ANALYTICS FOR BUSINESS DECISION MAKING PROGRAM (POSTGRADUATE) (B412)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Analytics for Business Decision Making</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>B412</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Management</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Business</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>8 months (2 semesters)</td>
</tr>
<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>Client Project</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September, January</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Graduate Certificate</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2019-2020</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
</tr>
</tbody>
</table>

Tuition
$4,513.00*

ADDITIONAL COST
* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.

The need for graduates with skills in the area of business analytics is growing rapidly across all industry sectors. Harnessing the power of big data analytics, the Analytics for Business Decision Making graduate certificate program prepares students to do data analysis specific to multi-faceted business decision making needs. It is about developing information into knowledge and converting that intelligence to action. The goal is to prepare the student to engage and be competitive across various business divisions with the ability to “tell stories” about data, which assist decision-makers in their own activities. Through in-depth data analytics courses and business analytics courses, graduates will be prepared to work in the high demand area of business intelligence in Toronto, in Canada and beyond, and learn the knowledge and skills needed to support real-world business decision making and planning through data insights, data management and data science.

The focus will be on skills development, technical and otherwise, including analytic understanding and dissemination for various business uses. A bold mix of skills, including some programming, applied statistical comprehension and database understanding, will be explored in the context of organizational Big Data (Operational) requirements.

Delivery
- This full-time program is delivered in a blended format, combining face-to-face sessions with online delivery.
- You will generally meet late afternoons, evenings, and weekends. This delivery format accommodates those who wish to work while taking this program.

Program Requirements

The Analytics for Business Decision Making program is offered approximately 40% online. Students will require a laptop computer. The minimum computing requirements of the computer are:

- A PC running Windows 8 or higher with 8MB RAM and a i5 processor
- Microsoft Windows® 10 or Server 2016 +
- 64-bit versions of Windows
- Web camera and microphone
- PC Version Microsoft Office including Access (as provided by George Brown via limited Student Office 365 versions)

For students who prefer Apple/Mac environments, it is necessary to ALSO have the following:

- Bootcamp/Parallels
- A copy of Windows 10
- Microsoft Office including Access (students should have a PC version from GBC Apps Anywhere² as Mac versions sometimes do not have the same depth in capability.)

This Centre for Business³ program is part of our School of Management⁴.

Watch our past recording of the online info session for the Analytics for Business Decision Making Program

PART TIME STUDY OPTIONS
Part-time study options are not available for this program.

EXPERIENTIAL LEARNING
Client Project
YOUR FIELD STUDY OPTIONS

The BUS 4045 Data Project Capstone Project is a self-directed, faculty-guided research and analytics project for a client requiring support for an important business decision. You will demonstrate your ability to analyze real-world data and make meaningful business recommendations based on client feedback and interaction. This valuable work experience can, in turn, be added to your resume.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Extract, transform and load data to more efficiently support problem solving and decision making.
2. Warehouse and mine data for the purpose of business decision making.
3. Develop classification and/or predictive models using operational and marketing data in support of business decision making.
4. Determine, using a variety of business intelligence tools, the most appropriate for each business decision making scenario.
5. Effectively communicate analytics results and conclusions orally, in written reports and in formal presentations to various levels of staff and management.
6. Apply descriptive and differential statistical techniques to Big Data.
7. Analyze and interpret digital information as it relates to all aspects of an organization.
8. Apply the principles of business ethics and corporate social responsibility to the application and use of data to support business decision making.

REQUIRED COURSES

In order to graduate, you need to complete the following **13** Mandatory courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name (Mandatory)</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP 4007</td>
<td>Computer Applications Involving Analytics</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4005</td>
<td>Applied Business Communications</td>
<td>NONE</td>
</tr>
<tr>
<td>STAT 4001</td>
<td>Statistics I for Analytics</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4022</td>
<td>Programming Fundamentals for Analytics</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4084</td>
<td>Digital Media Analysis</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4030</td>
<td>Business Research</td>
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</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name (Mandatory)</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK 4018</td>
<td>Data Mining &amp; Modeling</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>COMP 4008</td>
<td>Advanced Computer Applications involving Analytics</td>
<td>COMP 4007</td>
</tr>
<tr>
<td>BUS 4023</td>
<td>Business, Web and Social Media Metrics and Analysis</td>
<td>STAT 4001</td>
</tr>
<tr>
<td>BUS 4024</td>
<td>Business Decision-Making Through Advanced Analytics</td>
<td>BUS 4022</td>
</tr>
<tr>
<td>MGMT 4083</td>
<td>Business Metrics</td>
<td>MGMT 4030</td>
</tr>
<tr>
<td>STAT 4003</td>
<td>Statistics II for Analytics</td>
<td>STAT 4001</td>
</tr>
<tr>
<td>BUS 4045</td>
<td>Data Project Capstone Project</td>
<td>Completion of Semester 1</td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates of this program will be prepared for careers in a variety of organizations such as marketing research firms, polling firms, branding/design firms, insurance and finance firms, loyalty programs (marketing), healthcare, public sector, manufacturing and supply-chain.

