

## **Course Descriptions**

### **Introduction to Business Administration**

This course is designed to provide a framework for analysis of the problems encountered by the general manager. You will be introduced to the concepts and techniques used by managers in both day-to-day operations and long-range planning.

### **Strategic Management**

The role business plays in society; the economic, social, legal, and political environment in which firms operate; the effect of these environmental constraints and opportunities on business decisions; the way in which business decisions are made and implemented; and management practices are explored.

### **Business Law**

Designed to familiarize you with the basics of law which govern the Canadian business community, this course identifies and discusses the more common legal problems encountered by managers.

### **Economics of Business**

This course will introduce you to the basic principles of microeconomics. It will provide you with an understanding of the microeconomic issues facing us as individuals and as a society, and will also provide a knowledge of the tools of microeconomic analysis. Many of these microeconomic concepts are applicable to everyday problems of choice.

### **Interpersonal Communications**

This course examines the components of the interpersonal communication process and communication in different settings. It is designed to enable you to improve your skills as communicators and focuses on how better communication between individuals can improve one's function as a manager.

### **Introductory Accounting**

In this course, emphasis is on financial statement accounting and reporting. You will be introduced to the principles and practices used by accountants in processing and reporting information, financial accounting methodology and related problem-solving skills, and to the theoretical framework upon which financial statement accounting is based. This course will enable you to develop an understanding of the information content of conventional financial statements, and the inherent limitations of accounting information.

### **Introductory Finance**

This course will introduce you to the problems faced by business in the acquisition and effective use of the firm's financial resources and analytical concepts for evaluating financial decisions. Methods of achieving successful interaction with its external environment and making an appropriate contribution to the operation of the economy are also considered.

**Managerial Accounting**

This course explores the use of accounting information, especially cost analysis, by management in the planning and controlling of organizations. Topics include budgeting, cost systems, reports and information.

**Managerial Skills**

This course is designed to help managers and employees learn the skills that are essential to success in today's workplace. The course is designed to be relevant and practical so that students can easily apply new skills and techniques in their jobs. It covers topics such as interpersonal communication, planning and goal setting, creating teams, and managing stress and conflict.

**Marketing Management**

This course will provide you with a basic understanding of the character and scope of marketing and its role in business operations. You will be introduced to the concepts and techniques a business must employ to anticipate and satisfy consumer needs. Emphasis is placed on the tools available to the marketing manager and the problems to be confronted.

**Organizational Behaviour**

In this course you will be given an insight into human behaviour in organizations and the capacity for objective analysis. Research and text material drawn from the fields of sociology, anthropology, and psychology are used in the development of understanding and objectivity. Case materials and substantive data from the behavioural sciences are also considered.