.

Textbooks/Materials

Business Plan Development Guide (most recent edition; Open press)

ISBN 9781708949907

Course outline:

Length of course: 20 hrs.

Module	Content - Topic areas	Hours per Module:
1	**Entrepreneurial Thinking and The Challenges of Starting a Business** a) Note on Entrepreneur's Thought Process b) Let your Idea Grow with Brainstorming c) The Personal Keys to Entrepreneurship d) Risks-Planting seeds for future Business e) Financial Planning f) The Decision Process g) Key Points in Entrepreneurial Thinking and Challenges of Starting a Business	3
2	**Industry Analysis Model and The Business Idea** a) The five Competitive Forces That Shape Business Strategy b) Forces That Shape Competition c) Changes in Industry Structure d) Defining the Relevant Industry e) Competitive Advantage f) Company Goals, Personal Goals g) Calculated Risk, Flexibility and Image h) Partnerships and Joint Ventures i) Future Plans	3
3	**The Business Plan-A Complete Framework** a) General Tips b) Introduction c) Executive Summary d) Industry Analysis e) Description Of Venture f) Merchandising Plan g) Marketing Plan h) Organizational Plan i) Assessment Of Risk j) Financial Plan	3
4	**Marketing & Advertising Strategy** a) Market Research and Reaching the Target Market b) Competitive and Comparative Advantage	3

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Program: Business Administration

Course: Sales and Marketing

Course description	This course introduces students to main principles of sales and marketing with a focus on practical implementation of these principles. The course elaborates on product pricing, distribution and logistics, marketing planning and communications. The essence of marketing is emphasized in terms of development, production and positioning of products that meet the need of potential buyers.
Course Prerequisites	None
Equipment Required	No specialized equipment is required for this course For online learning, student must have access to a computer (no older than 4 years), webcam, headphones, and good broadband.
Course Duration	40 hours
Homework Hours	5 -10 hours week

Learning Outcomes:

Upon completion of this course, students will be able to:

Define the aspects in a marketing plan that will meet the needs or goals of a business or organization.

Discuss the importance of product, price, place, promotion, process, physical environment, and people in the marketing plan.

Determine strategies for the efficient and effective placement/distribution of a product, good, and/or service that respond to an evolving market.

Examine the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, return on investment (ROI), and business goals of an organization.

Discuss how to conduct market research to provide information needed to make marketing decisions.

these sorts of activities would take and credit the time to the clock hours. The instructor and administration keep a record.

Dress Expectations

In class; neat and casual. If there are guest speakers or field visits, business casual is required.

Online - Not applicable.

Course outline:

Length of course: 40 hrs.

Module	Content - Topic areas	Hours per Module:
1	**Introduction to Marketing** a) What is Marketing and Marketing Management b) What is a Market c) Types of Market d) Core Marketing Concept e) Modern Market System f) Creating Customer Value	3
2	**Fundamental Principals of Marketing - Managing Customer Value** a) Objective of A Business b) Role of Marketing in Increasing the Firm Value c) Customer Value d) Attracting and Retaining Customers e) What are the Value Drivers f) Fundamental Principles of Marketing	3
3	**Fundamental Principals of Marketing-Continued** a) Segmentation- 1st Step in Background Marketing Strategy b) From 3Cs to Background Marketing Strategy c) Consumer Analysis d) Company Analysis e) Competitor Analysis f) Targeting 2nd Step in Background Marketing Strategy g) Positioning 3rd Step in Background Marketing Strategy h) From the Background Strategy to the 4 Ps	3

