



Business Management (BMGT)

Program Outline

PROGRAM IMPLEMENTATION DATE:	September 2010
OUTLINE EFFECTIVE DATE:	September 2023
PROGRAM OUTLINE REVIEW DATE:	April 2028

GENERAL PROGRAM DESCRIPTION:

The Business Management program prepares students for employment in accounting, marketing, financial services, hospitality, local governance and other management training positions in a variety of organizations including corporations, small businesses, non-profits and local government.

The diploma program introduces fundamental business principles and skills in the core functional areas of business. In the diploma program, students develop a foundation in business knowledge with a focus on particular business stream, such as accounting, financial management in aboriginal organizations, general management, tourism and recreation on management, financial services or marketing.

College of the Rockies Certificate and Diploma graduates can directly enter the Bachelor of Business Administration degree program with full credit for their previous coursework. Or they can continue their education elsewhere, working towards university degrees and professional certifications and designations such as the CPA (Chartered Professional Accountant), CPHR (Chartered Professional in Human Resources), CPM (Certified Payroll Manager), and CFP (Certified Financial Planner).

For those who have already earned a degree, the Business Management program also offers two post-degree programs (a certificate and diploma) in sustainable business practices.

CREDENTIALS:

Note that students may apply to each of the following credentials directly. First-year students are encouraged to select a two-year diploma program. They can exit after one year of coursework with a certificate or continue after two years directly to the BBA degree program. Please review the specific program webpage for more information or see an Education Advisor.

Certificate

The Business Management certificate is awarded on successful completion of first year coursework in the Accounting, General Management, Marketing, or Financial Services diploma programs (refer to Appendix II for details). Courses are scheduled to permit study in a variety of ways: part-time or full-time, with online or traditional classroom delivery.

Business Management Diploma

This diploma is awarded to students who successfully complete the two-year diploma curriculum in one of four streams: Accounting, General Management, Marketing, or Financial Services. These diplomas also fulfill the first two years of study towards the College of the Rockies Bachelor of Business Administration in Sustainable Business Practices.

Recreation Management Certificate and Diploma (RMGT)

This diploma fulfills the first two years of study towards the College of the Rockies' Bachelor of Business Administration in Sustainable Business Practices. The Recreation Management diploma program outline is listed separately; please see "RMGT" on the course outline website.

Tourism Management Certificate and Diploma (TMGT)

This diploma fulfills the first two years of study towards the College of the Rockies' Bachelor of Business Administration in Sustainable Business Practices. The Tourism Management diploma program outline is listed separately; please see "TMGT" on the course outline website.

Degree - BBA

The Bachelor of Business Administration in Sustainable Business Practices (BBA) is awarded to students who complete a four-year program of 120 credits in business, liberal arts and sciences, upper-level business specialization courses and a capstone project in sustainability. The diploma options listed above also fulfill the first two years of study towards the BBA. The BBA program outline is listed separately; please see "BBA".

Post-Degree Certificate - PDCB

The Post-Degree Certificate Program is for students who already possess a business-related degree. It is a one-year program designed to develop expertise in sustainable business practices. This credential recognizes the growing demand for working professionals who can develop and manage sustainability initiatives. The Post-Degree Certificate program outline is listed separately; please see "PDCB" on the course outline website.

Post-Degree Diploma - PDDB

The Post-Degree Diploma Program is a two-year program designed for students who have a bachelor degree in a non-business field. The first year of the diploma provides a foundation in business administration; the second year focuses on the knowledge and analytical skills to promote sustainability initiatives and support sustainability requirements. This credential recognizes the growing demand for working professionals who can develop and manage sustainability initiatives. The Post-Degree Diploma program outline is listed separately; please see "PDDP" on the course outline website.

Co-op Option

Students enrolled in these programs may be eligible to choose Co-op as an option. The Co-op option involves alternating full-time academic and work terms. For more information Co-op and Employment Services.

Program Information: The Business Management program has been offered continuously by College of the Rockies since its establishment in 1975. Its design enables students to progress from a certificate to a diploma to a Bachelor of Business Administration degree.

Delivery: This program is delivered in a variety of formats including face-to-face, online and hybrid/blended models.

Business Management Certificate options:

Business Management Certificate	COTR credits	Number of courses	Hours for this program
MGMT 1	30	10	495

Refer to Appendix II for details.