Potential positions may include:

- Business Analyst
- Data Analyst
- Market Risk Analytics Officer
- Web Analytics Manager
- Decision Support Specialist
- Web Analyst
- Data Reporting Analyst
FUTURE STUDY OPTIONS

For information on future study options, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

- College Advanced Diploma (3-year) or Bachelor's Degree or demonstrated, relevant work experience (resume and references required).

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English language proficiency test results must test at the College level in the George Brown College English assessment to be considered. In addition, applicants who are considered for admission to the program based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details

COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

HOW DO I APPLY TO THE PROGRAM

APPLY TO

Domestic students should apply through Ontario Colleges⁵

Annissa Rodriguez (Graduate 2018, Analytics for Business Decision Making); Manager of Operations, All Canadian Self-Storage

“This program is a foundation for success in the data analytics field. The teachers are personable, and really push you to your limits. In semester two of this program, a Capstone project is offered, which is a real-life job experience using data analytics. My partner Xavier and I took the most out of this experience. Our project was the only one in Canada to make it to the 2018 SAS Global Forum's Student Symposium and won first place.” Read more about Annissa and Xavier's success at SAS Global Forum 2018⁶.

Xavier Fu (Graduate 2018, Analytics for Business Decision Making); Data Reporting Analyst, Horizn

“The faculty were instrumental to my success. They continually support and drive me towards reaching my goals and objectives. They teach not just the fundamentals of research, modelling, and storytelling techniques used in data analytics, but also the tools to be agile and adaptive in your future career. Always accommodating to my schedule, the staff allowed me the opportunity to have the full learning experience, while maintaining a full-time job and a data research project.” Watch a short video of Xavier and his team partner Annissa at SAS Global Forum 2018⁷, where their project won first place.

Kishawna Peck (Graduate 2016, Analytics for Business Decision Making); Data Analyst – Product Success and Consumer Insights, Moneris⁸

"The Analytics for Business Decision Making program is geared to reducing the gap between business knowledge and analytic skills. I chose this program because I love to solve problems and enjoy business. My internship led to a full-time role as an analyst. In this program, you get a combination of understanding the 'why's behind the analytics and learning how to actually use the different software for it. The students all come from different educational backgrounds, which allows you to bounce ideas off of each other and benefit from collaboration. This program has played a key role in launching my career and equipping me with the skills to solve complex business problems and provide meaningful insights."Read more about Kishawna’s story⁹.

Jayeeta Chakraborty (Graduate 2015, Analytics for Business Decision Making)

“The faculty in this program are just amazing. They bring years of experience from the industry. They help us, train us, make us ready to go out there and work. They share their experiences, they help us with networking. It’s just amazing! There are lot of things happening around here: a lot of networking events, job fairs, and I think that’s one of the greatest advantages of being in a college that’s in the heart of the city.”Hear more about Jayeeta Chakraborty’s story
CONTACT US

INFORMATION SESSIONS

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

DOMESTIC STUDENTS ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS

For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.

FINANCIALS/FEES

For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.

ENTRY ADVISING

For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. Book online:
   Complete and submit the Client Intake Form

2. Book by phone:
   Entry Advisor: (416) 415-5000, Ext 2949 Toll Free:
   1-800-265-2002 TTY: 1-877-515-5559

CENTRE FOR BUSINESS

For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

ANALYTICS FOR BUSINESS DECISION MAKING (POSTGRADUATE) (B412)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Tom Supra, Program Co-ordinator
Email: tsupra@georgebrown.ca

Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca
Book a Meeting with the Chair: centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

This program is offered out of our School of Management and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada.

Campus tours are offered on a regular basis. Sign up today! You can also check out our virtual tour.