	j) New Products vs. Rejuvenated Products	
8	**Pricing** a) Role of Price b) Influences of Price c) Pricing Objectives d) Pricing Methods e) Source Pricing and the offering of Discounts f) Pricing and Product Life Cycle	4
9	**Distribution and Logistics** a) Distribution Planning b) The Structure of Distribution Systems c) Channel Conflict and Cooperation d) Vertical Marketing System e) Horizontal Marketing System f) Exploiting New Distribution Strategies	4
10	**Wholesaling and Retailing** a) Types of Wholesalers b) Wholesaling and its Functions c) Types of Retailers d) Retailing and its Functions e) Elements of Retail Planning f) Marketing Strategy for Retailers	3
11	**Marketing Communications** a) Marketing Communication Mix b) Marketing Communication Planning c) The Forms of Advertising d) Media Planning e) Sales Promotion f) Personal Selling g) Event Marketing and Sponsorship	3
12	**Course Overview, Exam Preparation and Final Exam** a) Course Review b) Question and Answers c) Final Examination	3

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4	**Marketing Planning and Marketing Environment** a) Marketing in Practice b) New Realities of Marketing c) Marketing Mix d) Product Strategy e) Price Strategy f) Place or Distributing Strategy g) Economic Influences Affecting the Marketing Mix h) Corporate Strategies i) Market and SWOT Analysis j) Common Type of Marketing Strategies	3
5	**Consumer Buying Behavior & Market Segmentation** a) The Consumer Purchase Decision Process b) Influences on Consumer Behavior c) Demographic Segmentation d) Geographic Segmentation e) Market Segmentation Strategies f) Market Differentiation g) Niche Marketing h) Relationship Marketing i) Market Positioning Concept	3
6	**Business-to-Business Marketing and Organizational Buying Behaviour** a) Business and Industry b) Governments and Institutional Markets c) Wholesalers and Retailers d) The Characteristics of Organizational Buying Behaviour e) Types of Buying Decisions f) Steps in the Buying Decision Process	3
7	**Product Strategy and Product Management** a) The Product Mix b) Product Classification c) Branding and Band Names d) Packaging and Labeling Strategy e) Brand Management f) Category Management g) Target Market Management h) Product Modifications i) Product Life cycle	5

Textbooks/Materials THINK Marketing (most recent edition)

ISBN: 9780134834344

Instructional Methods See program outline

Formative assessments are used throughout the courses (online discussions, quizzes, related activities).

Assessment criteria / completion requirements:

Assessment methods include but are not limited to: Assignments, projects, graded homework, quizzes, and examinations. All grades for course work including the final grade will be given in percentages. The official transcript will reflect percentage. A successful pass for the course is 70%.

Evaluation - Learning outcomes:

Project	20 %
Assignment	20 %
Exams	60 %

Attendance Expectations

At least 80%

Classroom delivery - clock hours are tracked and recorded

Online learning (as part of combined delivery: Attendance for the course is based on evidence of keeping up with the course materials and instructor's directions, participating in ongoing discussion posts, and submission of all required criteria used for evaluation.

Attendance is tracked two ways - the first is (clock hours) via online attendance (ie zoom) and tracking of engagement/ completion of tasks.

As part of the delivery methodology students are also required to participate in independent learning activities - for example readings with questions, viewing relevant video with assessments and so on. Teachers estimate the number of hours

	c) Press Releases d) Advertising Options e) Print Media-Newspapers, Magazines and Newsletters f) Direct Mail g) Radio and Television h) Event Sponsorships i) Teaming with other company j) Getting Online, Links and E-commerce k) Search Engines l) Banners, Popups and Interstitials	
5	**Managing your Business** a) The basics of Management b) Board of Directors c) Finding Qualified employees d) Creating vested interest in the company e) Important Employee Responsibilities f) Incentives & Benefits g) Internal and External classes for employs h) Efficiency Evaluation and Managing Growth i) Negotiation with stakeholders j) Growth Capital	3
6	**Financial, Legal and Tax Issues** a) Estimating start-up costs b) Break-even analysis c) Potential Investors d) Debt vs. Equity Financing e) Angels and Venture Capital f) Other types of Financing g) Cash Flow h) Financial Statements i) Legal Counsel j) Legal form of Business k) Patents, Copyrights, Trademarks l) Accounting and Tax Issues	3
7	**Course Overview, Exam Preparation and Final Exam** a) Course Overview b) Questions and Answers c) Final Exam	2

Instructor Notes

Internet resources

Instructional Methods See program outline

Formative assessments are used throughout the courses (online discussions, quizzes, related activities).

