

## PROGRAM INFORMATION

<b>Academic Year</b>	2024 – 2025
<b>Credential</b>	College Certificate
<b>Program Delivery</b>	Part-time
<b>Duration</b>	1 Year
<b>Length</b>	Flexible
<b>Campus</b>	Distance

## DESCRIPTION

Obtain the skills needed for success in business. Business Fundamentals is designed for individuals who want to develop skills and knowledge appropriate for an entry level position in a business setting. This one-year Ontario College certificate program covers basic principles of business organization, business communications, business mathematics, accounting, and marketing.

Business Fundamentals is the common first year business program leading into six of Northern College's two-year business programs in accounting, human resources management, marketing, and business general studies. Business Fundamentals will prepare you to pursue further studies in other business programs and/or qualify you for entry-level positions in a variety of business-related industries. Courses can also be taken independent of the certificate program.

Once registered into the program, students have two years to complete the program. Only courses taken within the two-year period may be applied towards the program certificate.

## 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.

	<b>Hours</b>
Introduction to Business Concepts I	42
Business Math I	45
Business Math II	56
Communications I	42
Communications II	42
Computer Applications for Business	42
Financial Accounting II	42
Introduction to Human Resource*	56
Introduction to Financial Accounting I	42
Introduction to Marketing	45
Indigenous Culture & Awareness	42
Marketing II	45
Microeconomics	42
Organizational Behaviour	42

\*Note this course may have a different ON Learn course equivalent title.

## 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

## 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

N/A

## ADMISSION REQUIREMENTS

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

For questions about being admitted into the program, please contact Northern College Admissions at [admissions@northern.on.ca](mailto:admissions@northern.on.ca) or by phone at 705-235-3211 ext. 7222.

## Additional Requirements for Individual Courses

Register and take individual courses without meeting all program admission requirements if you do not plan to achieve the Ontario College Certificate.

## GRADUATION REQUIREMENTS

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

## GRADUATION ELIGIBILITY

To graduate from this program, a student must attain a minimum of 60% or a letter grade of CR (Credit) in each of the program and communication courses in each semester unless otherwise stated on the course outline. A passing grade of 50% is required for general elective courses. Students should consult departmental policies and manuals for additional detail and exceptions.

## GRADUATION WINDOW

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four 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

### Continuing Education

Tel: 705-235-3211 ext. 2183

Email: [coned@northern.on.ca](mailto:coned@northern.on.ca)

## COURSE DESCRIPTIONS

### **Introduction to Business Concepts I (42 Hours)**

Students will get a great overview on all the functions of a business and how they interact. This course is designed to help the learner understand the role of business in Canada by focusing on the basics of management, and organizational theory and structure.

### **Business Math I (45 Hours)**

This course provides a review of basic arithmetic and algebra as well as providing students with mathematical tools and concepts needed for other college courses and in future employment. This course is to prepare students for later courses in Business, Finance and Accounting.

### **Business Math II (56 Hours)**

This course introduces the student to the concepts and procedures of the time value of money calculations used in Mathematics of Finance. It covers topics in simple interest, compound interest, simple and general annuities, bonds and cost-benefit analysis.

### **Communications I (42 Hours)**

Effective communication is important for building relationships and successful functioning in every part of an organization. Through the different modes of reading, writing, speaking, listening, researching, analyzing, and representing information students develop the skills required for communicating effectively in personal and professional environments. Over the term, students will create a portfolio that includes communication tools and activities related to their chosen career path. An emphasis is placed on developing skills for communicating in digital environments.

### **Communications II (42 Hours)**

Effective communication is an essential employability skill required for the workplace and attaining a career position. This course focuses on developing and enhancing personal presentation and communication skills required to function in the workplace. Students will research and prepare a variety of standard business documents and correspondence used across industries. An emphasis will be placed on researching and compiling a targeted job search portfolio that includes cover letter, resume, and related documents. Utilizing technologies for the purpose of creating a professional presence in digital environments is introduced.

