

PROGRAM INFORMATION

Academic Year	2024 – 2025
Credential	Ontario College Diploma
Program Delivery	Full Time
Duration	1 Year
Length	2 Semesters
Program Codes	B289-HL (Haileybury Campus) B288-KL (Kirkland Lake Campus) B294-JB (Moosonee Campus) B287-PC (Timmins Campus) B292-CK (Distance)

DESCRIPTION

Your business career starts here.

Business Fundamentals at Northern is a one-year certificate that will provide you with the foundation you need to kick-start your career. It's also the gateway to all of Northern's two-year business diploma programs including Marketing, Accounting, Human Resources, and more.

You'll get started with hands-on introductory courses that provide an overview of everything from recruitment and record keeping, to communications and management. Then, you'll dive deeper into what it takes to maintain an organization's competitive edge — exploring microeconomic theory, organizational behaviour, and the interrelationship between entrepreneurship, ethics, and social responsibility.

CAREER OPPORTUNITIES

- Entry-level career in a variety of business settings
- Administrative officer
- Sales representative
- Customer service representative

VOCATIONAL LEARNING OUTCOMES

1. Identify factors that have an impact on an organization's business opportunities.
2. Explain the impact of corporate sustainability, corporate social responsibility and ethics on an organization's business initiatives.
3. Use current technologies to support an organization's business initiatives.
4. Apply basic research skills to support business decisions making.
5. Perform basic accounting procedures and financial calculations to support the operations of an organization.
6. Describe marketing and sales concepts used to support the operations of an organization.
7. Develop strategies for ongoing personal and professional development to enhance work performance.
8. Outline the functional areas of a business and their interrelationships.

PROGRAM COURSES

The following reflects the planned course sequence for full-time offerings of the program. Programs at Northern College are delivered using a variety of instruction modes. Courses may be offered in the classroom or lab, entirely online, or in a hybrid mode which combines classroom sessions with virtual learning activities.

Semester 1		Hours
AC1034	Introduction to Financial Accounting	56
BU1103	Introduction to Human Resources	42
BU1363	Introduction to Business Concepts	42
CM1323	Professional Communications	42
IN1173	Computer Applications for Business I	42
MA1024	Business Math I	56
MR1073	Introduction to Marketing	42
Semester 2		Hours
AC2034	Financial Accounting II	56
BU3113	Organizational Behaviour	42
BU4033	Microeconomics	42
CM2303	Communications for the Workplace	42
GN1443	Indigenous Culture and Awareness	42
MA2024	Business Math II	56
MR2003	Marketing II	42

PROGRAM PROGRESSION

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- Sem 1: Fall 2024
- Sem 2: Winter 2025

Winter Intake

- Sem 1: Winter 2025
- Sem 2: Summer 2025

WORK INTEGRATED LEARNING OPPORTUNITIES

N/A

ARTICULATION/TRANSFER AGREEMENTS

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program coordinator for specific details if you are interested in pursuing such an option. Additional information can be found at [Articulation Agreements](#).

ADDITIONAL INFORMATION

If your goal is to earn only the one-year certificate apply directly to this program using the program codes below. If your goal is a two-year business program, apply to the Northern College program of your choice on OCAS. When studies commence, you are automatically registered in first year Business Fundamentals. After completing this first year, you can register for the fall into the second year of the two-year business program of your choice.

PROGRAM SPECIFIC REQUIREMENTS

N/A

ADMISSION REQUIREMENTS

- Ontario Secondary School Diploma (OSSD)
- Grade 12 English (C, U)
- Grade 11 Math (C, U)
- Or equivalent

Academic prerequisites for this program may be obtained free of charge through [Academic Upgrading](#). Applicants who do not have a high school diploma or equivalent and will have reached the age of 19 years on or before the start of the program must undergo academic testing and may be required to complete [Prior Learning Assessment & Recognition \(PLAR\)](#) process to demonstrate equivalency of admission requirements prior to admission into a program. For more details, please contact the Admissions Office at 705-235-7222 or admissions@northern.on.ca.