Assessment criteria / completion requirements:

Assessment methods include but are not limited to: Assignments, projects, graded homework, quizzes, and examinations. All grades for course work including the final grade will be given in percentages. The official transcript will reflect percentage. A successful pass for the course is 70%.

Evaluation - Learning outcomes:

Quiz	30 %
Exams	70 %

Attendance Expectations

At least 80%

Classroom delivery - clock hours are tracked and recorded

Online learning (also as part of combined delivery): Attendance for the course is based on evidence of keeping up with the course materials and instructor's directions, participating in ongoing discussion posts, and submission of all required criteria used for evaluation.

Attendance is tracked two ways - the first is (clock hours) via online attendance (ie zoom) and tracking of engagement/ completion of tasks.

As part of the delivery methodology students are also required to participate in independent learning activities - for example readings with questions, viewing relevant video with assessments and so on. Teachers estimate the number of hours these sorts of activities would take and credit the time to the clock hours. The instructor and administration keep a record.

Dress Expectations

In class; neat and casual. If there are guest speakers or field visits, business casual is required.

Online - Not applicable.

These and other policies are available on the website and the general policy procedural handbook.

	f) Possible Criminal Consequences of Breach g) The Business Significance of Breach	
4	**Contract Law-Remedies for Breach** a) Types of Remedies b) Damages-The Measurement of Damages c) Problems in Measuring Damages d) Equitable Remedies e) Methods of Enforcing Judgment	3
5	**The Law of Torts** a) The Scope of Tort Law b) The Basis for the Liability c) Negligence d) Product Liability e) Occupiers Liability f) Remedies	3
6	**Torts-Professional Liability** a) Professional Liability: The Legal Dilemma b) Liability of Professionals c) Liability of Inaccurate Statements d) The Standard of Care of Professionals e) Causation f) The Role of Professional Organizations	3
7	**Competition Law-Government Regulation of Business** a) The legal framework for doing business in Canada b) The Power to regulate the business c) Judicial Review of Government Regulation d) Consumer Protection e) Competition	3
8	**Limited Liability Partnerships, Company Law, Director/Officer's Liability** a) LLPs b) The nature of Corporation c) What is corporate Governance? d) Corporate Governance of publicly traded corporations e) The Structure of the modern business corporation f) Directors g) Officers h) Duties of Directors and Officers	3

Textbooks/Materials The Law and Business Administration in Canada (most recent edition)

ISBN: 9780134841298

Instructional Methods See program outline

Formative assessments are used throughout the courses (online discussions, quizzes, related activities).

Assessment criteria / completion requirements:

Assessment methods include but are not limited to: Assignments, projects, graded homework, quizzes, and examinations. All grades for course work including the final grade will be given in percentages. The official transcript will reflect percentage. A successful pass for the course is 70%.

Evaluation - Learning outcomes:

Project	20 %
Assignment	10 %
Exams	70 %

Attendance Expectations

At least 80%

Classroom delivery - clock hours are tracked and recorded

Online learning (as part of combined delivery: Attendance for the course is based on evidence of keeping up with the course materials and instructor's directions, participating in ongoing discussion posts, and submission of all required criteria used for evaluation.

Attendance is tracked two ways - the first is (clock hours) via online attendance (ie zoom) and tracking of engagement/ completion of tasks.

As part of the delivery methodology students are also required to participate in independent learning activities - for example readings with questions, viewing relevant video with assessments and so on. Teachers estimate the number of hours these sorts of activities would take and credit the time to the clock hours. The instructor and administration keep a record.

Program: **Business Administration**

Course: Human Resource Management

Course description

This course educates students on meeting the needs, aspirations, values and dignity of individual employees and having due concern for the socio-economic problems of our community.

