



**Northern
COLLEGE**
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Community Economic & Social Development

Diploma Program

**College Code – NORT, Program Code – B240 and
Campus Code - CK**

**Offered through Contact North/elearnnetwork.ca
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PROGRAM OVERVIEW

Students will acquire the skills, knowledge and training necessary for a career in this rapidly growing field. The focus is on putting theory into practice in small, primarily rural and remote communities throughout Northern Ontario. The program draws on knowledge from many disciplines, including business, development studies, and the social sciences. Successful CESD depends on involving community members at the grassroots level, with an emphasis on developing the talents, abilities and characters of all members of the community.

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
- CM1903 Communications I
- GN1082 College Success
- IN1013 Computer Applications I
- MR1033 Introduction to Marketing I
- SE1004 Community Economic Development I
- SE3013 Interpersonal and Group Dynamics (offered every second year)

- Semester 2

- AC2004 Accounting II
- CM2903 Communications II
- IN2013 Computer Applications II
- MR2014 Introduction to Marketing II
- SE3004 Community Social Development I
- SE5033 Aboriginal Social and Economic Development I
- SE6023 Conflict Management and Dispute Resolution (offered every second year)

- Semester 3
 - BU1073 Introduction to Business Management and Organizational Behaviour
 - BU3013 Macroeconomics
 - BU3053 Entrepreneurial Skills
 - GN2133 Law and Ethics
 - SE1003 CESD Topics – Leadership (offered in alternating years with SE3013)
 - SE2004 Community Economic Development II
 - SE6013 First Nations Social and Economic Development II

- Semester 4
 - AC4034 Management Accounting I
 - AC4053 Financial Management I
 - BU6074 Management of Non-Profit Organizations
 - MR4043 Market Research
 - SE4003 Government Funding and Community Resources
 - SE4004 Community Social Development II
 - SE4012 CESD Topics – Social Entrepreneurship (offered in alternating years with SE6023)

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.

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 spreadsheets and related charts using Microsoft Excel 2010.

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.

SE1004 Community Economic Development I

This introductory course will provide students with a working knowledge of economic development strategies and practices. While discussing traditional approaches to local economic development and the role of economic development officers, the course will also introduce the concept of broader grassroots, or community-based, economic development and its application to the unique challenges faced by smaller communities. The primary focus will be on the initial research, planning, and advocacy stage of development. Students will learn how to identify and measure the strengths and weaknesses of their own communities, and formulate a feasible plan to help foster economic revitalization.

SE3013 Interpersonal and Group Dynamics

This course is an introduction to the theory and practice of working in small groups in an intercultural context. Students will explore group processes and dynamics, while developing their interpersonal communication skills and learning strategies for taking and supporting leadership, solving problems, making decisions, and managing conflicts. These skills provide the basis for an introduction to the types of specialized group facilitation skills essential to community development work.

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”.

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.

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.

SE3004 Community Social Development I

This course will introduce the social side of community economic and social development, and will assist the student in understanding the forces that drive social action and social production within the context of community development. Students will learn how to: identify various communities of interest, mobilize communities to build capacity for community development, empower organizations to create positive change, and drive the development process and accomplish projects that will have a beneficial impact on communities. The course will also examine the role of the community economic development professional in working with local groups and organizations to achieve positive results.

SE5033 Aboriginal Social and Economic Development I

This course will provide the students with information that relates to First Nation history, sovereignty, land titles, cultural history and current and critical issues. This information will be used as background for an introduction to such topics as: the content of aboriginal rights, economic and social development, community and political processes, and business law and policies, justice and social services.

SE6023 Conflict Management and Dispute Resolution

Prerequisite: SE3013 Interpersonal and Group Dynamics

This course surveys the major methods currently in use by organizations for resolving disputes by situating dispute resolution in its historical, social and legal context. Various techniques and models will be examined and compared, and participants will be provided with an overview of dispute resolution mechanisms, their advantages and disadvantages, and recognize the appropriate situations in which to apply them. Special emphasis will be placed on developing consultation and mediation skills.

