



**Northern
COLLEGE**
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Business General

Diploma Program

**College Code – NORT, Program Code – B205 and
Campus Code - CK**

**Offered through Contact North/elearnnetwork.ca
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2011-2012

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PROGRAM OVERVIEW

If you decide to continue your studies in the two-year Business diploma program, rather than the Business – Accounting diploma program, you can choose a combination of courses in second year other than accounting courses to suit your own interests and needs. By selecting a combination of electives from the marketing and CESD areas, you can actually customize a management program to fit your interests and strengths.

Tuition: approx. \$3,000 / year, plus the cost of books.

Minimum Entrance Requirements

Ontario Secondary School Diploma (OSSD – new curriculum) with Grade 12 English (C or U or equivalent) and Grade 12 Mathematics (C, U or equivalent), OR mature student status (an applicant who does not have a high school diploma or equivalent, and will have reached the age of 19 years on or before the start of the program). Mature students may be admitted after testing. Call the Admissions Office at (705) 235-7222 for more details.

PROGRAM OF STUDY

- Semester 1
 - AC1004 Accounting I
 - BU1073 Introduction to Business Management and Organizational Behaviour
 - CM1903 Communications I
 - GN1082 College Success
 - IN1013 Computer Applications I
 - MA1004 Mathematics of Finance I
 - MR1033 Introduction to Marketing I

- Semester 2
 - AC2004 Accounting II
 - BU1074 Human Resource Management
 - CM2903 Communications II
 - EL1003 Elective I
 - IN2013 Computer Applications II
 - MA2033 Mathematics of Finance II
 - MR2014 Introduction to Marketing II

- Semester 3

- BU3013 Macroeconomics
- BU3043 Purchasing & e-Procurement
- BU3053 Entrepreneurial Skills*
- GN2133 Law & Ethics*
- CM3103 Report Writing I
- IN4143 Database

- Semester 4

- AC4053 Financial Management I
- BU4013 Microeconomics
- BU6074 Management of Non-Profit Organizations*
- CM4102 Report Writing II
- MA4004 Business Statistics I
- MR4043 Market Research* (or MR4114 Sales and Salesmanship*)

(* indicates elective course; other marketing or CESD courses could be substituted for these)

Note – Northern College reserves the right to make changes to the above program outline.

COURSE DESCRIPTIONS

SEMESTER 1

AC1004 Accounting I

This course gives hands-on training in fundamental accounting concepts as applied in service and merchandising firms. Students will be taken through a complete cycle and will record and report financial transactions. At every point in the course, students will examine the accounting decisions based on financial transactions taken from real work situations.

BU1073 Introduction to Business Management and Organizational Behaviour

This course consists of an examination of the Canadian business environment and the management decision making process as an integral component of organizational behaviour.

CM1903 Communications I

Communications I is a practical course designed to help strengthen both oral and written skills. Students will be exposed to a variety of learning methods and communication formats. Emphasis will be placed on the use of appropriate structure, writing conventions and style. Students will also develop discipline-specific documents as well as learn the basics of portfolio assembly and presentation.

GN1082 College Success

This course will provide students with the opportunity to explore and understand the process of gaining a postsecondary education while developing required learning skills and personal management techniques needed to be successful in an educational environment and in the workplace. The course includes a strong emphasis on identifying and understanding individual learning styles as well as developing strategies to work effectively with those preferences. The students will become better prepared to work effectively with others who have differing learning preferences. This course is also designed to have the learner understand that conflict is a natural phenomenon, present in all relationships in ones life and work and community. With a strong emphasis on prevention by design, participants will learn how to assist individuals and groups in resolving their differences and lead in the establishment of a culture of collaboration and achieving common goals.

IN1013 Computer Applications I

This is an introductory course in the use of computers in a personal computer (PC) environment. Students will learn to identify and use the basic components of a computer system (both hardware and software). In doing so, they will obtain experience with creating and managing files in a Windows-based operating environment. Students are introduced to the College Network and the use of student services such as email and Blackboard.