The course covers all areas related to human resources management, including staffing, employee orientation, training, development and motivation, labor-management relations and positive work environment.

More specifically it explains how human resources are employed cost-effectively, how to make effective use of workforce potential, how to match the workforce to the business needs and how to maintain good employer - employee relations.

Course Prerequisites

None

Equipment Required

No specialized equipment is required for this course

For online learning, student must have access to a computer (no older than 4 years), webcam, headphones, and good broadband.

Course Duration

40 hours

Homework Hours

5 -10 hours week

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Apply human resource practices to support management objectives and the organization's goals.
2. Outline the role of human resources to provide support to all functional areas of a business or organization.
3. Apply principles of human resources to support recruitment, selection, hiring, dismissal, compensation, and benefits.
4. Explain the development, implementation, and evaluation of employee orientation, training, and development programs.

these sorts of activities would take and credit the time to the clock hours. The instructor and administration keep a record.

Dress Expectations

In class; neat and casual. If there are guest speakers or field visits, business casual is required.

Online - Not applicable.

Course outline:

Length of course: 40 hrs.

Module	Content - Topic areas	Hours per Module:
1	**The Strategic Role of Human Resources Management** a) Human Resource Management-An Introduction b) HRM Departments c) HRM in a Small Business d) HRM in Global Marketplace e) Globalization and its HRM Implications f) Workforce Diversity g) Corporate Downsizing h) Total Quality Management i) The Contingent Workforce	4
2	**Government Influences** a) Law Affecting Discriminatory Practices b) Guarding Against Discrimination Practices c) Canadian Human Rights Commission-Enforcing d) Employment Equity e) Current Issues in Employment Law f) Ethical Issues in HRM g) Employee Privacy h) Whistle-Blowing i) Discipline & Dismissal j) Occupational Health and Safety	4

8	**Rewards and Compensation** a) Rewards and Link to Motivation b) Types of Organizational Incentives c) Structure of Rewards d) Government Influence on Compensation e) Job Evaluation and Pay Structure f) Executive Compensation Programs	3
9	**Employee Benefits** a) Benefits For the Twenty-First Century b) Benefits and Link to Motivation c) Workers' Compensation d) Employment, Health and Group Life Insurances e) Pay For Time Not Worked f) Wellness, Counseling, Meals and Housing Programs g) Major Issues in Benefits	3
10	**Communications-Maintaining a Positive Work Environment** a) Job Safety b) HRM Communications Program c) A Guide for Employees: The Employee Handbook d) Electronic Media e) Bulletin Board and Company Newsletter f) Mechanism for Effective Upward Communications	3
11	**Introduction to Labour Relations and Collective Bargaining** a) Canadian Labour Law b) The Structure of the Canadian Labour Movement c) National and International Unions d) Union Organizing Process e) Critical Issues for Union Today f) International Labour Relations g) Collective Bargaining h) When Agreement cannot be reached	4

Program: **Business Administration**

Course: Finance and Investments

Course description

This course introduces students to the basic concepts of finance and investment decision making process while recognizing the time value of money and cost of opportunity.

Other major topics include compound interest, ordinary simple annuities, general annuities, amortization, discounted cash flow and net present value as they relate to investment decisions.

Course Prerequisites

None

Equipment Required

No specialized equipment is required for this course

For online learning, student must have access to a computer (no older than 4 years), webcam, headphones, and good broadband.

Course Duration

40 hours

Homework Hours

5 -10 hours week

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Develop and evaluate a financial plan to meet individuals' and/or organizations' needs and objectives.
2. Outline strategies used to manage risks in an organization's business activities.
3. Apply the fundamental concepts and tools of finance.
4. Ability to use time value of money methodology.
5. Apply knowledge and skills to analyze companies for investment purposes.

Dress Expectations

In class; neat and casual. If there are guest speakers or field visits, business casual is required.

Online - Not applicable.

Course outline:

Length of course: 40 hrs.