LINKS REFERENCE

2. https://appsanywhere.georgebrown.ca/login
3. https://www.georgebrown.ca/business/
10. https://www.youtube.com/watch?v=uDRjvstkOhE
12. https://www.georgebrown.ca/admissions/
13. https://www.georgebrown.ca/international/
15. https://www.georgebrown.ca/advising/faq/
17. https://centreforbusiness.as.me/managementprospective
20. https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3702239,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
21. https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061!8m2!3d43.6519459!4d-79.3700668
22. https://www.georgebrown.ca/campus_tours/
23. https://centreforbusiness.as.me/managementprospective

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
## BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS PROGRAM (B131)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Business Administration – International Business</th>
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</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>B131</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Management</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Business</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
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<tr>
<td>DURATION</td>
<td>3 years (6 semesters)</td>
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<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>Field Education Course (Optional)</td>
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<tr>
<td>STARTING MONTH</td>
<td>September, January</td>
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<tr>
<td>CREDENTIAL</td>
<td>Ontario College Advanced Diploma</td>
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<tr>
<td>YEAR OF STUDY</td>
<td>2019-2020</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
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</tbody>
</table>

**Tuition**

$4,336.00 *

**Additional Cost**

* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.

**International Students:** Visit the International Fees and Related Costs² page for more information.

The field of International Business encompasses a variety of disciplines including finance, sales, marketing and human resources. Consequently **Business Administration – International Business** program graduates will be prepared to perform in a variety of specialized areas such as international market entry and distribution, international trade management, international negotiation and trade research, international marketing, international trade finance, planning, logistics, legal aspects of international trade and other functions related to business in general and international business in particular. Graduates of this program will have demonstrated their knowledge, skills and abilities related to international business, and will have prepared for careers that include negociators, freight forwarders, logistics and marketing.

You will learn about:

- Documents and procedures supporting the movement of products and services in a global supply chain
- Statutory and regulatory compliance
- International payment instruments and options
- Foreign exchange strategies
- Human resource strategies in an international operation.

**Accredited Partnership with FITT**

George Brown College has partnered with FITT (Forum for International Trade Training)³ to offer the FITTskills program. FITT is an international trade training and professional certification body. As the only organization of its kind in the world, FITT sets the standards and designs the training programs leading to the Certified International Trade Professional (CITP) designation⁴. FITT’s quality training programs impart knowledge and practical skills that provide a competitive advantage to trade practitioners and elevate their position in world markets.

**Note:** The requirements for each designation/certification are set by the granting body, not George Brown College. In order to qualify for any of these designations/certifications, you need to follow the process listed on its website and meet all the requirements applicable to you.

This Centre for Business⁵ program is part of our School of Management.⁶

**Experiential Learning**

Field Education Course (Optional)

**Your Field Study Options**

This program (B131) is also offered with work experience. Students who wish to apply for Business Administration – International Business with Work Experience⁷ should apply to B161⁸.

In addition to on-the-job work experience, George Brown College endeavours to provide field education opportunities with real-world challenges and clients. Find out more about field education⁹ at the Centre for Business¹⁰.

**Program Standards and Learning Outcomes**

The graduate has reliably demonstrated the ability to:
1. Conduct an environmental scan to evaluate the impact of world issues on an organization’s international business opportunities.
2. Conduct, evaluate and present market research to support an organization’s international business decision-making.
3. Prepare and analyze documentation and follow procedures to support the movement of products and services in the organization’s global supply chain.
4. Analyze the impact of statutory and regulatory compliance on an organization’s integrative trade initiatives.
5. Develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization’s integrative trade initiatives.
6. Develop and present an international marketing plan, and evaluate sales strategies that support an organization’s integrative trade initiatives.
7. Identify and interpret relevant international financial documents and assess financial strategies that support an organization’s integrative trade initiatives.
8. Analyze the impact of an organization’s integrative trade initiatives on its human resources management strategies, policies, and practices.
9. Develop and present an international business plan.
10. Plan, implement and evaluate team projects by applying project management principles.
11. Analyze principles of corporate sustainability, corporate social responsibility and ethics, and apply them to an organization’s integrative trade initiatives.
12. Select and apply current technologies to support an organization’s integrative trade initiatives.
13. Develop and present a plan for ongoing personal and professional development to enhance work performance within the international business field.