Application coverage includes an introduction to: web browsing and information retrieval using Microsoft Internet Explorer, word processing using Microsoft Word 2010, creating electronic presentations using Microsoft PowerPoint 2010, and preparing spreadsheets and related charts using Microsoft Excel 2010.

MA1004 Mathematics of Finance I

This course is divided into several building blocks. The primary focus is to start with fundamental arithmetic and algebra and apply the learned techniques to common business problem solving. In tandem, students will also learn several business mathematics techniques and their application.

MR1033 Introduction to Marketing I

Modern marketing involves much more than selling and promoting – marketing is the process of determining and satisfying the needs of customers. This means that students' everyday lives are touched by one or more aspects of marketing. Students will learn how to be better consumers and then apply their understanding of marketing to analyze different marketing approaches used by actual businesses.

SEMESTER 2

AC2004 Accounting II

Prerequisite: AC2004 Accounting II

Co requisite: AC3033 Accounting III (except for CESD students)

The focus of this course is on computerized accounting. Students will understand the critical differences between a manual and computerized accounting system. The course will expose students to the increasing use of computerized accounting systems in business and non-business

organizations. The platform of learning will be two very popular and commonly used accounting software programs: Simply Accounting for Windows and ACCPAC Advantage Series. Students will complete major application projects by the end of the course.

BU1074 Human Resource Management

This course will teach students how to forecast the human resource needs of an organization within ambient socio-political situations.

CM2903 Communications II

This course is a continuation of Communications I designed to further strengthen practical written and oral skills presentations. Students are exposed to a variety of learning styles and a variety of job related communication formats including business letters, employment communications, memos, structured meetings, and formal speaking opportunities.

IN2013 Computer Applications II

Prerequisite: IN1013 Computer Applications

This course is a continuation of Computer Applications I. Students will build on the knowledge base established in the first course. Application coverage includes using the latest version of MS PowerPoint to create presentations suitable for viewing by an audience. The various features of PowerPoint will be studied

Including the use of colour, graphics, and animation to create appealing presentations. Other topics include a continuation of MS Word using Print merge features and research papers with tables, and a continuation of MS Excel including templates, multiple worksheets, data tables, goal seeking and scenario management

MA2033 Mathematics of Finance II

Prerequisite: MA1004 Math of Finance I

This course begins with an introduction to common arithmetical techniques used in the world of finance. As the course progresses, students will progress to the more advanced techniques followed in financial problem solving. Students will also become proficient in the use of various financial calculators.

MR2014 Introduction to Marketing II

Prerequisite: MR1033

Introduction to Marketing I In this second Marketing course, students structure the 4Ps of marketing (price, product, place and promotion) into a feasible and justifiable marketing plan. Students will use data from real business situations obtained from websites and other sources.

SEMESTER 3

BU3013 Macroeconomics

Macroeconomics presents an overview of the Canadian economy focusing on national trends such as unemployment, inflation and monetary/fiscal policies. The course will provide students with a basis to analyze current activities for predicting future trends as a basis for business decision-making. Discussions will focus on helping students apply theory about macroeconomics to current events.

BU3043 Purchasing & e-Procurement

Canadian businesses now search for suppliers using the internet. By focusing on goods from different regions of the world, students will learn not only the purchasing process, but how different cultural beliefs affect purchasing. Students learn about bidding, negotiating contracts, inventory management and international standards (ISO). Students will also discuss other purchasing functions such as quality control, specifications and inspection.

BU3053 Entrepreneurial Skills*

Prerequisite: BU1133 Introduction to Business Management and Organizational Behavior

This course will introduce students to the character, concepts and skills necessary to express their entrepreneurial spirit in the form of a business, social organization and/or a community project. An analysis will be conducted on what is necessary to become a successful entrepreneur by examining factual contributions of successful entrepreneurs to the economy and to their communities, their role in both the changing workplace and the global business environment. Each student will complete an entrepreneurial business plan throughout the course covering practical topics such as market analysis, goal setting, business registration, financial and marketing planning, organizational layouts and legal issues.

