

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.

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.

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.

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.

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.