Module	Content - Topic areas	Hours per Module:
1	**Time Value of the Money –Future Value and Present Value** a) Basics Concepts and Computations b) Using the formula for the Future Value of a Compound Amount c) Present Value and Compound Discount d) Finding the Present Value when '*n*' is a fractional Value e) Discounting long-term promissory notes f) Finding the number of conversion periods (n) g) The Rule of 70 h) Equated Date i) Compute periodic and nominal rates of interest. j) Compute effective and equivalent rates of interest	8
2	**Annuities-Ordinary Simple Annuities** a) Distinguish between types of annuities based on term, payment date, and conversion period b) Compute the future value of ordinary simple annuities c) Compute the present value of ordinary simple annuities d) Compute the payment (PMT) for ordinary simple annuities e) Compute the number of periods N for ordinary simple annuities f) Compute the interest I/Y for ordinary simple annuities g) Determine the future value and present value for ordinary general annuities. h) Compute the payment (PMT) for ordinary general annuities. i) Compute the number of periods for ordinary general annuities. j) Compute the interest rate for ordinary general annuities	8

Text books- current text books can be adjusted - substitute text books must meet the learning outcomes.

Policy Statement: The College has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity / Plagiarism; and other educational issues. These and other policies are available on the website and the general policy procedural handbook.

Program: Business Administration

Course: Economics

Course description

This course focuses on microeconomics and its applications to business decisions. It deals with supply and demand, costs, competition, market structure and pricing, firm organization, resource markets and income distribution.

The objective of this course is to build thorough understanding of basic economic concepts and principles, so that students could make well balanced and substantiated business decisions.

Course Prerequisites

None

Equipment Required

No specialized equipment is required for this course

For online learning, student must have access to a computer (no older than 4 years), webcam, headphones, and good broadband.

Course Duration

40 hours

Homework Hours

5 -10 hours week

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Illustrate interrelationship between economics and finance.
2. Discuss influence of economics on marketing strategies, organizational behaviour, and main areas of business.
3. Explain how to relate economic analysis to business decisions.
4. Interpret supply and demand functional graphs of economics.
5. Relate economic assessments to market trends.
6. Substantiate business decisions based on economic analysis.

Textbooks/Materials

Microeconomics Plus MyLab Economics with Pearson eText -- Access Card Package (most recent edition)

ISBN: 9780138010959

Course outline:

Length of course: 40 hrs.

Module	Content - Topic areas	Hours per Module:
1	**The Subject Matter of Economics** a) Why Economics b) What is Economics all about c) Resources d) Economics and the Scientific Method e) Disagreement among Economists f) Variables g) Microeconomics vs. Macroeconomics	4
2	**Useful Mathematical Tools and The Economic Problem** a) Functional Notation b) Use of Graphs c) The Slope: Concept and Measurement d) Percentage Change e) Scarcity, Choice and Opportunity cost f) Production Possibilities g) Fundamental Microeconomic and Macroeconomic Questions h) Simple Circular Flow of Income	3
3	**Demand, Supply, and Consumer Choice** a) The Market Process b) Law of Demand and Demand Curve c) Factors Affecting Demand d) The Law of Supply e) The Supply Curve f) Factors Affecting Supply g) Determination of Equilibrium Price h) Effect of change in Demand i) Effect of change in Supply j) Effect of Changes in Both Demand and Supply	3
4	**Elasticity and Application of Demand and Supply** a) Price Elasticity of Demand b) Interpreting the Elasticity Coefficient c) Elasticity of Supply d) Price Elasticity of Supply	3

