



BUSINESS MANAGEMENT with CO-OP

PROGRAM OUTLINE

Full-Time Diploma Program
1920 Hours
96 Weeks
960 Hours of Classroom Instruction
960 Hours of CO-OP



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 Services Officer, Office Administrator, Administrative Services Coordinator, Office Services Coordinator, Office Administration Clerk, Administrative Support Officer, Administrative Technician, Budget Analyst, Business Services Officer, Documentation and Projects Analyst, Office Administrative Technician, Operations Officer, Project Administration Officer, Records Administrator.

ADMISSION REQUIREMENTS

- Good command of English language IELTS 5.0 or equivalent outlined in CCTB Language Proficiency Assessment 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.

Instruction at CCTB is conducted in English.

Students must be in possession of one of the English Language Equivalencies in the list below.

Language proficiency requirements are admission requirements and may not be waived by either the institution or the student.

The following are accepted:

- English Grade 12 (from a high school program in Canadian, US, UK, or other English-speaking country)
- Communications Grade 12 (from a high school program in Canadian, US, UK, or other English-speaking country)
- IB (International Baccalaureate) English A1/A2 (HL or SL)
- IELTS: (International English Language Testing System) Band 5.0 or higher
- TOEFL: (Test of English as a Foreign Language) IBT 38-45 or higher
- CAEL: (Canadian Academic English Language Assessment) Score of 45 or higher
- PTE: (Pearson Test of English) Score of 45 or higher



- CLB: (Canadian Language Benchmarks) Level 6 or higher
- TOEIC: (Test of English for International Communication) Score 600 or higher
- Successful completion of a Designated ESL school program with level equivalent to tests outlined in section 1 above OR from an established pathway partner of CCTB.
- Applicants may choose to complete the TLGC Online Pre-Arrival Test and receive customized language study plan based on the applicant's test results if a passing grade is not achieved.
- Applicants that are not in possession of one of the credentials above, are advised to enroll in The Language Gallery Canada (TLGC) UPP (University Pathway Program). Successful completion of TLGC UPP level 4 is recognized by CCTB in lieu of the aforementioned assessments.

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
- Apply basic research skills to support business decision making.
- Perform work in compliance with relevant statutes, regulations and business practices.
- Use accounting and financial principles to support the operations of an organization.
- Describe and apply marketing and sales concepts used to support the operations of an organization.
- Outline and assess the components of a business plan.
- Explain the function of Entrepreneurship including opportunities, trends and challenges.



- Understand the competitive landscape and position your business in the marketplace including marketing, competition, pricing, logistics, and the utilization of technology.
- Contrast bricks & mortar, home-based and online business types including opportunities and challenges.
- Review, understand and create a marketing plan for a new business venture.
- Create a business plan for a new venture.
- List relevant micro-economic and macroeconomic factors and their impact on business opportunities (e.g., fiscal and monetary policies, population dynamics, emerging markets, growing influence of developing nations, political and economic instability, inflation, fluctuating currencies, protectionism, growth of outsourcing, and regional trading blocs).
- Explain the role of the human resource function and its impact on an organization.
- Explain the role of strategic human resource management using professional development plans and organizational development strategies.
- Provide students experiential learning environment where student will learn how to apply the skills in different situations varying from simple buyer-seller bargaining to a more complex bargaining group environment.
- Developing a strong understanding of how to build, evaluate, and execute marketing plans that help build business. The focus will be on frameworks used to analyze market situation and creating a marketing plan from the point of view of not just the marketing managers but any manager who needs to support a broader business plan of the organization.
- Understanding and appreciation of the legal environment in the Canadian business context. The focus will be on the legal framework that impacts regional business practices.
- Introduction to business in Canada and will focus on the areas and practices of the basics of business management. Through a combination of lecture and application-based exercises, students will study the relationships between the business areas of finance, human resources, marketing and operations, discuss legal issues, business ethics and social responsibility, and apply management concepts and practices all while running their own virtual business in a simulated environment.

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 component of their program.



The co-op 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)
- In-class

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:

- 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)
- J. Stewart Black, INSEAD, David S. Bright, Wright State University, Donald G. Gardner, University of Colorado-Colorado Springs, et al (2020). Organizational Behavior (OpenStax)



- 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
- Good, W., & Mayhew, W., *Building Your Dream: A Canadian Guide to Starting Your Business.*, 10th Edition, McGraw Hill
ISBN: 1259106853
- 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)
- Sayre/Morris, *Principles of Microeconomics*, 9th, McGraw-Hill
ISBN: 9781259460906
- Sayre/Morris, *Principles of Macroeconomics*, ninth, McGraw Hill
ISBN: 1259460843
- Schwind, Uggerslev, Wagar, Fassina, *Connect with SmartBook Online Access for Canadian Human Resource Management*, 12e, McGraw-Hill
ISBN: 9781260305494
- Lewicki, *Essentials of Negotiation*, 4th Canadian Edition, Mc Graw Hill Ryerson
ISBN: 9781260332919
- Graham Hooley, *Marketing Strategy & Competitive Positioning*, Sixth, Pearson
ISBN: 978-1-292-01731-0
- Breen | Ellis | Stephenson, *Canadian Business Law Today*, 1st Canadian, Mc Graw Hill Ryerson
ISBN: 9780070720558
- Jones, George, Haddad, *Essentials of Contemporary Management (Digital Copy + Connect Access)*, 6th Canadian Edition, McGraw/Hill
ISBN: 9781260328318

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
- Lamb et. al, *MKTG Principles of Marketing (w/MindTap Access)*, Fourth Canadian Edition, Nelson ISBN: 9780176854805

PROGRAM ORGANIZATION

1. Fundamentals of Business Communications	60 HRS
2. Principles of Financial 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. Entrepreneurship	60 HRS



9.	Microeconomics 1	60 HRS
10.	Macroeconomics 2	60 HRS
11.	Human Resources Management	60 HRS
12.	Business Negotiation and Leadership	60 HRS
13.	Business Marketing Strategies	60 HRS
14.	The Legal Aspects of Business	60 HRS
15.	Business Management	60 HRS
16.	Research Project	60 HRS
17.	Work experience CO-OP Placement	960 HRS
Total Duration		1920 HRS