SEMESTER 3

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.

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.

BU3053 Entrepreneurial Skills

Prerequisite: BU1073 Introduction to Business Management and Organizational Behaviour

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 and 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.

SE1003 CESD Topics – Leadership

This course will provide the foundation for an introductory but meaningful inquiry into the complex nature of leadership. It discusses the major theories, approaches, and concepts of leadership and explores how leadership theory can inform and direct the way leadership is practiced. Students will be challenged to critically evaluate these theories and practices and begin to develop their own personal philosophy or framework of leadership. This personal framework will serve as a fundamental foundation for community and social development work and further studies in leadership.

SE2004 Community Economic Development II

Prerequisite: SE1004 Community Economic Development I

This course will introduce students to the use of business plans and related research as a community economic development tool. Access to some form of invested or borrowed funds is as essential for economic development projects as it is for business. This course will provide students with a working knowledge of business and organizational structure, as well as business plan creation, research, and analysis as an essential first step in securing financing. A wide range of types and sources of private and public financing will then be studied, including those specific to First Nations people and communities. Students will then develop a business plan in support of a request for financing from one or more of these sources.

SE6013 First Nations Social and Economic Development II

Prerequisite: SE5033 Aboriginal Social and Economic Development I

This course will further explore the context of aboriginal economic and social development, with a focus on contemporary aboriginal economic development approaches and issues in modern aboriginal communities.

SEMESTER 4

AC4034 Management Accounting I

What use do managers within an organization make of accounting information? This course will cover some of the important ways in which managers can use accounting information for planning, controlling, and decision-making. While some attention is given to manufacturing companies, most of the procedures covered in this course are applicable to retailers, service providers, non-profit organizations, as well as government. Preparing master budgets and cost-volume-profit analysis are two of the topics covered.

AC4053 Financial Management I

Prerequisites: 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.

BU6074 Management of Non-Profit Organizations

Prerequisite: BU1073 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.

MR4043 Market Research

Prerequisites: MR2014 Introduction to Marketing II

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.

SE4003 Government Funding and Community Resources

Prerequisite: SE2004 Community Economic Development II

This course explores in detail the various community resources that can be mobilized in support of community economic and social development, and serves as an introduction to the form and content of professional funding proposals for new or ongoing programs and organizations. Most community workers find themselves working with non-profit organizations that provide services and programs for a variety of diverse communities. In this course students will gain the knowledge and skills necessary to make productive use of those resources, and to prepare a funding proposal for submission to, or on behalf of, those organizations.

SE4004 Community Social Development II

Prerequisite: SE3004 Community Social Development I

This course will focus on the integration of community social development and community economic development principles and practices necessary for communities to achieve sustainable socio-economic revitalization at the grassroots level. Students will learn how social development strategies can be used in support of economic development strategies to build more resilient communities. This integration will be illustrated in such topic areas as: the role of the community development professional, community quality of life, business incubators, entrepreneurial support, and new types of business and social enterprises such as non-profit businesses, cooperatives, and new generation cooperatives.

SE4012 CESD Topics – Social Entrepreneurship

CESD Topics - Social Entrepreneurship is the second in a sequence of courses designed to address current issues and developments in the field of community-based, grassroots community economic and social development. Social Entrepreneurship is most broadly defined as the civic entrepreneurship of the rising citizens' movement concerned with improving the quality of life of communities around the world. As much as possible, there will be a focus back on the potential



application of the material covered in this course to the development of smaller, remote or rural Northern communities.

FOR MORE INFORMATION:

Michael Studd, Ph.D., M.B.A., C.M.A.

Professor and Coordinator, School of Business, Office Administration, General Arts & Science, and Community Economic and Social Development

Phone: 705-567-9291, ext. 3633

Fax: 705-568-8186

E-mail: studdm@northern.on.ca

Beth Crema

Extended Classroom Service Officer

Phone: (705) 567-9291 extension 3673

Fax: (705) 567-9295

E-mail: cremab@northern.on.ca or

E-mail: kldisted@northern.on.ca