**REQUIRED COURSES**

In order to graduate from the B131 program, you need to complete 37 courses: 32 Mandatory courses, 2 Business Electives and 3 General Education Electives.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 37 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

**General Education Courses (Semester Three, Four, Five and Six):** You must complete 4 General Education courses. 1 mandatory (“Successful Social Relations” - GHUM 1087) and 3 chosen from at least 2 of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

You are required to make up any failed or dropped courses before you are eligible to graduate. You can make up these classes during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the Continuing Education courses are equivalent to what is taught in the full-time program. Please note that some courses may not be offered in every semester. Our staff can assist you in any special timetable requirements you may have.

**SEMESTER 1**

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<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>BUS 1038</td>
<td>Business Concepts</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1007</td>
<td>College English</td>
<td>NONE</td>
</tr>
<tr>
<td>COMP 1010</td>
<td>Business Computer Applications I</td>
<td>NONE</td>
</tr>
<tr>
<td>HRM 1008</td>
<td>Fundamentals of HR Management</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1020</td>
<td>Principles of Marketing</td>
<td>NONE</td>
</tr>
<tr>
<td>MATH 1008</td>
<td>Math for Business &amp; Management I</td>
<td>NONE</td>
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</table>

**SEMESTER 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
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<tbody>
<tr>
<td>ACCT 1036</td>
<td>Principles of Accounting</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1040</td>
<td>Project Management</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1034</td>
<td>Professional Communications I</td>
<td>COMM1007</td>
</tr>
<tr>
<td>COMP 1115</td>
<td>Business Computer Applications II</td>
<td>COMP1010</td>
</tr>
<tr>
<td>MATH 1095</td>
<td>Math for Business &amp; Management II</td>
<td>MATH 1008</td>
</tr>
<tr>
<td>PSY 1129</td>
<td>Organizational Behaviour</td>
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**SEMESTER 3**

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<tr>
<td>ECON 1032</td>
<td>Macroeconomics</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1002</td>
<td>Professional Selling</td>
<td>MARK1020</td>
</tr>
<tr>
<td>MGMT 1035</td>
<td>Global Trade Assessment</td>
<td>MARK1020</td>
</tr>
<tr>
<td>MGMT 4009</td>
<td>Operations Management</td>
<td>MATH 1095</td>
</tr>
<tr>
<td>STAT 1012</td>
<td>Business Statistics</td>
<td>MATH 1095</td>
</tr>
<tr>
<td>GHUM 1087</td>
<td>Successful Social Relations</td>
<td>NONE</td>
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**SEMESTER 4**

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<tbody>
<tr>
<td>ACCT 2031</td>
<td>Managerial Accounting</td>
<td>ACCT1036</td>
</tr>
<tr>
<td>BUS 1041</td>
<td>Small Business Management</td>
<td>BUS1038</td>
</tr>
<tr>
<td>BUS 1044</td>
<td>Business Law</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1055</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>MGMT 4009 &amp; COMP 1115</td>
</tr>
<tr>
<td>BUS 3012</td>
<td>Intro. To Freight Forwarding I</td>
<td>MGMT 1035 or MGMT 1018</td>
</tr>
<tr>
<td>STS 1037</td>
<td>Career Planning &amp; Development</td>
<td>NONE</td>
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### SEMESTER 5

<table>
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<tr>
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<th>Courses</th>
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<tbody>
<tr>
<td>MGMT 1020</td>
<td>Management Decision Making</td>
<td>MGMT 4009 &amp; ACCT 2031</td>
</tr>
<tr>
<td>MGMT 2041</td>
<td>International Sales and</td>
<td>MARK1002</td>
</tr>
<tr>
<td></td>
<td>Marketing</td>
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<tr>
<td>MGMT 2042</td>
<td>International Market Entry</td>
<td>BUS1038</td>
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<tr>
<td></td>
<td>Strategies</td>
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<tr>
<td>MGMT 3008</td>
<td>International Trade Finance</td>
<td>MGMT 1035</td>
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<tr>
<td>MGMT 2043</td>
<td>International Supply Chain</td>
<td>BUS1055</td>
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<tr>
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<td>Management</td>
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Select One General Education Elective

### SEMESTER 6

<table>
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MGMT 3006</td>
<td>Strategic Analysis</td>
<td>MGMT 1020 &amp;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>COMM 1034</td>
</tr>
<tr>
<td>MGMT 2029</td>
<td>International Trade Management</td>
<td>MGMT 2041</td>
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<tr>
<td>BUS 3013</td>
<td>Intro. To Freight Forwarding II</td>
<td>BUS3012</td>
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Select Two Business Elective