Business Management Diploma options:

	COTR credits	Number of courses	Hours for this program
Business Management Diploma in Financial Services (FINS)	60	20	945
Business Management Diploma in Accounting (ACCT)	60	20	945
Business Management Diploma in General Management (MGMT)	60	20	945
Business Management Diploma in Marketing (MKTG)	60	20	945

Refer to Appendix II for details.

Program Outline Author or Contact:

Greg McCallum, MA, TCM

Signature

APPROVAL SIGNATURES:

Department Head
Erin Aasland Hall
E-mail: aaslandhall@cotr.bc.ca

Dean of Business and University Studies
Stephanie Wells
E-mail: SWells2@cotr.bc.ca

Department Head Signature

Dean Signature

EDCO

Valid from: September 2023- April 2028

Education Council Approval Date

PROGRAM PREREQUISITES AND TRANSFER CREDIT:

Admission Requirements:

- Secondary school graduation or equivalent.
- Minimum 65% in either English Studies 12, English First Peoples 12, ENGL 090, or equivalent (refer to Course Equivalency Information on the College website), or successful completion of university-level composition course (e.g., ENGL 100).
- Students for whom English is a second language must meet the English proficiency requirements posted on the college website.
- A minimum grade of 60% in either, Foundations of Math 11, Pre-calculus 11, Statistics 12, Pre-Calculus 12, Calculus 12, Math 080; or a minimum grade of 65% in either Foundations of Math 12, Geometry 12, or Computer Science 12.
- Experience using Microsoft Word and Excel is recommended.

Students may commence certain courses in the program while they upgrade.

Progression Policy: Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

Flexible Assessment (FA):

Credit can be awarded for one or more courses in this program through FA ☒ Yes ☐ No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, or Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

Detailed listings of courses in each credential are included in Appendix III for Certificates and in Appendix IV for Diplomas.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

Appendix I: Two-Year Diploma in Business Management

Business Management Diploma in Financial Services (FINS)

COTR Credits: 60

Hours for this program: 945 hours

Year I Certificate (FINS)

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	435
Seminars / Tutorials	
Laboratory / Studio Hours	60
Practicum / Field Experience Hours	
Other Contact Hours	
Total	495

Year 2 Diploma (FINS)

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	450
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	450

Business Management Diploma in Accounting (ACCT)

COTR Credits: 60

Hours for this program: 945 hours

Year I Certificate (ACCT)

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	435
Seminars / Tutorials	
Laboratory / Studio Hours	60
Practicum / Field Experience Hours	
Other Contact Hours	
Total	495

Year 2 Diploma (ACCT)

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	450
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	450

Business Management Diploma in General Management (MGMT)

COTR Credits: 60

Hours for this program: 945 hours

Year I Certificate (MGMT)

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	435
Seminars / Tutorials	
Laboratory / Studio Hours	60
Practicum / Field Experience Hours	
Other Contact Hours	
Total	495

Year 2 Diploma (MGMT)

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	450
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	450

Business Management Diploma in Marketing (MKTG)

COTR Credits: 60

Hours for this program: 945 hours

Year I Certificate (MKTG)

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hour	435
Seminars / Tutorials	
Laboratory / Studio Hours	60
Practicum / Field Experience Hours	
Other Contact Hours	
Total	495

Year 2 Diploma (MKTG)

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	450
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	450

Appendix II: Detailed Contents of Certificate and Diploma in Business Management

Business Management Certificate

Year 1 Fall Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 261 Introductory Financial Accounting 1	3	3
One of the following courses: FINS 215 Personal Finance FINS Diploma pathway MGMT 212 Business Law- ACCT Diploma pathway MGMT 204 Principles of Management- MGMT Diploma pathway MKTG 281 Principles of Marketing- MKTG Diploma pathway	3	3
ECON 101 Microeconomics	3	3
COMC 101 Technical and Professional Writing or * ENGL 100 English Composition	3	3
MATH 101 Finite Mathematics 1 or MATH 111 Business Mathematics or MATH 103 Differential Calculus (MATH 111 is recommended for the FINS Diploma)	3	3
Total	15	15

* Note ENGL 100 may be required for degree-seeking students

Year 1 Winter Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 262 Introductory Financial Accounting 2	3	3
COMC 102 Advanced Professional Communication	3	3
COMP 154 Computer Applications in Business	3	2/0/3
ECON 102 Macroeconomics	3	3
STAT 106 Statistics	3	3/0/1
Total	15	18
Year 1: Business Management Certificate	30	33

