

DIPLOMA

- Three years
- September start
- Grand Falls-Windsor and Prince Philip Drive Campuses

COURSES

CODE	TITLE	Hrs/wk		
		Cr	Le	La
Semester 1				
AC1260	Financial Accounting I	5	4	3
CM1240	Business Communications I	4	4	0
HN1230	Human Resource Management I	3	3	1
MA1400	Mathematics of Finance I	3	3	1
MC1240	Computer Applications I	3	2	2
MR1100	Marketing I	4	4	0
SD1340	Student, Career & Portfolio Development I	1	1	0
Semester 2				
AC2260	Financial Accounting II	5	4	3
CM1241	Business Communications II	4	4	0
HN1240	Human Resource Management II	3	3	1
LW1230	Business Law	3	3	0
MA2400	Mathematics of Finance II	3	3	1
MR2100	Marketing II	4	4	0
SD1341	Student, Career & Portfolio Development II	1	1	0
Semester 3 (Intersession)				
AC2230	Computerized Accounting I	3	2	3
CM2200	Oral Communications	2	2	0
MC1241	Computer Applications II	3	2	3

The Course and Lab hours per week are based on a 15 week semester. In intersession, the Course and Lab hours will be adjusted to reflect the shorter semester length. Refer to course outline.

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

CODE	TITLE	Cr Le La		
		Cr	Le	La
Semester 4				
CM2200	Oral Communications	2	2	0
EC1110	Microeconomics	4	4	0
LW1200	Business Law	3	3	0
MR1500	Consumer Behaviour	3	3	0
MR1600	Professional Selling	4	3	2
MR2200	Retailing	3	2	3
Elective (minimum 3 credits)		3	3	0

CODE	TITLE	Cr Le La		
		Cr	Le	La
Semester 5				
CM2300	Report Writing	2	2	0
EC1200	Macroeconomics	3	3	0
MR2300	Business Research	4	3	2
MR2350	Introduction to E-Commerce	4	3	2
MR2400	Marketing Communications	4	3	2
SD1420	Workplace Skills	3	3	1

Business Administration Students:

EP2250	Small Business Development	4	3	2
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Business Management Students:

Elective (minimum 3 credits)		3	3	0
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CODE	TITLE	Cr Le La		
		Cr	Le	La
Semester 6				
OJ1530	Work Exposure			4 wks

Year 2 courses can be completed at campuses offering the Business Administration (Marketing) diploma program.

CODE	TITLE	Cr Le La		
		Cr	Le	La
Semester 7				
EP2250	Small Business Development	4	3	2
FN2110	Business Finance	4	3	2
MN2600	Strategic Management	3	2	2
MR2450	Services Marketing	3	2	2
MR2800	Business-to-Business Marketing	3	2	2
Elective (minimum 3 credits)		3	3	0

CODE	TITLE	Cr Le La		
		Cr	Le	La
Semester 8				
AC2250	Managerial Accounting I	4	3	2
EP2200	Business Planning	4	2	5
MR2600	Advanced Professional Selling	4	4	0
MR2700	International Marketing	4	4	0
PS2340	Organizational Behaviour	4	4	0
Elective (minimum of 3 credits)		3	3	0

BUSINESS

Business Management (Marketing)

The three-year Business Management (Marketing) diploma program is designed to give students a background in business management with emphasis on the area of Marketing. Students acquire a solid understanding of the practices involved in marketing and promoting a product or service. This includes advertising, market research, professional selling, distribution, business planning, and customer relations.

OBJECTIVES

1. Analyze the marketing environment and develop, implement, and monitor a comprehensive marketing strategy.
2. Critically analyze and provide business solutions to marketing product, price, promotion, and distribution decisions.
3. Integrate ethical marketing strategies and tactics for application in both domestic and global marketing environments.
4. Create materials for use with a marketing strategy.
5. Integrate business concepts for effective business planning and strategic management. (BM only).
6. Demonstrate application of the Conference Board of Canada employability skills.

CAREER OPPORTUNITIES

Graduates of the program may obtain employment in a variety of marketing areas such as distribution, media, advertising, retailing, and personal selling in a variety of industries and associations.

ACCREDITATION

Business Management (Marketing) is accredited by the Association of Collegiate Business Schools and Programs (ACBSP) in all campus locations. ACBSP is the leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence.

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 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
- University of New Brunswick, Saint John campus
- 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
- International Personnel Management Association - Canada

