



DIPLOMA IN BUSINESS ADMINISTRATION CO-OP

PROGRAM OUTLINE

Full-Time Program
480 Hours of Classroom Instruction
480 Hours of CO-OP
960 Total Hours in Duration
60 Weeks in Total (Including Breaks)



PROGRAM DESCRIPTION

In this program students will identify and understand the techniques and theories of successful businesses, including how to manage finance, fundamental principles of marketing and how to create effective business strategies. This program will facilitate the development of the necessary skills and knowledge to make an impact in the workplace, such as understanding the relationships between businesses and different local, national, and global environments. Students will learn to apply cognitive and problem-solving skills to improve communication skills and operate effectively individually and as part of an executive team. The real-world business skills acquired in this program will prepare students to successfully enter the Canadian labour market as capable business professionals.

CAREER OCCUPATION PROGRAM

NOCs: 1221, 1411, 1432, 0111, 0112, 0114

This program prepares students for the following career occupations:

Administrative Officer, Office Administrator, Office Manager, Administrative Services Coordinator, Office Services Coordinator, Records Analyst, Planning Officer, Office Administration Clerk, Payroll Administrators, Financial Administrator, Finance Director, Financial Planning and Analysis Manager, Financial Control Manager, Human Resources Administrator, Personnel Director, Recruiting Manager, Human Resources Manager, Administrative Support Officer, Administrative Technician, Budget Analyst, Business Services Officer, Documentation and Projects Analyst, Office Administrative Technician, Operations Officer, Project Administration Officer, Accounting Manager, Account Records Manager, Administrative Manager, Business Manager, Inventory Manager, Records Administrator

ADMISSION REQUIREMENTS

Admission requirements may not be waived by either the student nor the Canadian College of Technology and Business (CCTB).

No funding may be disbursed to the student or received by CCTB until all admission requirements are met.

A payment plan can be offered to a student if student loan is not an available option.

Requirements:

- Good command of English language (See [Language Proficiency Policy](#))
- High school diploma or equivalent from an approved government institution of applicant's home country, or applicant is minimum 19 years of age
- Students are required to have and use their own personal computer in class



LEARNING OBJECTIVES

After completing this program, students will be able to:

- Apply strategies by selecting appropriate business language to create clear and concise workplace communication
- Identify, select, and compile information using appropriate technology and information systems
- Apply the concepts of time management to accomplish important business-related goals
- Implement strategies to reduce communication barriers and to promote effective workplace communication
- Use office efficiency (workplace-related) software including word processor, spreadsheet, and presentation to perform common tasks and for effective business communication
- Use time management tools and techniques to plan, schedule and estimate the resources required to accomplish a business objective
- Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts
- Understand financial and managerial accounting concepts in relation to Canadian accounting laws and regulations
- Understand the elements and procedures to record and analyze financial transactions in accounting software
- Understand the need, elements, and importance of internal control systems and the mitigation of risk for a company
- Apply financial and managerial accounting knowledge to improve organizational decision-making
- Prepare financial statements and financial reports in compliance with Canadian laws and regulations for different types of entities
- Record financial transactions in compliance with Canadian laws and regulations for different types of entities
- Demonstrate effective communication skills including written communications, oral communications, and business presentations to customers and co-workers
- Examine the micro and macro environments within which the business operates
- Compare and contrast different forms of business ownerships and their structures
- Analyze the economic challenges facing Canadian businesses
- Discuss globalization and analyze the impact of international trade on Canadian Businesses and World Economy
- Examine strategies used by businesses to effectively respond to competitive market forces