Business Management Diplomas

Business Management Diploma in Financial Services (FINS)

Year 1 Fall Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 261 Introductory Financial Accounting 1	3	3
FINS 215 Personal Financial Planning	3	3
ECON 101 Microeconomics	3	3
COMC 101 Technical and Professional Writing or * ENGL 100 English Composition	3	3
MATH 111 Business Math** or MATH 101 Finite Mathematics 1 or MATH 103 Differential Calculus	3	3
Total	15	15

* Note ENGL 100 may be required for degree-seeking students

** This Math course is recommended

Year 1 Winter Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 262 Introductory Financial Accounting 2	3	3
COMC 102 Advanced Professional Communications	3	3
COMP 154 Computer Applications in Business	3	2/0/3
ECON 102 Macroeconomics	3	3
STAT 106 Statistics	3	3/0/1
Total	15	18
Year 1: Business Management Certificate (FINS)	30	33

Year 2 Fall Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 363 Taxation 1	3	3
ACCT 371 Corporate Finance 1	3	3
MGMT 212 Business Law	3	3
MGMT 303 Business Ethics	3	3
MGMT 320 Management Information Systems	3	3
Total	15	15

Year 2 Winter Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 372 Corporate Finance 2	3	3
FINS 312 Insurance and Risk Management	3	3
MKTG 291 Professional Selling	3	3
FINS 322 Securities Analysis	3	3
MGMT 216 Organizational Behaviour	3	3
Total	15	15
Year 2	30	30
Business Management Diploma in FINS	60	63

Business Management Diploma in Accounting (ACCT)

Year 1 Fall Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 261 Introductory Financial Accounting 1	3	3
MGMT 212 Business Law	3	3
ECON 101 Microeconomics	3	3
COMC 101 Technical and Professional Writing or *ENGL 100 English Composition	3	3
MATH 101 Finite Mathematics 1 or MATH 111 Business Mathematics or MATH 103 Differential Calculus	3	3
Total	15	15

* Note ENGL 100 may be required for degree-seeking students

Year 1 Winter Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 262 Introductory Financial Accounting 2	3	3
COMC 102 Advanced Professional Communications	3	3
COMP 154 Computer Applications in Business	3	2/0/3
ECON 102 Macroeconomics	3	3
STAT 106 Statistics	3	3/0/1
Total	15	18
Year 1: Business Management Certificate (ACCT)	30	33

Year 2 Fall Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 363 Taxation 1	3	3
ACCT 371 Corporate Finance 1	3	3
ACCT 373 Intermediate Financial Reporting 1	3	3
ACCT 375 Introductory Management Accounting	3	3
ACCT 369 Quantitative Methods in Business	3	3
Total	15	15

Year 2 Winter Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 372 Corporate Finance 2	3	3
ACCT 374 Intermediate Financial Reporting2	3	3
ACCT 364 Taxation 2	3	3
ACCT 350 Accounting Software Application	3	3
MGMT 411 Business Management Review	3	3
Total	15	15
Year 2	30	30
Business Management Diploma in Accounting (ACCT)	60	63

Business Management Diploma in General Management (MGMT)

Year 1 Fall Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 261 Introductory Financial Accounting 1	3	3
ECON 101 Microeconomics	3	3
MGMT 204 Principles of Management	3	3
COMC 101 Technical and Professional Writing or *ENGL 100 English Composition	3	3
MATH 101 Finite Mathematics 1 or MATH 111 Business Mathematics or MATH 103 Differential Calculus	3	3
Total	15	15

* Note ENGL 100 may be required for degree-seeking students

Year 1 Winter Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ECON 102 Macroeconomics	3	3
COMC 102 Advanced Professional Communications	3	3
COMP 154 Computer Applications in Business	3	2/0/3
ACCT 262 Introductory Financial Accounting 2	3	3
STAT 106 Statistics	3	3/0/1
Total	15	18
Year 1: Business Management Certificate (MGMT)	30	33

Year 2 Fall Semester:	Credits	Hours per week Lecture / Tutorial / Lab
MGMT 212 Business Law	3	3
ACCT 265 Managerial Accounting for Non-Accounting majors	3	3
MGMT 303 Business Ethics	3	3
MKTG 281 Principles of Marketing	3	3
Elective - any Business or University Studies course except ACCT 263	3	3
Total	15	15