Select One General Education Elective

### ELECTIVES

#### BUSINESS ELECTIVES (SEMESTER FIVE AND SIX):

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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</thead>
<tbody>
<tr>
<td>CMMK 1114</td>
<td>Business Research &amp; Report</td>
<td>COMM 1034</td>
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<tr>
<td></td>
<td>Writing</td>
<td></td>
</tr>
<tr>
<td>CMMK 1127</td>
<td>The Business Media in Canada</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>MARK 2053</td>
<td>Negotiation Skills</td>
<td>By Application</td>
</tr>
<tr>
<td></td>
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<td>Only-</td>
</tr>
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<td></td>
<td></td>
<td>Applications available in SJC 103 &amp; SJA 313A</td>
</tr>
<tr>
<td>BUS 1067</td>
<td>Field Education</td>
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<tr>
<td>MGMT 2037</td>
<td>Retail Management</td>
<td>MARK 2049</td>
</tr>
<tr>
<td>MGMT 2036</td>
<td>Customer Service</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 3014</td>
<td>Field Based Advanced Coaching</td>
<td>RM 2027 and by</td>
</tr>
<tr>
<td></td>
<td></td>
<td>interview only</td>
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<tr>
<td>MGMT 3015</td>
<td>Quality Improvement through</td>
<td>NONE</td>
</tr>
<tr>
<td></td>
<td>Lean/six Sigma</td>
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</tr>
<tr>
<td>HRM 2027</td>
<td>Coaching for Effective</td>
<td>HRM 1008</td>
</tr>
<tr>
<td></td>
<td>Performance Management</td>
<td></td>
</tr>
<tr>
<td>ECON 1021</td>
<td>Environmental Economics</td>
<td>ECON 1031 or</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ECON 1032 or ECON</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1034, ECON 1034</td>
</tr>
<tr>
<td>CMMK 1156</td>
<td>Talking Business</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>BUS 3010</td>
<td>Introduction to Customs I</td>
<td>MGMT 1018 or MGMT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1035</td>
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<tr>
<td>BUS 3011</td>
<td>Introduction to Customs II</td>
<td>BUS 3010</td>
</tr>
<tr>
<td>BUS 3015</td>
<td>Applied Business Planning</td>
<td>MARK 1020, ACCT</td>
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<td></td>
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<td>2031, MATH 1008 &amp; HRM</td>
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</tr>
</tbody>
</table>

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HOW DO I APPLY TO THE PROGRAM

APPLY TO

Domestic students should apply through Ontario Colleges\(^16\)

PATRICIA NIENGUE (Graduate 2018, Business Administration – International Business), Junior Buyer at TDG Transit Design Group Inc.

“The Business Administration – International Business program entails a variety of business courses that will prepare you to succeed in the field after you graduate. The professors in the program are experienced and well qualified to make the classes interesting and understandable. The work experience component makes me feel extremely confident in finding a good job because it gave me the opportunity to apply and develop the skills taught in the classroom. I have no doubt that, by the end of my program at George Brown, I will be equipped with the necessary skills to be successful in a very competitive business world.”

GIOVANNI GONZALEZ (Graduate, 2006)

“I really valued the hands-on training and meaningful learning experience I received from the Business Administration program. Considering that management studies and international business are high-level and complex fields, the college’s holistic and hands-on approach to education enabled me to understand the various facets of business, how each facet related to one another, and key business drivers which are vital to growth and profitability.” Read Giovanni’s story\(^16\).

CONTACT US

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BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (B131/161)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

**Anu Harder**, Program Co-ordinator
Email: aharder@georgebrown.ca

**Colin Williams**, Chair, School of Management
Email: c.williams@georgebrown.ca

**Book a Meeting with the Chair:**
centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

This program is offered out of our School of Management and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada.

**Campus tours** are offered on a regular basis. Sign up today! You can also check out our virtual tour.

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
# BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS PROGRAM (WITH WORK EXPERIENCE) (B161)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Business Administration – International Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>B161</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Management</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Business</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>3 years (6 semesters in-class, 2 semesters work experience)</td>
</tr>
<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>Work Experience (Co-op or Internship) Required</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September, January</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Advanced Diploma</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2019-2020</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges†</td>
</tr>
</tbody>
</table>

## TUITION

- $4,336.00 * †

## ADDITIONAL COST

- * Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.
- † This program includes 2 Work Experience semesters. The tuition fee for this program does NOT include the cost of Work Experience semesters. The first Work Experience fee of $450 covers the cost of the Work Experience Preparation course and the first Work Experience semester. There is an additional fee of $450 for the second Work Experience semester.