- Assess the impact of fiscal and monetary policy on business organizations and their activities
- Examine Canadian competition policy and other regulatory mechanisms that affect business operations
- Discuss the ethical issues and social responsibility and how they affect the major business stakeholders
- Examine the sources of finance available to a business
- Describe the implications of finance as a resource within a business
- Plan budgets based on financial information provided
- Evaluate financial performances of different businesses
- Assess the implications of different financial sources
- Analyze the costs of different sources of finance
- Interpret financial statements and make appropriate budgeting decisions
- Evaluate the relationship between organizational structure and culture
- Explore different approaches to management and leadership
- Illustrate ways of using motivational theories in organizations
- Develop mechanisms for effective teamwork in organizations
- Apply current organizational behavior theories in managing individual and group behavior in the workplace
- Compare the nature of groups and group behavior within organizations
- Evaluate factors that may promote or inhibit the development of effective teamwork in organizations
- Discuss ways in which managers can incorporate technological innovations to optimize productivity
- Evaluate the impact of implementing or changing technology on the functioning of teams within an organization
- Explain the basic concepts of marketing and use basic marketing terminology
- Analyze the marketing environment framework
- Illustrate the use of basic concepts of segmentation, targeting and positioning
- List each element of the marketing mix and recognize the decisions and actions associated with each element as applied to marketing decision making and execution
- Explain the process of developing a marketing strategy and basic plan
- Evaluate the benefits and costs of a marketing orientation for a selected organization
- Analyze the additional elements of the extended marketing mix
- Plan marketing mixes for two different segments in consumer markets
- Develop a basic marketing strategy and a basic plan after analyzing the market environment
- Use a variety of sources for the collection of data, both primary and secondary
- Select from a range of techniques to analyze data effectively for business purposes
- Produce information in appropriate formats for decision making in an organizational context



- Use software generated information to make decisions in an organization
- Create a plan for the collection of primary and secondary data for a given business problem
- Design a questionnaire for a given business problem
- Create information for decision making by summarizing data using representative values and analyze the results to draw valid conclusions in a business context
- Analyze data using statistical tools
- Prepare a business presentation using suitable software and techniques to disseminate information effectively
- Use a variety of sources for the collection of data, both primary and secondary
- Select from a range of techniques to analyze data effectively for business purposes
- Produce information in appropriate formats for decision making in an organizational context
- Use software generated information to make decisions in an organization
- Create a plan for the collection of primary and secondary data for a given business problem
- Design a questionnaire for a given business problem
- Create information for decision making by summarizing data using representative values and analyze the results to draw valid conclusions in a business context
- Analyze data using statistical tools
- Prepare a business presentation using suitable software and techniques to disseminate information effectively

PROGRAM EVALUATION METHODS AND COMPLETION REQUIREMENTS

CCTB evaluates students using a variety of methods including projects, assignments, presentations, assessments, quizzes, and exams. Students will be given a performance evaluation before 30% of the hours of instruction of the program are completed. This evaluation will address any academic concerns that the college may have regarding student performance and/or learning outcomes. This evaluation will also ensure the student comprehensively understands the grading system, and what actions they can take moving forward to achieve or maintain a higher grade.

To complete the program, students will be required to achieve a minimum grade of 65% in each course, as well as complete the co-op/ practicum component of their program.

The co-op/practicum component of the program includes a performance-based evaluation conducted by the placement host and an analysis report created by the student relating to their work experience that must be submitted to the faculty.

Additionally, to successfully complete the program, students must maintain a minimum attendance rate of 75%.

If a course is failed, the student must re-take the course within the next available cohort.



The course re-take fee is \$1100.

Please reference the CCTB [Dispute Resolution and Grade Appeal Policy](#)

HOMEWORK HOURS

A minimum of 2.5 - 3 hours of homework between lectures is to be expected.

DELIVERY METHODS

- Combined delivery (both in-class and distance)

REQUIRED PROGRAM MATERIALS

Resources in the form of custom learning materials will be provided by CCTB.

Software tools and user licenses will be provided by CCTB.

Instructors will provide students with additional educational resources that will be specific to the subject matter of each course. These resources will be used in conjunction with the class lectures.

These resources and learning materials will be made available online via the CCTB Canvas learning management system. Students are required to login to gain access to the e-materials.

Students must have and use their own personal computer in class.

Required Learning Materials:

- Lawrence J. Gitman, San Diego State University - Emeritus, Carl McDaniel, University of Texas, Arlington, Amit Shah, Frostburg State University, Monique Reece, et. Al (2020). Introduction to Business (OpenStax).
- David S. Bright, Wright State University, Anastasia H. Cortes, Virginia Tech University, Eva Hartmann, University of Richmond, et al. Principles of Management (OpenStax).
- Mitchell Franklin, LeMoyne College (Financial Accounting), Patty Graybeal, University of Michigan-Dearborn (Managerial Accounting), Dixon Cooper, Ouachita Baptist University, et. Al (2020). Principles of Financial Accounting (OpenStax).
- Mitchell Franklin, LeMoyne College (Financial Accounting), Patty Graybeal, University of Michigan-Dearborn (Managerial Accounting), Dixon Cooper, Ouachita Baptist University, et. Al (2020). Managing Financial Resources (OpenStax).
- J. Stewart Black, INSEAD, David S. Bright, Wright State University, Donald G. Gardner, University of Colorado-Colorado Springs, et. Al (2020). Organizational Behavior (OpenStax).



