

Business Administration

▶ PROGRAM DESCRIPTION

★ 1 CO-OP TERM: MAY - AUGUST

The Business Administration program is a three-year program that offers the student maximum flexibility to attain skills in a number of areas in the business field. Graduates of this program have a solid base of business skills and can add to these skills by selecting courses that enable to earn up to two concentrations in the areas of Marketing, Human Resources and/ or Entrepreneurship.

Because practical work experiences are vital, students are given the option to participate in a co-op work experience in term 5. This provides exposure to a business environment and could provide valuable work experience. In the final year of the program, students will take the entrepreneurship capstone courses which combine assessments and curriculum to challenge the students to utilize all of their knowledge, skills and abilities gained over the course of their program, in a series of culminating reports and presentations that showcase a capstone project. Real world corporate partners are engaged to provide students with even greater experiential learning opportunities



For co-op information, contact:

Kyle Walker, Job Developer
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▶ COURSE LIST

Term 1	Term 2	Term 3
<p>MTH-1223 Business Mathematics I COM-1013 Critical Thinking and Writing BUS-1234 Computer Applications for Business MAN-1103 Human Resources Management MKT-1143 Marketing Fundamentals ACC-1004 Accounting Theory and Practice I ACC-1093 Accounting Concepts I</p>	<p>MTH-2223 Business Mathematics II COM-2013 Communications for Business PHL-1253 Ethical Leadership and Critical Decision Making BUS-1103 Global Business Principles ACC-2004 Accounting Theory and Practice II ACC-2104 Accounting Concepts II JSS-1001 Job Search and Success</p>	<p>STA-1103 Business Statistics ECO-1123 Microeconomics MKT-1103 Social Media Marketing MAN-1163 Organizational Behaviour MKT-3213 Business Intelligence I BUS OPT Business Option- Select I</p>
Term 4	Co-op Term	Term 5
<p>LAW-1003 Business Law ECO-1113 Macroeconomics MAN-1033 Operations Management MKT-4213 Business Intelligence II MKT-3353 Integrated Marketing Communications GED-XXX3 General Education Elective</p>	<p>CPL-1049 Co-op Work Term (Operational)</p>	<p>BUS-5503 Entrepreneurship I FIN-1013 Financial Analysis and Budgeting FIN-1203 Financial Management I GED-XXX3 General Education Selective BUS OPT Business Options (Select 3)</p>
Term 6		
<p>BUS-6503 Entrepreneurship II FIN-2203 Financial Management II (Optional) GED-XXX3 General Education Elective BUS OPT Business Options (Select 4)</p>		

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▶ PROGRAM CAPABILITIES

Co-op Term

- Apply knowledge of the human resources function to the management of an organization
- Apply knowledge of the marketing function to the management of an organization
- Apply entrepreneurship knowledge to the management of an organization
- Apply business technology skills and knowledge to support the management of an organization
- Work in a manner consistent with law and professional standards, practices, and protocols
- Work effectively with co-workers, supervisors, and others

Upon Graduation

- Develop customer-service strategies to meet the needs of internal and external customers
- Apply strategies to creatively organize, lead, and assume the risks of an organization
- Apply financial knowledge to the management of an organization
- Apply knowledge of operations management to the management of an organization
- Apply research skills to gather, interpret, analyze, and evaluate data
- Apply creative problem-solving skills to address business problems and opportunities
- Apply knowledge of the impact of the social, cultural, technological, economic, and political variables to business decision making
- Apply leadership and management knowledge and skills to assist in the planning, directing, and controlling of an organization
- Communicate business-related information persuasively and accurately in oral, written, and graphic formats
- Assist in the development of a business plan by collaborating with members of a cross-functional team
- Develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities
- Apply time management, planning and meeting skills to facilitate the completion of tasks and to meet deadlines in a business environment

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