

Applied Business Management Courses: Part 1

Introduction to Business 1 (BUS-1201(3)) **Dual Credit University/High School Course .5** **Course Code: TBD (42)**

Introduces students to fundamental concepts related to current business trends, business ownership, entrepreneurship, general management including organizational behavior and human resources management.

Career Development: Life/Work Transitioning **Course Code: 0100 (30S)**

This course will help students acquire and apply knowledge and skills to make appropriate decisions for life, work, and the essential post-secondary education/training that is required in today's economy. The experiential learning components will provide students with opportunities to explore potential occupations, and to demonstrate employability skills, essential skills, and specific occupational skills.

Accounting Essentials **Course Code: TBD (20S)**

Accounting Essentials will provide students the opportunity to gain an understanding of basic accounting concepts and principles. With an emphasis on accounting for a service business, students will apply their knowledge and skills to complete the stages of the accounting cycle.

Venture Development **Course Code: 0327 (30S)**

Students will focus most of their time on planning, creating, implementing, evaluating, and growing a business venture. This course compliments the studies of any business student whether in Commerce, Communication, Entrepreneurship, or Finance strands.

Business Management **Course Code: 0316 (40S)**

Venture Management focuses on developing skills in planning, leading, organizing, controlling, and staffing. Students will study various management styles and participate in activities related to human resources, inventory, finance, and project management. The focus of the course will be to develop effective management strategies in various settings.

Part 1 Project

Part 1 of the program will be set up with equal parts course work and project based learning. The project completed during Part 1 of the program will consist of a social entrepreneurship venture. Students will meet the outcomes of the Accounting Essentials30s and Venture Development 30S courses by means of running a venture aimed to meet the needs of those in the community.

Applied Business Management Courses: Part 2

Introduction to Business 1 (BUS-1201(3)) **Dual Credit University/High School Course .5** **Course Code: TBD (42U)**

This course introduces basic terminology, concepts, theories and some qualitative and quantitative analytic techniques of key functional areas in business such as marketing, production, and operational management. Student participation in an online business simulation allows students to experience a practical application of these primary business functions.

Career Development Internship **Course Code: 0305 (45G)**

This course will help students acquire and apply knowledge and skills to make appropriate decisions for life, work, and the essential post-secondary education/training that is required in today's economy. The experiential learning components will provide students with opportunities to explore potential occupations, and to demonstrate employability skills, essential skills, and specific occupational skills.

Economic Principles **Course Code: 0318 (40S)**

Economic Principles focuses on both micro and macroeconomic principles including systems and structures, supply and demand, market influences, the global market, and decision making related to economic factors. This course is designed for students wanting to learn more about how the economy impacts personal and business decisions at a local, national, and global level.

Marketing and Digital Commerce **Course Code: 0323 (40S)**

Marketing and Digital Commerce will provide students the opportunity to develop an understanding of marketing activities from both a theoretical and practical approach. The course focuses on applying marketing concepts, principles, and strategies in making decisions related to product, price, place, and promotion. Students will have the opportunity to apply the concepts and their creativity through hands on application of a marketing plan.

Applied Business Technologies **Course Code: 0311 (40S)**

Applied Business Technologies focuses on integrating advanced software features commonly used in business. This course is designed for students interested in learning about collaboration, digital communication, and customization of presentation software to create, edit, and manage business documents, using advanced features of word processing, spreadsheet, and database applications.

Part 2 Project

Part 2 of the program will be set up with equal parts course work and project based learning. The project completed during Part 2 of the program will consist of a marketing plan. Students will meet the outcomes of the Marketing and Digital Communications 40S and Venture Management 40S courses by developing a marketing plan for real world clients. Students will find clients, determine the needs of the clients, research potential solutions, develop a plan of action, and develop a marketing plan aimed at improving the business prospects for their clients.