Year 2 Winter Semester:	Credits	Hours per week Lecture / Tutorial / Lab
MGMT 316 Entrepreneurship & Small Business Management	3	3
MGMT 302 Human Resource Management	3	3
MGMT 411 Business Management Review	3	3
MGMT 216 Organizational Behaviour	3	3
Elective – any Business or University Studies course except ACCT 263	3	3
Total	15	15
Year 2	30	30
Business Management Diploma in General Management (MGMT)	60	63

Business Management Diploma in Marketing (MKTG)

Year 1 Fall Semester:	Credits	Hours per week Lecture / Tutorial / Lab
ACCT 261 Introductory Financial Accounting 1	3	3
MKTG 281 Principles of Marketing	3	3
ECON 101 Microeconomics	3	3
COMC 101 Technical and Professional Writing or *ENGL 100 English Composition	3	3
MATH 101 Finite Mathematics 1, MATH 111 Business Mathematics, or MATH 103 Differential Calculus	3	3
Total	15	15

* Note ENGL 100 may be required for degree-seeking students

Year 1 Winter Semester:	Credits	Hours per week Lecture / Tutorial / Lab
COMC 102 Advanced Professional Communications	3	3
COMP 154 Computer Applications in Business	3	2/0/3
ECON 102 Macroeconomics	3	3
STAT 106 Statistics	3	3/0/1
ACCT 262 Introductory Financial Accounting 2	3	3
Total	15	18

Year 1: Business Management Certificate (MKTG)	30	33
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Year 2 Fall Semester	Credits	Hours per week Lecture / Tutorial / Lab
MGMT 212 Business law	3	3
ACCT 265 Managerial Accounting for Non-Accountants	3	3
MGMT 303 Business Ethics	3	3
MGMT 318 Research Methods	3	3
MKTG 283 Consumer Behaviour	3	3
Total	15	15

Year 2 Winter Semester:	Credits	Hours per week Lecture / Tutorial / Lab
MGMT 316 Entrepreneurship & Small Business Management	3	3
MKTG 385 Strategic Marketing Management	3	3
MGMT 216 Organizational Behaviour	3	3
MKTG 289 Integrated Marketing Communications	3	3
MGMT 411 Business Management Review	3	3
Total	15	15
Year 2	30	30
Business Management Diploma in Marketing (MKTG)	60	63

COURSE DESCRIPTIONS:

ACCT 261 Introductory Financial Accounting 1

This course introduces students to the basic accounting cycle including preparation of useful financial statements. Students will analyze and record business transactions, create financial statements, and journal entries. Other topics include accounting for cash, receivables, inventory, and payroll.

ACCT 262 Introductory Financial Accounting 2

This course is a continuation of ACCT 261. This course includes capital assets, liabilities, partnerships, corporations, cash flow, and financial statement analysis.

ACCT 265 Managerial Accounting for Non-Accountants

Specifically designed for non-accounting majors, this course studies accounting and finance from a managerial perspective. Topics include profitability analysis, cost volume profit analysis, relevant costing, cost allocation, profit planning and cost management, responsibility accounting, capital investments, financial statement analysis, cash flow statements, sources and forms of financing and working capital management.

ACCT 350 Accounting Software Application

This course provides students with a practical working knowledge of commonly used accounting software program Sage 50. Students will gain an understanding of using accounting software for the full accounting cycle. Topics covered include accounts receivable, accounts payable, payroll, bank reconciliations and month/year end processing.

ACCT 363 Taxation 1

This course is an introduction to Canadian taxation. It focuses on the understanding of the nature and structure of the Income Tax Act. Topics covered in this course include liability for tax and rules for computing income, taxable income, allowable deductions, and taxes payable for individuals.

ACCT 364 Taxation 2

This companion course to ACCT 363 completes the introduction to Canadian taxation by focusing on corporate taxation. This course deals with GST, taxation of corporations, corporate reorganizations, partnerships, trusts and estate planning.

ACCT 369 Quantitative Methods in Business

This course is designed to help students learn to express organizational problems in mathematical terms. Topics include linear programming; transportation, assignment, and transshipment problems; project scheduling (PERT/CPM); inventory and waiting line models; simulation; decision theory; and forecasting. Microsoft Excel will be used for solving various business problems.

