

BUSINESS

Program: BUSN

Credential: Ontario College Diploma

Delivery: Full-time + Part-time

Length: 4 Semesters

Duration: 2 Years

Effective: Fall 2023, Winter 2024, Summer 2024

Location: Barrie

Description

Students acquire a foundational knowledge of the basics of business, with a focus on managing people and processes. Courses in economics, accounting, marketing, and human resources lay the groundwork for future careers and further studies. Students acquire skills in managing processes and people. Graduates can enter the workforce or continue studies as the program provides multiple pathways into degree and post-graduate diploma programs.

Career Opportunities

Career opportunities may include management trainee/manager, sales/sales management, personnel officer/manager in addition to entrepreneurial opportunities. Employers include banks, finance, trust and insurance companies, computer firms, government ministries and agencies, producers of consumer and industrial products, wholesalers, retailers, private companies and non-profit organizations.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan;
2. apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives;
3. use current concepts/systems and technologies to support an organization's business initiatives;
4. apply basic research skills to support business decision making;
5. support the planning, implementation and monitoring of projects;
6. perform work in compliance with relevant statutes, regulations and business practices;
7. explain the role of the human resource function and its impact on an organization;
8. use accounting and financial principles to support the operations of an organization;
9. describe and apply marketing and sales concepts used to support the operations of an organization;
10. outline principles of supply chain management and operations management;
11. outline and assess the components of a business plan;
12. develop strategies for ongoing personal and professional development to enhance work performance in the business field;
13. employ environmentally sustainable practices within the business environment;

14. apply basic entrepreneurial strategies to identify and respond to new opportunities.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2023
- **Sem 2:** Winter 2024
- **Sem 3:** Fall 2024
- **Sem 4:** Winter 2025

Winter Intake

- **Sem 1:** Winter 2024
- **Sem 2:** Summer 2024
- **Sem 3:** Fall 2024
- **Sem 4:** Winter 2025

Summer Intake

- **Sem 1:** Summer 2024
- **Sem 2:** Fall 2024
- **Sem 3:** Winter 2025
- **Sem 4:** Summer 2025

Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <https://www.georgiancollege.ca/admissions/credit-transfer/> (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)
- any Grade 11¹ or 12 Mathematics (C, M, or U)

¹ Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/academic-regulations/ (<https://www.georgiancollege.ca/admissions/academic-regulations/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit for Prior Learning website for details:

www.georgiancollege.ca/admissions/credit-transfer/ (<https://www.georgiancollege.ca/admissions/credit-transfer/>)

Graduation Requirements

- 18 Program Courses
- 2 Communications Courses
- 1 Program Option Course
- 3 General Education Courses

Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

| Semester 1 | | Hours |
|--|--|------------|
| Program Courses | | |
| ACCT 1000 | Financial Accounting Principles 1 | 42 |
| BUSI 1001 | Introduction to Organizational Behaviour | 42 |
| COMP 1003 | Microcomputer Applications | 42 |
| MATH 1002 | Mathematics of Finance | 42 |
| MKTG 1000 | Introduction to Marketing | 42 |
| Communications Course | | |
| Select 1 course from the communications list during registration. | | 42 |
| Hours | | 252 |
| Semester 2 | | |
| Program Courses | | |
| BUSI 2005 | Customer Service | 42 |
| ECON 1000 | Microeconomics | 42 |
| HURM 1000 | Human Resources Management Foundations | 42 |
| MKTG 2033 | Professional Edge | 42 |
| Communications Course | | |
| Select 1 course from the communications list during registration. | | 42 |
| General Education Course | | |
| Select 1 course from the general education list during registration. | | 42 |
| Hours | | 252 |
| Semester 3 | | |
| Program Courses | | |
| ACCT 1003 | Finance and Management Accounting | 42 |
| ECON 2000 | Macroeconomics | 42 |
| MGMT 2001 | Principles of Management | 42 |
| MGMT 2012 | Introduction to Project Management | 42 |
| STAT 2000 | Statistics 1 | 42 |
| General Education Course | | |
| Select 1 course from the general education list during registration. | | 42 |
| Hours | | 252 |
| Semester 4 | | |
| Program Courses | | |
| ENTR 2009 | Entrepreneurship and Small Business | 42 |
| FNCE 2000 | Business Finance | 42 |
| LAWS 2000 | Business Law | 42 |
| MGMT 2000 | Production and Operations Management | 42 |
| General Education Course | | |
| Select 1 course from the general education list during registration. | | 42 |

| Program Option Course | |
|--|-------------|
| Select 1 course from the available list during registration. Contact the program co-ordinator for further details. | 42 |
| Hours | 252 |
| Total Hours | 1008 |

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer: *The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.