9	**The Theory of Monopoly** a) The nature of Monopoly b) Barriers to Entry c) The Demand and Marginal Revenue Curves d) Monopoly Price and Output e) Equilibrium under Monopoly f) Profits of a Monopolist g) Monopoly vs. Pure Competition h) The Multi Plant Monopolist i) The Discriminating Monopolist j) Taxes Applications	3
10	**Monopolistic Competition and Oligopoly** a) The Nature of Monopolistic Competition b) Features of Monopolistic Competition c) Demand and Marginal Revenue in Monopolistic Competition d) Long-Run Equilibrium in Monopolistic Competition e) Results of Monopolistic Competition f) Comparison with Pure Competition g) Advertisement h) The Nature of Oligopoly i) Other Models of Oligopolistic Behavior j) Evaluation of Oligopoly k) Contestable Market	3
11	**The Market for Resources and Income Distribution and Poverty** a) The Labor Market and Supply of Labor b) Equilibrium in the Labour Market c) Labour Unions d) Costs of strikes e) The Meaning of Rent f) Profits g) Criteria for Income Distribution h) Income Distribution and Inequality i) The Meaning of Poverty j) Dimensions of Poverty k) The Incidence of Poverty l) Causes of Low Income	3
12	**Course Overview, Exam Preparation and Final Exam** a) Course Overview b) Question and Answer c) Final Exam	3

Program: Business Administration

Course: Capstone Project

Course description

This course is focused on helping the student understand all the necessary steps to successfully create a new venture including, among many others, the business idea, opportunity analysis, the business plan formulation, and how to finance. There is a capstone project allowing the student's drawing from previous courses.

Course Prerequisites

All previous courses in program.

Equipment Required

No specialized equipment is required for this course

For online learning, student must have access to a computer (no older than 4 years), webcam, headphones, and good broadband.

Course Duration

40 hours

Homework Hours

5 -10 hours week

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Demonstrate the necessary steps to successfully creating a new venture, including the business idea and opportunity analysis, and the Business Plan formulation.
2. Outline and apply fundamental aspects of entrepreneurial thinking
3. Formulate, plan and implement one's own new venture.
4. Explore how to search and negotiate with a potential partner or investor Evaluate the viability or feasibility of a new business concept
5. Investigate and apply techniques for evaluating a business.
6. Identify the marketing considerations for new businesses.
7. Analyze sources of finance and explain the applicability of sources of small business assistance.

Dress Expectations

In class; neat and casual. If there are guest speakers or field visits, business casual is required.

Online - Not applicable.

Course outline:

Length of course: 40 hrs.

Module	Content - Topic areas	Hours per Module:
1	The Entrepreneurial Perspective	4
2	The Business Plan	6
3	Practical Assignment: Research and write a 10-page business plan	30

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Text books- current text books can be adjusted - substitute text books must meet the learning outcomes.

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Program: Business Administration

Course: Employment Success Strategies

Course description

To enter competitive business world, students must be ready to present themselves to employers in a professional manner. This involves submission of resumes and cover letters and attending interviews.

This course prepares students to write winning resumes and cover letters and develops interview skills they need for successful performance during the interview and securing the job.

Course Prerequisites

None

Equipment Required

No specialized equipment is required for this course

For online learning, student must have access to a computer (no older than 4 years), webcam, headphones, and good broadband.

Course Duration

20 hours

Homework Hours

5 -10 hours week

Learning Outcomes:

Upon completion of this course, students will be able to:

1. Employ strategies and a complete arsenal of tools to lead to successful employment in Canada
2. Apply ways to perfect job hunting, networking, resume writing and succeeding in an interview.
3. Outline employers' perspectives in looking for, interviewing, and selecting the right people.

Textbooks/Materials

Hired! The Job- Hunting/Career-Planning Guide, (most recent Canadian edition)

ISBN: 9780135001349

Length of course: 20 hrs.

