

## DIPLOMA

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

## COURSES

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

CODE	TITLE	Hrs/wk		
		Cr	Le	La
<b>Semester 2</b>				
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

CODE	TITLE	Hrs/wk		
		Cr	Le	La
<b>Semester 3 (Intercession)</b>				
MA1670	Statistics	4	4	1
MC2220	Productivity Tools III	3	2	3
OR				
AC2230	Computerized Accounting I	3	2	3

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

CODE	TITLE	Hrs/wk		
		Cr	Le	La
<b>Semester 4</b>				
CM2200	Oral Communications	2	2	0
EC1100	Microeconomics	3	3	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			

CODE	TITLE	Hrs/wk		
		Cr	Le	La
<b>Semester 5</b>				
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

CODE	TITLE	Hrs/wk		
		Cr	Le	La
<b>Semester 6</b>				
OJ1530	Work Exposure			4 wks

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

CODE	TITLE	Hrs/wk		
		Cr	Le	La
<b>Semester 7</b>				
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			

CODE	TITLE	Hrs/wk		
		Cr	Le	La
<b>Semester 8</b>				
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 Behavior	4	4	0
	Elective			

## 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. To provide students with an in-depth understanding of activities involved in the management of organizations.
2. To develop skills in selected key areas of management activity such as marketing, advertising, promotion, retail merchandising.
3. To develop a capacity for leadership, teamwork and co-operation in problem solving.
4. To acquire skills, knowledge and experience that will complement personal initiative, creativity and energy to ensure a successful career.
5. To relate management studies to the needs of the public and private sectors of the economy of Newfoundland and Labrador.

### 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.

### 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