ACCT 371 Corporate Finance 1

This course, along with ACCT 372, is an introduction to managerial finance. It focuses on the environment in which financial decisions are made, the analysis required to make financial decisions, and the theoretical framework on which the analysis is based. Topics covered include an introduction to taxation, the Canadian financial system, securities markets, the valuation of securities, capital budgeting, capital structure, the cost of capital, dividend policy, sources of financing, working capital management, international finance, and corporate reorganizations.

ACCT 372 Corporate Finance 2

This course develops analytical techniques and financial theories used to make optimal decisions in a corporate setting. The course builds on and extends the concepts and tools covered in ACCT 371. Students will be exposed to key financial concepts and tools commonly used by managers in making sound financial decisions.

ACCT 373 Intermediate Financial Reporting 1

This course starts with a review of the accounting cycle and discussion of accounting concepts and principles. It is the first half of a two-part course in intermediate-level financial accounting. Topics covered include a conceptual framework, income statement and retained earnings statement, balance sheet and disclosure notes, cash flow statement, revenue and expense recognition and measurement, current monetary balances, inventory and cost of sales, capital assets, goodwill and deferred charges, amortization and impairment and investments in debt and equity securities.

ACCT 374 Intermediate Financial Reporting 2

This course is the second half of a two-part course in intermediate-level financial reporting. Topics covered include accounting for liabilities, shareholders' equity, complex debt and equity instruments, corporate income taxes, tax losses, leases, pensions, earnings per share, accounting changes, cash flows, and other measurement and disclosure items.

ACCT 375 Introductory Management Accounting

This course is an introduction to managerial and cost accounting. Topics include: introduction to managerial accounting, building blocks of managerial accounting, cost behavior, cost volume profit analysis, job costing, activity based costing, short-term business decisions, master budget & responsibility accounting, flexible budgets and standard costs, performance evaluation & the balanced scorecard, capital investment decisions and the time value of money.

FINS 215 Personal Financial Planning

This course gives students a practical guide to understanding the foundations of personal finance, wealth accumulation and financial planning decisions. This course equips students with the knowledge and tools to understand and plan their personal finances in a rewarding and engaging manner. This course emphasizes practical decision-making in real world scenarios. Students will apply basic concepts through case studies and the development of a personal financial plan. This course enhances students' financial literacy and puts them on the path towards a lifetime of financial responsibility and stability.

FINS 312 Insurance and Risk Management

This course examines the fundamental principles of risk management and the tools for mitigating risk. Students develop the ability to identify risk, measure it and its consequences and take necessary steps to manage risk. Topics include concept of risk, risk management, risk evaluation, basics of insurance, automobile insurance, life and health insurance and commercial insurance.

FINS 322 Securities Analysis

The objective of this course is to provide the student with a basic understanding of the fundamental components of security analysis and the process of portfolio construction leading ultimately to wealth management. Topics include investment theory, valuation of equity, bonds, money market and derivative instruments, concepts of risk and return of portfolio diversification.

MGMT 204 Principles of Management

This course provides an overview of management. It covers theory, process and practice of the four fundamental management skills: Planning, Organizing, Leading and Controlling as well as the role of managers in organizations.

MGMT 212 Business Law

In this course, the underlying principles and rules of common law are examined together with applicable statute law. Torts; the making of contracts, their effect, and completion; agency; legal forms of business; contracts of employment; sale of goods; negotiable instruments; methods of securing debt; and bankruptcy law are studied.

MGMT 216 Organizational Behaviour

In this course students can discover and apply concepts to both explain and influence how people and their organizations work. Specific topics include motivation, perception, personality, emotions, communication, team dynamics, decision making, conflict and negotiation, power and organizational politics, leadership, organizational change and development, organization, and culture.

MGMT 302 Human Resource Management

This Human Resource Management course covers planning, recruitment, selection, and placement; job analysis, job description, and job evaluation; compensation and performance appraisal plans; employee benefit programs; training and education programs; employee rights, labour relations, and personnel planning and evaluation.

MGMT 303 Business Ethics

This course provides an overview of Canadian business and its interrelationships with society. Course material covers current issues and ethical challenges faced in the world of work, providing the student with practical tools, methods and resources that encourage ethical behavior in and out of the workplace. Concepts covered include stakeholder management, corporate social responsibility and managing ethics from a business and managerial perspective.