Additional Recommended Learning Materials (not required):

- McIntosh, P., Luecke, R., & Davis, J.H. (2008). Interpersonal communication skills in the workplace. New York: American Management Association.
- Guffey, M. E., Loewy, D. & Almonte, R. (2018). Essentials of Business communications. Toronto: Nelson Education.
- Freund, S.M. (2017). Shelly Cashman Microsoft office 2016: Introductory. Boston: Cengage Learning.
- FlexText for Horngren's Accounting, Volume 1, Tenth Canadian Edition, 10/E. Pearson Education. ISBN-10: 0134576543
- Purbhoo, M. (2013). Using Sage 50 Accounting 2013. Person Education: Toronto Canada. ISBN: 0-13-345197-6
- BUSN, Third Canadian Edition Marce Kelly, Chuck Williams, and H.F. (Herb) MacKenzie, K/ Pages: 392 ISBN: 978-0-17-657034-7
- Global Business Mike W. Peng/ Pages: 604 ISBN: 978-1-30-550089-1
- Canadian Business and the Law, Sixth Edition. Dorothy DuPlessis, Shannon O'Byrne, Philip King, Lorr / Pages: 761 ISBN: 978-0-17-657032-3
- Exploring Economics, Fourth Canadian Edition. Robert L. Sexton, Peter N. Fortura, Colin C. Kovacs / Pages: 629 ISBN: 978-0-17-671439-0
- International Economics, 16th Edition. Robert J. Carbaugh / Pages: 536 ISBN: 978-1-30-550744-9
- Organizational Behavior: Managing People and Organizations, 12th Edition. Ricky W. Griffin, Jean M. Phillips, and Stanley M. Gully / Pages: 578 ISBN: 978-1-30-550139-3
- ORGB, Second Canadian Edition. Debra L. Nelson, James Campbell Quick, Ann Armstrong/ Pages: 397 ISBN: 978-0-17-653218-5
- Organizational Theory and Design, Third Canadian Edition. Richard L. Daft, Ann Armstrong / Pages: 591 ISBN: 978-0-17-653220-8
- Leadership. Robert N. Lussier, Christopher F. Achua / Pages: 480 ISBN: 978-1-28-586635-2
- Organizational Behavior. University of Minnesota Libraries Publishing Edition, 2017.
- Marketing with Connect Access Card. 4th Canadian Edition. Grewal, et al. McGraw-Hill. ISBN: 13:9781259105043
- Principles of Marketing. Jeff Tanner, Baylor University, Mary Raymond, Clemson University/Open Book
- Introducing Marketing. John Burnett/ Open Book
- Statistics for Business and Economics. David R. Anderson, Dennis J. Sweeney, Thomas A. Willi/ Pages: 1106 ISBN: 978-1-33-709416-0
- Financial Analysis with Microsoft® Excel® 2016, 8E, 8th Edition. Timothy R. Mayes Pages: 531 ISBN: 978-1-33-729804-9 Pages: 531 ISBN: 978-1-33-729804-9
- Introductory Business Statistics with Interactive Spreadsheets - 1st Canadian Edition. Mohammad Mahbobi, Thompson Rivers University, Thomas K. Tiemann, Elon University/ Open Book



- Statistics for Management and Economics + XLSTAT Bind-in, 11th Edition.
Gerald Keller / Pages: 970 ISBN: 978-1-33-709345-3

PROGRAM ORGANIZATION

1. Fundamentals of Business Communications	60 HRS
2. Principles of Accounting	60 HRS
3. Business Environments	60 HRS
4. Managing Financial Resources	60 HRS
5. Organizational Behavior	60 HRS
6. Marketing Principles	60 HRS
7. Business Decision Making	60 HRS
8. Research Project	60 HRS
CO-OP Placement	480 HRS
Total Duration	960 HRS