



**Northern
COLLEGE**
northernc.on.ca

Business - Management

Certificate Program

**College Code – NORT, Program Code – B232 and
Campus Code - CK**

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

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PROGRAM OVERVIEW

This program will help you increase your job opportunities or jump starts your business career by providing the basic skills you need to find work or to continue your business studies. It delivers a common first year which means you can finish with a certificate in one year or continue your studies and specialize in any one of five Business program options for a two or three-year diploma in Accounting, Marketing, or Information Systems.

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 Application II
- MA2033 Mathematics of Finance II
- MR2014 Introduction to Marketing II

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

This course will address the theory of communication, listening, reading, writing and business writing skills, as well as effective presentation skills. Students will also maintain a diary and engage in role playing to enhance their communication skills.

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 one's 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 spread sheets 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: AC1004 Accounting I

This fundamental accounting concepts course deals with the basics of analysis and recording of transactions involving assets and liabilities. Because efficient management of cash flow is essential for the survival of any business, students will focus on this asset first. Consequently, the course begins with an introduction to cash management and control procedures used by different types of businesses. In the remainder of the course, students learn the fundamental/basic accounting concepts and techniques for recording other assets and liabilities. Students will apply these fundamental accounting concepts by completing a project for a “virtual business”.

BU1074 Human Resources Management

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

CM2903 Communications II

Prerequisite: CM1903 Communications I

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 I

This course covers advanced computer applications including advanced Microsoft Office Word, Microsoft Office Excel, intermediate Microsoft PowerPoint and introduction to Microsoft Access. Topics include creating a web page from a Word document, form letters, merging to form letters, labels and envelopes, financial functions, amortization schedules, data tables, creating and querying a worksheet database, spreadsheet templates, linking worksheets, advanced animation, transitions and sound files for slide show presentations, and structuring databases. The lectures will be supplemented with in-class assignments and tests. This course is common in many programs therefore students should expect minor variations from the description presented here.

MA2033 Mathematics of Finance II

Prerequisite: MA1004 Mathematics 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.

FOR MORE INFORMATION:

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