GN2133 Law & Ethics*

This course provides a basis for legal and ethical issues of importance to graduates and specifically covers torts, professional liability and contract law. Its goal is to begin preparing the student for professional designations and/or examinations.

CM3103 Report Writing I

Prerequisite: CM2173 Communications II or CM2113 Communications II

This course is an extension of Communications I and II, and concentrates on the writing of business reports. The course introduces students to the methodology of researching, organizing, compiling, analyzing and interpreting information to solve business problems. Students learn the theory and apply it to writing short, informal reports, proposals and a long formal report.

IN4143 Database

Prerequisite: IN1013 Computer Applications I, or IN1313 Software Applications I, or OF1136 Word

This course will introduce the student to the many features and applications of the Microsoft Access 2010 relational database environment. Access terminology, the Access 2010 environment, and the fundamental elements needed to create and manage a small database is explored. Hands-on exercises provide reinforcement of topics introduced throughout this course.

Upon completion of this course the student will be able to: create a database using design and datasheet views. Edit, preview, and print a database, query a database by displaying and printing only selected fields from various tables within a database, maintain a database by adding new records, changing existing records, & deleting records, maintain a database by changing the structure and characteristics of existing fields, compact and repair a database, develop single and multiple table forms and reports, integrate Excel worksheet data into an Access database, export data from Access to other Excel or another Access database, and enhance forms with OLE fields, hyperlinks, and subforms.

SEMESTER 4

AC4053 Financial Management I

Prerequisites: MA2033 Math of Finance II, AC2004 Accounting II

This course introduces the main concept of financial management and its increasing importance in a business organization. Areas examined include working capital management, capital structuring, capital budgeting, financial analysis and planning, business securities and taxes, financial markets, interest rates and project evaluation.

BU4013 Microeconomics

Microeconomics focuses on individual products and their prices. By studying the laws of supply and demand, students can see how prices are determined and be able to make wiser business decisions. The Canadian economy and individual commodities form the backdrop for the teaching of the laws of supply and demand, cost curve analysis, production and pricing. Students will track actual product prices and determine reasons for fluctuations.

BU6074 Management of Non-Profit Organizations*

Prerequisite: BU1133 Introduction to Business Management and Organizational Behaviour

This course explores the common management issues facing the staff and boards of non-profit organizations in any sector of society. Key topics include: board governance and structure, marketing, public relations and promotion, budgeting and financial control systems, volunteer management and development, leadership and project management issues, fund raising, and innovation in non-profit organizations. Discussion on alternative forms of governance and leadership will also be included.

CM4102 Report Writing II

Prerequisite: CM3103 Report Writing I

This course is an extension of Report Writing I. As part of formal report preparation, students will study both primary and secondary research including the preparation of questionnaires, interviews and telephone surveys. In addition, this course introduces students to the dynamics of planning and participating in meetings. This course also includes an intensive treatment of job search techniques designed to help students prepare for the job market, participate in employment interviews and evaluate potential employees.

MA4004 Business Statistics I

Prerequisite: MA2004 Mathematics of Finance II

This course begins with descriptive statistics including frequencies distributions, histograms, percentiles, measures of central tendency (mean, median, mode), measures of dispersion (range, variance, standard deviation). Following descriptive statistics is an introduction to the theory of probability, probability distributions including the binomial distribution and the normal distribution. Finally, sampling distributions and interval estimation are covered.

MR4043 Market Research* (or MR4114 Sales and Salesmanship*)

Prerequisites: MR2014 Introduction to Marketing II, and CM3103 Report Writing I

This course will develop the understanding of the linkage between an organization and its marketing environment. Students will utilize hands-on web site locations to carry out some

marketing research functions regarding secondary sources in the application of an actual market research study. Each student will experience the complete steps involving the process of designing and implementing the analyses of a study and will inform and update an actual client through a variety of methods including electronic mail.

FOR MORE INFORMATION:

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