

Business Administration (General)

The successful business administrator must be an effective leader, communicator and problem solver; one who can integrate rapidly emerging technology with diverse business functions such as accounting, marketing, and human resource management.

Students in this program will develop interpersonal and organizational skills. They will use the latest computer technology in business decision making and learn practical skills which will help them to be productive members of the workforce. Graduates can expect to build on this solid base during their entire business career.

Note: Year 1 courses can be completed at campuses that offer the Business Administration certificate program.

OBJECTIVES

1. To provide students with a broad understanding of business practices.
2. To develop skills in the areas of accounting, marketing and human resource management.
3. To develop leadership, teamwork, and problem solving skills.
4. To introduce students to current computer technology and how it may be applied to business applications.

CAREER OPPORTUNITIES

Graduates may find entry level job opportunities in a wide spectrum of organizations such as public institutions, small and/or large businesses, financial institutions.

PROGRAM TRANSFERABILITY

The Business Administration/Management programs offer exit points after Year 1, Year 2, and Year 3.

Year 1: The first year is a common year at the end of which students may graduate with a Business Administration Certificate.

Year 2: Students select one area of specialization for the second year from the following options: Accounting, General, Human Resource Management, and Marketing. Students may graduate at the end of Year 2 with a Business Administration Diploma.

Year 3: The three third-year options are Accounting, Human Resource Management, and Marketing. Students may graduate with a Business Management Diploma at the end of Year 3.

Graduates of the Business Administration/Management programs may have the opportunity to transfer credits to institutions/associations such as:

- Memorial University of Newfoundland
- Cape Breton University, Sydney, Nova Scotia
- Athabasca University, Alberta
- Lakehead College, Alberta
- University of Lethbridge, Alberta
- Lakehead University, Ontario
- Northwood University, Michigan, USA
- Certified General Accountants of Canada (CGA)
- The Society of Management Accountants

Graduates may also wish to further their studies to achieve professional designations with:

- Canadian Institute of Financial Planning
- Canadian Professional Sales Association
- Canadian Public Relations Society

DIPLOMA

- **Two years**
- **Start date varies:** At some campuses the program begins in September; at others seats are filled as vacancies occur. Please check with the campus concerned.
- **Bay St. George, Burin, Clarenville, Corner Brook, Grand Falls-Windsor, and Prince Philip Drive Campuses and through @College Distributed Learning Service (DLS)**

COURSES

CODE	TITLE	Hrs/wk		
		Cr	Le	La
Semester 1				
AC1260	Financial Accounting I	5	4	4
CM1240	Business Communications I	4	4	0
HN1230	Human Resource Management I	3	3	1
MA1400	Mathematics of Finance I	3	3	1
MC1220	Productivity Tools I	2	1	2
MR1100	Marketing I	4	3	2

Semester 2				
AC2260	Financial Accounting II	5	4	4
CM1241	Business Communications II	4	4	0
HN1240	Human Resource Management II	3	3	1
MA2400	Mathematics of Finance II (Not required for Certificate)	3	3	0
MC1221	Productivity Tools II	2	1	3
MR2100	Marketing II	4	3	2

Semester 3 (Intercession)				
MA1670	Statistics	4	4	1
AC2230	Computerized Accounting	3	2	3
OR				
MC2220	Productivity Tools III	3	2	3

Year 1 courses can be completed at campuses offering the Business Administration certificate program.

Semester 4				
CM2200	Oral Communications	2	2	0
EC1100	Microeconomics	3	3	0
LW1200	Business Law	3	3	0
MR2300	Business Research	4	3	2

One of:				
AC2220	Intermediate Accounting I	5	3	5
AC2250	Managerial Accounting I	4	3	2

One of:				
HN1100	Introduction to Industrial Relations	3	3	1
HN2130	Recruitment/Selection	3	3	1

One of:				
MR1500	Consumer Behavior	3	3	0
MR1600	Professional Selling	4	3	2
MR2200	Retailing	3	2	3

Semester 5				
CM2300	Report Writing	2	2	0
PS2340	Organizational Behavior	4	4	0
SD1420	Workplace Skills	3	3	1

One of:				
AC3220	Intermediate Accounting II	5	3	5
AC3250	Managerial Accounting II	4	3	2
AC1350	Income Tax	4	3	2

One of:				
HN2100	Collective Agreement Administration	3	3	1
LW1210	Labour and Employment Law	4	3	2
HN1400	Occupational Health & Safety	3	3	1

One of:				
MR2350	Introduction to E-Commerce	4	3	2
MR2400	Marketing Communications	4	3	2

Semester 6				
OJ1520	Work Exposure	4	wks	