**International students:** Visit the International Fees and Related Costs page for more information.

The field of International Business encompasses a variety of disciplines including finance, sales, marketing and human resources. Consequently **Business Administration – International Business** program graduates will be prepared to perform in a variety of specialized areas such as international market entry and distribution, international trade management, international negotiation and trade research, international marketing, international trade finance, planning, logistics, legal aspects of international trade and other functions related to business in general and international business in particular. Graduates of this program will have demonstrated their knowledge, skills and abilities related to international business, and will have prepared for careers that include negotiators, freight forwarders, logistics and marketing.

You will learn about:

- Documents and procedures supporting the movement of products and services in a global supply chain
- Statutory and regulatory compliance
- International payment instruments and options
- Foreign exchange strategies
- Human resource strategies in an international operation

**ACREDITED PARTNERSHIP WITH FITT**

George Brown College has partnered with FITT (Forum for International Trade Training) to offer the FITTskills program. FITT is an international trade training and professional certification body. As the only organization of its kind in the world, FITT sets the standards and designs the training programs leading to the Certified International Trade Professional (CITP) designation. FITT’s quality training programs impart knowledge and practical skills that provide a competitive advantage to trade practitioners and elevate their position in world markets.

**Note:** The requirements for each designation/certification are set by the granting body, not George Brown College. In order to qualify for any of these designations/certifications, you need to follow the process listed on its website and meet all the requirements applicable to you.

This Centre for Business program (b161) is part of our School of Management and is offered with Work Experience. Students wishing to apply for Business Administration – International Business without work experience should apply to B131.

**EXPERIENTIAL LEARNING**

**Work Experience (Co-op or Internship) Required**

**YOUR FIELD STUDY OPTIONS**

**WORK EXPERIENCE (CO-OP OR INTERNSHIP WORK TERM)**

This program requires the successful completion of two semesters of work experience to graduate. This work experience is either co-op (paid) or internship (unpaid). Either one will give you the practical experience employers value.
George Brown works with employers and industry partners to identify potential work experience opportunities. Students are also strongly encouraged to pursue self-directed industry work experience opportunities they believe would provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can, in turn, be added to your resume.

In addition to more formal on-the-job work experience, George Brown College endeavours to provide field education opportunities with real-world challenges and clients. Find out more about field education at the Centre for Business.

**PROGRAM STANDARDS AND LEARNING OUTCOMES**

The graduate has reliably demonstrated the ability to:

1. Conduct an environmental scan to evaluate the impact of world issues on an organization’s international business opportunities.
2. Conduct, evaluate and present market research to support an organization’s international business decision-making.
3. Prepare and analyze documentation and follow procedures to support the movement of products and services in the organization’s global supply chain.
4. Analyze the impact of statutory and regulatory compliance on an organization’s integrative trade initiatives.
5. Develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization’s integrative trade initiatives.
6. Develop and present an international marketing plan, and evaluate sales strategies that support an organization’s integrative trade initiatives.
7. Identify and interpret relevant international financial documents and assess financial strategies that support an organization’s integrative trade initiatives.
8. Analyze the impact of an organization’s integrative trade initiatives on its human resources management strategies, policies, and practices.
9. Develop and present an international business plan.
10. Plan, implement and evaluate team projects by applying project management principles.
11. Analyze principles of corporate sustainability, corporate social responsibility and ethics, and apply them to an organization’s integrative trade initiatives.
12. Select and apply current technologies to support an organization’s integrative trade initiatives.
13. Develop and present a plan for ongoing personal and professional development to enhance work performance within the international business field.

**REQUIRED COURSES**

In order to graduate from the B161 program, you need to complete 38 courses: 33 Mandatory courses, 2 Business Electives and 3 General Education Electives. For the B161 program you need to take an additional course, the Work Experience Prep Course (BUS 1000) in semester 3, and complete 2 Work Experience (Coop or Internship) Terms.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 37 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

**General Education Courses (Semester Three, Four, Five and Six):** You must complete 4 General Education courses. 1 mandatory (“Successful Social Relations” - GHUM 1087) and 3 chosen from at least 2 of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

You are required to make up any failed or dropped courses before you are eligible to graduate. You can make up these classes during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the Continuing Education courses are equivalent to what is taught in the full-time program. Please note that some courses may not be offered in every semester. Our staff can assist you in any special timetable requirements you may have.