MGMT 304 Introduction to Non-Profit Management

This survey course is designed to introduce students to the areas of responsibility of managers of non-profit organizations and is intended to provide a broad overview of the management challenges of the non-profit sector. Topics include scope and function of the non-profit sector, an overview of financial management, human resources management, strategic planning, and marketing functions within the non-profit sector. Specific issues are emphasized, such as accountability, board selection, volunteer management and fundraising.

MGMT 305 Social Enterprise

Sustainable and resilient communities are ones where social, economic, human, environmental and cultural needs and goals are all met. Social Enterprises contribute to community development through direct participation in the marketplace and by using the profits produced to support a social purpose. This course introduces the Social Enterprise concept and challenges students to identify social issues and develop market driven solutions that benefit all stakeholders. Business planning, leadership and transparent financial reporting are all stressed to ensure social benefits are realized.

MGMT 306 The Politics of Sustainability

When businesses, environmentalists, and the general public differ in their concepts of sustainability, government must wrestle with the challenges of coherent policy development. This course uses readings and case studies to examine the strategies these groups employ to influence government action, whether through lobbying and green advertising or through their own definition of concepts such as sustainable development. Students will also analyze how governments balance differing concepts of sustainability through negotiated adaptation, regulation, and voluntary codes.

MGMT 307 Leading Sustainability

This course incorporates principles of leadership and change management with sustainability. The course highlights the essential role leaders play in the success of sustainability initiatives and presents specific leadership strategies that facilitate sustainability implementation. MGMT 307 is relevant for anyone who is interested in managing change, implementing sustainable business practices and/or green initiatives in their organization, or who would like to further develop their leadership skills within the context of organizational change.

MGMT 310 Sustainability Theory and Metrics

In this course, students develop a theoretical foundation for understanding and assessing sustainability in business practices. Students examine the theoretical framework, core concepts, and the business case for sustainability. Activities and readings explore regional and global trends affecting sustainability, including climate change and increasing stress on global ecosystems, sustainable community development, turbulent markets, disruptive technologies, and the impact of disparity between rich and poor. Sustainability measurement and reporting systems are compared and evaluated.

MGMT 316 Entrepreneurship and Small Business Management

This course introduces the students to the basics of Entrepreneurship and Small Business Management. Students gain an understanding of how to establish and manage a small business. An essential part of the course is the students' development of research and analysis skills. The application of the knowledge is demonstrated by the student completing a business plan.

MGMT 318 Research Methods

This course introduces the student to the basics of research methods needed in business and other fields. Students gain an understanding of the importance of business research to managers through providing accurate information for decision making. Students gain insight through analysis of several case studies and a group business research project.

MGMT 320 Management Information Systems

This course is for business and information technology students who wish to understand how organizations use information, information technologies and systems to achieve objectives and create competitive advantages.

MGMT 411 Business Management Review

This is an intensive capstone course intended to pull together all the subjects covered in the Business Administration Diploma Program. This course is designed to involve the student in running a business in a team environment and "to show how it all comes together" by utilizing a computerized business simulation. Students design a business plan; present their plan to a board of directors; make operating, financial, marketing and human resource decisions; and prepare business reports.

MKTG 281 Principles of Marketing

This course defines and examines the marketing process as it applies to marketing products and services in public, private and not-for-profit organizations. Students gain insight into the complex and interdependent variables involved in developing successful marketing strategies. Through case studies, online discussion, simulation, and in class activities, students will plan a marketing strategy for a specific target audience taking into consideration current trends in product mix, communications, and technology.

MKTG 283 Consumer Behaviour

This course is a study of the many influences on the consumer's purchasing decisions. Topics covered include economic, demographic, cultural, social, and reference group influences. The emphasis is on understanding the customer, the concepts underlying target marketing and market segmentation. Students study case studies and advertisements and evaluate how businesses attempt to influence the behaviour of individuals. Students will apply these concepts to contemporary marketing situations through a series of simulation assignments

MKTG 289 Integrated Marketing Communications

The purpose of this course is to gain an overview of the marketing communications process as it applies to marketing in organizations. Using case studies, a simulation, and other aspects of the marketing mix, students gain experience with Integrated Marketing Communications (IMC) strategies to understand the interrelationships between business performance and marketing communications.