Additional Requirements for International Students

In addition to the admission requirements, international students must have proof of English Proficiency and meet the requirements below.

1. Proof of Senior High School Diploma/Certificate with an equivalent Grade 12 Mathematics (50% min.) and/or Business/Commerce stream.
2. English Proficiency (we will require one of the following):
 - IELTS Academic– International English Language Testing System: a minimum overall score of 6.0 must be achieved with no individual band score under 6.0; however, we will accept one band at 5.5.
 - TOEFL (Test of English as a Foreign Language) – Computer-based overall minimum score of 79
 - PTE (Pearson Test of English) Academic – Graduate Diploma: 58+

If your country of citizenship has English as its official language, we may accept alternate proof of English Proficiency. All educational documents must be submitted in English and will be dependent on the country of citizenship. For more information, contact the international admission office at INTLapply@northern.on.ca.

GRADUATION REQUIREMENTS

- 11 Program Courses
- 2 Communications Courses
- 1 General Education Courses

GRADUATION ELIGIBILITY

To graduate from this program, a student must attain a minimum of 60% or a letter grade of CR (Credit) in each course in each semester unless otherwise stated on the course outline. Students should consult departmental policies and manuals for additional detail and exceptions.

GRADUATION WINDOW

Students unable to adhere to the program duration of one year (as stated above) may take a maximum of two years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

CONTACT INFORMATION

For questions about being admitted into the program, please contact Northern College Admissions at admissions@northern.on.ca or by phone at 705-235-3211 ext. 7222. For questions about the content of the program, contact the Program Coordinator.

Jami Burns, Program Coordinator
Email: burnsja@northern.on.ca

COURSE DESCRIPTIONS

Semester 1

AC1034 Introduction to Financial Accounting

In this course, students will be introduced to the accounting cycle and the preparation of financial statements. Topics include recording entries, preparing financial statements and accounting for merchandising activities. This course will be essential for further study in financial accounting.

BU1103 Introduction to Human Resources

In this course, students will learn how proper recruitment/selection strategies, and training and development methods, maintain an organization's competitive advantage. The integral role of job design and analysis in affecting compensation management and performance appraisal decisions will be examined. Students will investigate a variety of employment and health and safety laws as they relate to managing a diverse workforce. In addition, the fundamental principles of the union-management framework will be explored.

BU1363 Introduction to Business Concepts

In this course, students will be introduced to business in Canada, focusing on introductory topics for those interested in employment in a business management role. Topics of study will include the relationships between the areas of finance, human resources, marketing, and operations within an organization, business ethics and social responsibility, management concepts and practices, and an exploration of the entrepreneurial spirit.

CM1323 Professional Communications

In this course, students will learn essential skills for success in college and the workplace. This course focuses on developing and strengthening oral and written communication skills, and critical thinking ability. During this course, students will engage in a variety of forms of communication with a focus on upholding the principles of academic integrity. Students will develop the skills necessary to create discipline-specific documents, practice business etiquette and professionalism, and apply critical thinking strategies to practical scenarios. Upon successful completion of this course, students will be able to plan and draft concise, coherent and well-organized writing assignments that are tailored to specific audiences and purposes.

IN1173 Computer Applications for Business I

In this course, students will gain practical experience with Microsoft Excel for Windows. Excel will be used to prepare various reports, presentations and applications which directly correlate to the critical-thinking requirements of the workplace. Students will gain practical experience working with formulas and functions, developing, and enhancing financial reports, organizing data with charts, data lists, and tables, managing multiple work sheets, workbooks, and external data sources, developing macros, using conditional functions, working with financial tools and functions, and performing what-if analysis.

MA1024 Business Math I

In this course, students will begin with a review of basic arithmetic and algebraic manipulations, continuing topics that include ratios, proportions and percentages, math of merchandising that include mark-ups and mark-downs, various payroll scenarios, and the evaluation and calculations using simple interest.

MR1073 Introduction to Marketing

This course is an informative introduction into marketing. Students will become acquainted with current Canadian marketing concepts, terminology, and practices, examine strategies to apply them to contemporary marketing situations, and gain an understanding of how they affect an organization's profitability. Students will also explore consumer and business marketing, product planning, building customer relationships and creating customer value. This course provides a basic understanding of Canadian marketing structures and techniques including defining and segmenting target markets and interpreting market research data.