**SEMESTER 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>BUS 1038</td>
<td>Business Concepts</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1007</td>
<td>College English</td>
<td>NONE</td>
</tr>
<tr>
<td>COMP 1010</td>
<td>Business Computer Applications I</td>
<td>NONE</td>
</tr>
<tr>
<td>HRM 1008</td>
<td>Fundamentals of HR Management</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1020</td>
<td>Principles of Marketing</td>
<td>NONE</td>
</tr>
<tr>
<td>MATH 1008</td>
<td>Math for Business &amp; Management I</td>
<td>NONE</td>
</tr>
</tbody>
</table>

**SEMESTER 2**

<table>
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>ACCT 1036</td>
<td>Principles of Accounting</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1040</td>
<td>Project Management</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1034</td>
<td>Professional Communications I</td>
<td>COMM1007</td>
</tr>
<tr>
<td>COMP 1115</td>
<td>Business Computer Applications II</td>
<td>COMP1010</td>
</tr>
<tr>
<td>MATH 1095</td>
<td>Math for Business &amp; Management II</td>
<td>MATH 1008</td>
</tr>
<tr>
<td>PSY 1129</td>
<td>Organizational Behaviour</td>
<td>NONE</td>
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</table>

**GE 1011**

These courses are offered in the evening through Continuing Education.
### SEMESTER 3

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1032</td>
<td>Macroeconomics</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1002</td>
<td>Professional Selling</td>
<td>MARK1020</td>
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<tr>
<td>MGMT 1035</td>
<td>Global Trade Assessment</td>
<td>MARK1020</td>
</tr>
<tr>
<td>MGMT 4009</td>
<td>Operations Management</td>
<td>MATH 1095</td>
</tr>
<tr>
<td>STAT 1012</td>
<td>Business Statistics</td>
<td>MATH 1095</td>
</tr>
<tr>
<td>GHUM 1087</td>
<td>Successful Social Relations</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1000</td>
<td>Work Experience Prep Course</td>
<td>COMM1007 &amp; 3.0 GPA</td>
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</tbody>
</table>

### SEMESTER 4

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2031</td>
<td>Managerial Accounting</td>
<td>ACCT1036</td>
</tr>
<tr>
<td>BUS 1041</td>
<td>Small Business Management</td>
<td>BUS1038</td>
</tr>
<tr>
<td>BUS 1044</td>
<td>Business Law</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1055</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>MGMT 4009 &amp; COMP 1115</td>
</tr>
<tr>
<td>BUS 3012</td>
<td>Intro. To Freight Forwarding I</td>
<td>MGMT 1035 or MGMT 1018</td>
</tr>
<tr>
<td>STS 1037</td>
<td>Career Planning &amp; Development</td>
<td>NONE</td>
</tr>
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</table>

Select One General Education Elective

### SEMESTER 5

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 1020</td>
<td>Management Decision Making</td>
<td>MGMT 4009 &amp; ACCT 2031</td>
</tr>
<tr>
<td>MGMT 2041</td>
<td>International Sales and Marketing</td>
<td>MARK1002</td>
</tr>
<tr>
<td>MGMT 2042</td>
<td>International Market Entry Strategies</td>
<td>BUS1038</td>
</tr>
<tr>
<td>MGMT 3008</td>
<td>International Trade Finance</td>
<td>MGMT 1035</td>
</tr>
<tr>
<td>MGMT 2043</td>
<td>International Supply Chain Management</td>
<td>BUS1055</td>
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</table>

Select One General Education Elective

### SEMESTER 6

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<tr>
<th>Code</th>
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<th>Pre-requisite</th>
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</thead>
<tbody>
<tr>
<td>MGMT 3006</td>
<td>Strategic Analysis</td>
<td>MGMT 1020 &amp; COMP 1034</td>
</tr>
<tr>
<td>MGMT 2029</td>
<td>International Trade Management</td>
<td>MGMT 2041</td>
</tr>
<tr>
<td>BUS 3013</td>
<td>Intro. To Freight Forwarding II</td>
<td>BUS3012</td>
</tr>
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Select Two Business Elective

Select One General Education Elective

General Education Electives
### BUSINESS ELECTIVES (SEMESTER FIVE AND SIX):

<table>
<thead>
<tr>
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<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMMK 1114</td>
<td>Business Research &amp; Report Writing</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>CMMK 1127</td>
<td>The Business Media in Canada</td>
<td>COMM 1034</td>
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<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
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<tr>
<td>MARK 2053</td>
<td>Negotiation Skills</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 3007</td>
<td>Services Marketing</td>
<td>MARK 2049 - Removed</td>
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<tr>
<td>BUS 1067</td>
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<tr>
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<td>Introduction to Customs I</td>
<td>MGMT 1018 or MGMT 1035 - Added</td>
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Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (B131/161)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Anu Harder, Program Co-ordinator
Email: aharder@georgebrown.ca
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca
Book a Meeting with the Chair: centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

This program is offered out of our School of Management and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada.