MKTG 291 Professional Selling

This course exposes students to the intricate components of the professional selling function. Students get the opportunity to explore the significance of selling in marketing and its contribution to organizational success. Topics include prospecting clients, following leads, selling dialogue, communication skills, leveraging on unique selling points to deliver earnings commitment, and the benefits of maintaining customer relationship.

MKTG 385 Strategic Marketing Management

This course helps students gain an advanced view of strategic marketing, planning and management. This course is intended to expand the students' understanding of how to identify marketing alternatives and make sound marketing decisions through an interactive simulation.

COMC 101 Technical and Professional Writing

In this introductory course, students develop practical writing skills for the workplace. Activities centre on effective writing styles and offer detailed guidelines on planning, organizing, composing and revising documents for a range of communication tasks. This course reviews some grammar essentials and leads students to be resourceful and successful communicators in traditional and virtual correspondence. This course is recommended for students completing a certificate or diploma.

COMC 102 Advanced Professional Communication

This course presents the written and oral communication strategies required in any workplace environment. Students gain practical experience that centers on gathering, summarizing and critically assessing information to produce professional documents. Students will also gain a better understanding on how basic design elements enhance the readability of workplace documents and online communication. This course also focuses on helping students develop speaking skills appropriate to informal and formal presentations and interviews.

COMP 154 Computer Applications in Business

This course examines information systems theory and utilizes computer technology. Students will explore the application of technology in organizations. Students will investigate information systems, evaluate organizational needs, and develop effective solutions. Security, legal and ethical issues will be examined along with characteristics of professional administration. Microsoft Office applications, including Word, Excel, PowerPoint, Access and Outlook, will be utilized to create effective business artifacts and fulfill organizational needs.

ECON 101 Microeconomics

This course deals with the economic principles that govern the individual segments of the economy. Topics include supply and demand, price elasticity, utility, cost of production, perfect and imperfect market structures, theory of production, the demand for factors and the pricing of factors. Some current business situations are discussed.

ECON 102 Macroeconomics

This course presents the economic principles that govern the behaviour of the nation's economy. Topics include production possibility, supply and demand, national income analysis, money and banking, fiscal and monetary policy, and international trade. Current Canadian economic problems are discussed.

ENGL 100 English Composition

English 100 focuses on composition strategies for writing across academic disciplines. Over the course of the term, students will develop an awareness of how rhetorical situations affect composition and refine their understanding of the fundamentals of essay writing (and clear communication more broadly), including paragraphing, thesis statements, essay structure, and citation methods. Students will also learn the fundamentals of critical thinking and analysis, persuasive writing techniques (including rhetorical appeals and modes), scholarly research, and academic reading. This course is recommended for students continuing on to the BBA degree or a degree outside College of the Rockies.

MATH 101 Finite Mathematics 1

This course is intended for students who require an appreciation of higher mathematics, but don't require calculus. MATH 101 stresses a logical and critical thinking approach while investigating the following topics: an introduction to matrices and linear algebra, linear programming, the simplex method, set theory, counting techniques and probability; and introduction to statistics, and Markov Processes.

MATH 103 Differential Calculus

This course is intended for students who are pursuing a Bachelor of Science degree. Topics include: functions, limits, continuity, derivatives, their interpretation, differentiation rules, techniques of differentiation, implicit differentiation, inverse functions, exponential functions, logarithms, applications of differentiation such as linear approximations, Newton's method, related rates, analysis of graphs, and optimization, and the Mean Value Theorem.

MATH 111 Business Mathematics

This mathematics course emphasizes the mathematics required in general business processes. It begins with a brief review of arithmetic and algebra. These skills are then applied to business situations requiring the use of percentages, markup, simple interest, and compound interest. The emphasis is on the mathematics of finance and the use of a hand-held business calculator. This course is designed to prepare students for the mathematical and analytical applications required in subsequent business and economics courses.

STAT 106 Statistics

This course introduces the fundamental ideas of statistics and can be applied to any discipline. Topics include: collection, description, and presentation of data; calculating central tendency and dispersion; probability and statistical inference; hypothesis testing (means, proportions, variances, one and two samples); correlation and regression; decision making and sampling, Goodness of Fit Tests, and Contingency Tables.