Module	Content - Topic areas	Hours per Module:
1	**Resumes** a) Overview b) Your Life on a Page c) Sections of the Resume d) Troubleshooting	3
2	**Cover and Thank you Letters** a) Overview b) Cover Letter Templates c) Types of Cover Letters d) Cover Letter Errors	2
3	**Job Search Essentials** a) My Career Plan b) Job Search Checklist c) Job Search Strategies d) Networking Essentials e) Networking Spreadsheet f) Job Searching Websites g) Resume and Cover Letter Check of each student h) Social Media	3
4	**Interview Essentials** a) Interview Checklist b) Interview Essentials Workshop c) Quick Tips for Preparing for Interview d) Some Common Interview Questions e) Sample Behavioural Interview Questions a) Follow up on interviews b) Asking for feedback on your performance c) Learning from feedback d) Adjusting your resume, cover letter and communication	6

5	**Open Up** a) Presentation by each student b) Mock Interviews c) Guest Speakers	4
6	**Course Overview, Exam Preparation and Final Exam** a) Course Overview b) Questions and Answers c) Final Exam	2

Course Updating: Contents of this course outline are accurate at the time of publication. Revision and updating are performed on an ongoing basis to ensure the material remains relevant and up to date. The instructor will inform students regarding any changes.

Text books- current text books can be adjusted - substitute text books must meet the learning outcomes.

Policy Statement: The College has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity / Plagiarism; and other educational issues. These and other policies are available on the website and the general policy procedural handbook.

Instructional Methods See program outline

Formative assessments are used throughout the courses (online discussions, quizzes, related activities).

Assessment criteria / completion requirements:

Assessment methods include but are not limited to: Assignments, projects, graded homework, quizzes, and examinations. All grades for course work including the final grade will be given in percentages. The official transcript will reflect percentage. A successful pass for the course is 70%.

Evaluation - Learning outcomes:

Assignments	100 %

Attendance Expectations

At least 80%

Classroom delivery - clock hours are tracked and recorded

Online learning (as part of combined delivery: Attendance for the course is based on evidence of keeping up with the course materials and instructor's directions, participating in ongoing discussion posts, and submission of all required criteria used for evaluation.

Attendance is tracked two ways - the first is (clock hours) via online attendance (ie zoom) and tracking of engagement/ completion of tasks.

As part of the delivery methodology students are also required to participate in independent learning activities - for example readings with questions, viewing relevant video with assessments and so on. Teachers estimate the number of hours these sorts of activities would take and credit the time to the clock hours. The instructor and administration keep a record.

Dress Expectations

In class; neat and casual. If there are guest speakers or field visits, business casual is required.

Online - Not applicable.

Course outline:

8. Apply mathematical techniques to solve problems related to costing, business valuation and profitability.

Textbooks/Materials Handouts, Internet Resources

Instructor made materials

Instructional Methods See program outline

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Assessment criteria / completion requirements:

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Evaluation - Learning outcomes:

Project	100 %

Attendance Expectations

At least 80%

Classroom delivery - clock hours are tracked and recorded

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Course Updating: Contents of this course outline are accurate at the time of publication. Revision and updating are performed on an ongoing basis to ensure the material remains relevant and up to date. The instructor will inform students regarding any changes.

Text books- current text books can be adjusted - substitute text books must meet the learning outcomes.

Policy Statement: The College has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity / Plagiarism; and other educational issues. These and other policies are available on the website and the general policy procedural handbook.

	e) Consumer and Producer Surplus f) Price Ceilings and Price Floors g) Production Quotas h) The meaning of Utility i) The Consumer's Demand Curve	
5	**The Theory of Production** a) The Meaning of Production b) Production Runs or Periods c) The production Function d) Total, Marginal and Average Product e) Efficiency in the use of Inputs f) The principle of Substitution	4
6	**The Cost of Production** a) Cost Concept b) The Firm's Cost c) Cost Relationships d) Total Cost Curves e) Long-run Costs f) Return to Scale g) Economies of Scope	4
7	**The Firm: Organization and Finance** a) Forms of Business Organization b) The Single Proprietorship c) The Partnership d) The Corporation e) The Cooperative f) Organizational Structure g) Business Finance	4
8	**The Firm in Pure Competition** a) Market Structure b) Pure Competition c) Monopoly d) The Short-Run Output Decision in Pure competition e) Short-Run Supply and Shutdown Point f) Long-Run Industry Supply g) The Significance of the Purely Competitive Model	3

Instructional Methods See program outline

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Evaluation - Learning outcomes:

Quiz	20 %
Assignment	20 %
Exams	60 %

Attendance Expectations

At least 80%

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Dress Expectations

In class; neat and casual. If there are guest speakers or field visits, business casual is required.