Semester 2

AC2034 Financial Accounting II

In this course, students will examine, in more depth, selected assets and liabilities found on the balance sheet as well as learn to account for equity transactions involving partnerships and corporations. Assets examined include cash, accounts receivable, notes receivable, investments, plant, property, and equipment and intangibles. Liabilities studied will include short and long term bonds, notes payable, warranty liabilities and income tax liabilities.

BU3113 Organizational Behaviour

In this course, students will be introduced to managing and navigating organizational behaviour in a professional Canadian business environment, at the same time keeping in mind the increasingly interdependent nature of globalization. This course examines management and group dynamics from the manager as well as employee point of view, both in an professional setting. There is significant emphasis on how OB research into the area of workplace experience of managers and employees contributes to the productivity of the organization. The course brings in numerous examples of practical applications with the involvement of the learners from real-life situations and personal experiences to analyze the concepts discussed. There is also key emphasis on developing awareness towards corporate social responsibility and the relation between ethical practices and organizational behaviour.

BU4033 Microeconomics

This course is designed to introduce the student to the study of economics, beginning with the field of microeconomics. The course will use scientific theory to better understand the relationship and consequence of economic and business decisions. Additionally, this course will use mathematical procedures to predict and practically use economic models in real world settings. As opposed to Macroeconomics, Microeconomics will focus on the effects of business decisions on an industry or a single business specifically. Topics include supply and demand, elasticity, consumer choice, and production costs in the short and long run.

CM2303 Communications for the Workplace

In this course, students will develop professional communication skills required for success in the workplace. Students will continue to develop and strengthen their oral and written communication skills and critical thinking abilities. During this course, students will use various modes of communication to complete assignments designed to meet program and professional expectations. Students will utilize a variety of technologies for the purpose of creating a professional presence in a digital environment. Students will develop the necessary skills to create polished workplace documents such as letters, resumes, cover letters and reports tailored to specific audiences. Students will learn to conduct themselves with professionalism in both workplace interviews and job searches. Upon successful completion of this course, students will be able to create clear, concise and coherent workplace and employment documents that are error-free and designed for specific audiences and purposes.

GN1443 Indigenous Culture and Awareness

This general education course will provide students with an introduction to Canadian Indigenous Nations' history, sovereignty, land titles, cultural history and current critical issues. Topics addressed include the content of Indigenous rights, economic and social development, community and political processes, and business law and policies, justice & social services. Canadian Indigenous History and Relations is a general education course that has been incorporated into all programs at Northern College.

MA2024 Business Math II

In this course, students will develop their business mathematics skills expanding them to compound interest scenarios that include single cash flows of future value and present value, ordinary simple annuities, ordinary general annuities, simple and general annuities due, deferred annuities, perpetuities and perpetuities due. Throughout the course, students will not only evaluate the requirements but also use their critical thinking skills to evaluate appropriate investments to make and aspects of a variety of loans to consider all in a business environment whether that be in the private, public or not-for-profit sectors of industries.

MR2003 Marketing II

In this course, students will follow the accepted concepts of marketing, current marketing principles/practices, and their applications as functional decision-making management tools. Topics will include all aspects of product/service marketing and management, price determination and pricing strategies, distribution-related strategies, marketing communications strategies (including advertising, personal selling, sales promotions, event marketing and sponsorship, public relations and direct marketing) and non-profit marketing and global marketing. This course builds on the foundation of MR1073 Introduction to Marketing I. Students will continue to examine current Canadian material on marketing and determine strategies for developing new products and services that are consistent with evolving marketing needs and principles of sustainability. Students will apply their knowledge in producing a marketing plan where they will set marketing objectives, develop a marketing mix, along with developing marketing strategies. Budgetary considerations will be taken into account, and evaluation criteria identified. Students will also contribute to the development of pricing strategies and participate in conducting market research to provide information needed to make marketing decisions.