

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 the Business Administration (General) 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. Demonstrate the ability to effectively engage in research and information gathering processes.
2. Integrate general knowledge of accounting, human resources, and marketing, for application in a business environment.
3. Apply entrepreneurship skills for use in small to medium sized business environment.
4. Demonstrate application of the Conference Board of Canada employability skills.

CAREER OPPORTUNITIES

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

ACCREDITATION

Business Administration (General) is accredited by the Accreditation Council for 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
- Lakehead University, Ontario
- University of New Brunswick, Saint John campus
- Okanagan College, British Columbia
- Northwood University, Michigan, USA

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
- Certified General Accounts of Canada (CGA)
- The Society of Management Accountants of Canada (CMA)
- The Payroll Association of Canada

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, Clareville, Corner Brook, Grand Falls-Windsor, Prince Philip Drive Campuses and through Distributed Learning (DL)**

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 (Intercession)				
AC2230	Computerized Accounting I	3	2	3
CM2200	Oral Communications	2	2	0
MC1241	Computer Applications II	3	2	3
OJ1100	Work Exposure (Certificate only)	2	wks	
Year 1 courses can be completed at campuses offering the Business Administration certificate program.				
Semester 4				
CM2300	Report Writing	2	2	0
EC1110	Microeconomics	4	4	0
MA1670	Statistics	4	4	1
MR2300	Business Research	4	3	2
One of:				
AC2220	Intermediate Financial Accounting I	5	3	5
AC2250	Managerial Accounting I	4	3	2
One of:				
HN1100	Introduction to Industrial Relations	3	3	1
HN1330	Recruitment and Selection	3	3	1
HN2150	Training & Development	3	3	1
One of:				
MR1500	Consumer Behavior	3	3	0
MR1600	Professional Selling	4	3	2
Semester 5				
EP2150	Entrepreneurship	3	3	1
PS2340	Organizational Behavior	4	4	0
SD2370	Student, Career & Portfolio Development III	2	2	0
Elective	(minimum 3 credits)	3	3	0
One of:				
AC3220	Intermediate Financial Accounting II	5	3	5
AC3250	Managerial Accounting II	4	3	2
AC1350	Income Tax	4	3	2
One of:				
HN1400	Occupational Health & Safety	3	3	1
HN2100	Collective Agreement Administration	3	3	1
LW1210	Labour and Employment Law	4	3	2
One of:				
MR2200	Retailing	3	2	3
MR2350	E-Business	4	3	2
MR2400	Marketing Communications	4	3	2
Semester 6 (Intercession II)				
OJ1590	Work Exposure (General)	6	wks	