Online - Not applicable.

3	**Annuities Due, Deferred Annuities, and Perpetuities** a) Compute the future value, present value, periodic payment, term, and interest rate for simple annuities due. b) Compute the future value, present value, periodic payment, term and interest rate for general annuities due. c) Compute the present value, for ordinary deferred annuities	4
4	**Amortization of Loans, Including Residential Mortgages** a) Perform computations associated with amortization of debts involving simple annuities and construct complete or partial amortization schedule. b) Perform computations associated with the amortization of debts including general annuities. c) Find the size of the final payment when all payments except the final payment are equal.	4
5	**Bond Valuation and Sinking Funds** a) Purchase price of Bonds b) Bond rate versus Yield (Market) rate c) Direct Method of computing the premium or discount d) Bond Schedules e) Finding the yield rate f) Sinking Funds	6
6	**Investment Decision Applications** a) Determine the discounted value of cash flows and choose between alternative investments on the basis of the discounted cash flow criterion b) Determine the net present value of a capital investment project and infer from the net present value whether a project is feasible or not	6
7	**Course Overview, Exam Preparation and Final Exam** a) Course Overview b) Questions and Answers c) Final Exam	4

Course Updating: Contents of this course outline are accurate at the time of publication. Revision and updating are performed on an ongoing basis to ensure the material remains relevant and up to date. The instructor will inform students regarding any changes.

Textbooks/Materials Corporate Finance, Fourth Canadian Edition Plus MyLab Finance with Pearson eText -- Access Card Package, (most recent edition)

ISBN: 9780134887456

Instructional Methods See program outline

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Evaluation - Learning outcomes:

Project	30 %
Assignment	10 %
Exams	60 %

Attendance Expectations

At least 80%

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12	**Course Overview, Exam Preparation and Final Exam** a) Course Review b) Question and Answers c) Final Examination	3

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3	**Staffing the Organization-Planning** a) Assessing Current Human Resources b) Job Analysis c) Job Analysis Methods d) Current Issues in Strategic Human Resource Planning e) Experimental Exercise: Downsizing Staff f) Family and Succession	3
4	**Staffing the Organization-Staffing** a) Goals of Recruiting b) Recruiting Sources c) Selection From International Perspective d) Goals of Selection Process e) The Application Form f) Employment Test g) Interviews h) Background Investigation	3
5	**Training and Developing** a) New Employee Orientation b) CEO, HRM and Supervisor's Role in Orientation c) Determining Training Needs d) Training Methods e) Employee Development f) Performance Based Evaluation Measures g) Organizational Development	3
6	**Motivation and Job Design** a) Characteristics of Motivation b) The Effort-Performance Relationship Model of Motivation c) The Individual Performance-Organizational Goal Relationship Model of Motivation d) The Organizational Goal-Individual Goal Relationship Model of Motivation e) Job Designs to Increase Motivation f) Unique Motivation Challenges for HRM	3
7	**Performance Appraisal** a) Performance Management System and its Purpose b) Difficulties in Performance Management System c) Performance Appraisal and Employment Equity d) The Appraisal Process e) Factors that can Distort Appraisal f) Creating More Effective Performance Systems	3

5. Describe the impact of Canadian human rights, employment and labour legislation on an organization's human resource strategies.

Textbooks/Materials Human Resources Management in Canada, Canadian Edition -- Access Card, (most recent edition)

ISBN: 9780134882758

Instructional Methods See program outline

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Evaluation - Learning outcomes:

Project	20 %
Assignment	10 %
Exams	60 %

Attendance Expectations

At least 80%

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