### **Computer Applications for Business (42 Hours)**

Ontario Learn Equivalency Computer Applications for Business. This is a hands-on computer applications course that provides the student with the basic and intermediate word processing skills to produce professional business documents. Students will also develop expertise in electronic presentation software and spreadsheet applications in order to meet the demands of today's business industry.

### **Financial Accounting II (42 Hours)**

In this second of the two introductory accounting courses, students will expand their understanding of accounting principles and concepts while covering specific topics including: capital assets, corporations' shareholders' equity, and bonds payable. Preparation of the Statements of Retained Earnings and Cash flows will also be covered. Finally, the students will expand their understanding of the role of financial statement users by studying financial statement analysis.

## **Introduction to Human Resource (56 Hours)**

Specific focus is on the factors that affect the overall atmosphere in the workplace and that which contributes to an environment conducive to maximum productivity. Students will be introduced to effective strategies for hiring, motivating, managing, training, and retaining staff. Students will study the following topics: the strategic importance of Human Resources and the role of the HR Manager; competitive challenges facing Human Resources; job analysis and design; Human Resources planning; recruitment and selection; orientation and training; employee relations; performance management; compensation; employee benefits and services; labour relations; health and safety; equity and diversity; and international human resources management. Significant emphasis will be placed on the team approach to creative problem-solving techniques and their application to selected case studies and a project that replicates actual on-the-job activities. Successful completion of this course, with a minimum final grade of 65%, will qualify as an approved credit towards the academic component of either the Certified Human Resources Professional (CHRP) or the Certified Human Resources Leader (CHRL) designations granted by the Human Resources Professionals Association (HRPA).

## **Introduction to Financial Accounting I (42 Hours)**

Ontario Learn Equivalency Accounting Basics I.

This course introduces the student to how accounting information is used by, and meets the needs of both internal and external users through effective and efficient communication as well as what accounting information is required by a business concern to reflect clearly the operating results of the enterprise over its operating life. Throughout the course, students will be introduced to generally accepted accounting principles, the interpretation and preparation of financial statements and how this information is recorded in the various business records.

## **Introduction to Marketing (45 Hours)**

Ontario Learn Equivalency Marketing I.

Marketing 1 is the first course of a two course Introduction to Marketing designed to provide students with a sound grounding in the field of marketing. Emphasis is placed on the formulation of integrated marketing strategies that play a role in achieving organizational objectives. The course is divided into four segments: marketing process and marketing environments; marketing planning and information collection processes; buyer behaviour and targeting strategies; and marketing mix (two components of the mix are discussed: product and price).

## **Marketing II (45 Hours)**

Marketing 2 is the second course of a two course Introduction to Marketing designed to provide students with a sound grounding in the field of marketing. Emphasis is placed on the formulation of integrated marketing strategies that play a role in achieving organizational objectives. The course is divided into four segments: price strategy and management; distribution management; marketing communications; and emerging directions in marketing. The first three segments of Marketing 2 provides coverage of the remaining components of the marketing mix that was introduced in Marketing 1.

## **Microeconomics (42 Hours)**

Knowledge of contemporary microeconomics issues is essential to understanding the world we live in. Students examine fundamental microeconomic principles with an emphasis on the use of economic models to analyze economic developments accurately and objectively. Students examine the role of prices and competitive markets in the allocation of resources, firm behaviour and market structures, as well as evaluate the effects of government intervention in the economic marketplace.

## **Organizational Behaviour (42 Hours)**

Ontario Learn Equivalency Introduction to Business Management and Organizational Behaviour.

This subject is an examination of the contemporary Canadian business environment including the organization, leadership and management decision process which influences the behaviour of individuals and groups.

Increased global competition, technological change and the rising expectations of both employees and employers have underlined the need for improved and more effective leadership. This subject provides a better understanding of this process.