Campus tours are offered on a regular basis. Sign up today! You can also check out our virtual tour.
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Students in the Business Administration – Project Management advanced diploma program will be prepared to manage project scope and change, project control, project staffing and risk management, provide motivation and goal setting, utilize project management tools and perform other functions in careers that incorporate project management or in stand-alone project manager positions. Graduates of this program will have demonstrated their knowledge, skills and abilities related to business in general and project management in particular.

This learning experience will enable graduates to demonstrate:

- Analysis of the impact of an organization's project management initiatives on its human resources, management, financial and business strategies, policies and practices
- Implementation of a project plan including making trade-offs among competing objectives and taking timely action to deal with problems and opportunities
- Application of accounting and financial knowledge to the management of projects
- Allocation of human resources required to manage project tasks using leadership and teamwork skills
- Working with teams and stakeholders effectively and in a professional manner, respecting differences

This Centre for Business program is part of our School of Management.
THE INDUSTRY

George Brown College is recognized as a Global Registered Education Provider with the Project Management Institute® (PMI®). Graduates of any of the George Brown College courses listed on PMI’s Registered Education Provider portal will have satisfied the education requirements necessary to apply to the Project Management Institute (PMI®) for either the Certified Associate in Project Management (CAPM®) or the Project Management Professional (PMP®) certification.

PMI®, PMP®, and CAPM® are registered marks of the Project Management Institute, Inc.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Evaluate the impact of global issues on an organization’s business opportunities by using an environmental scan.
2. Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization’s business initiatives.
3. Assess and use current concepts/systems and technologies to support an organization’s business initiatives.
4. Conduct and present research to support business decision making.
5. Plan, implement and evaluate projects by applying project management principles.
6. Perform work in compliance with relevant statutes, regulations and business practices.
7. Apply human resource practices to support management objectives and the organization’s goals.
8. Use accounting and financial principles to support the management and operations of an organization.
9. Assess marketing and sales concepts and strategies and apply them to the needs of an organization.
10. Outline principles of supply chain management and operations management and assess their impact on the operations of an organization.
11. Participate in the development of a business plan.
12. Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
13. Outline strategies used to manage risks in an organization’s business activities.

REQUIRED COURSES

In order to graduate from the B126 program, you need to complete 36 courses: 28 Mandatory courses, 5 Business Electives and 3 General Education Electives.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 36 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

General Education Courses (Semester Three, Four and Five): You must complete 4 General Education courses. 1 mandatory (“Successful Social Relations” - GHUM 1087) and 3 chosen from at least 2 of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

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<th>Pre-requisite</th>
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<tbody>
<tr>
<td>BUS 1038</td>
<td>Business Concepts I</td>
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<tr>
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<td>College English</td>
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<td>COMP 1010</td>
<td>Business Computer</td>
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<td></td>
<td>Applications I</td>
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<td>HRM 1008</td>
<td>Fundamentals of HR</td>
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<td>Management</td>
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<tr>
<td>MARK 1020</td>
<td>Principles of Marketing I</td>
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<td>Math for Business &amp;Management I</td>
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SEMMESTER 2

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<td>ACCT 1036</td>
<td>Principles of Accounting</td>
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<td>BUS 1040</td>
<td>Project Management</td>
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<td>COMM 1034</td>
<td>Professional Communications I</td>
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<td>PSY 1129</td>
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SEMMESTER 3

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<td>ECON 1032</td>
<td>Macroeconomics</td>
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<td>MGMT 4009</td>
<td>Operations Management</td>
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<tr>
<td>MGMT 2044</td>
<td>Scope and Quality Management</td>
<td>BUS 1040 &amp; COMP 1115</td>
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<tr>
<td>STAT 1012</td>
<td>Business Statistics</td>
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<td>GHUM 1087</td>
<td>Successful Social Relations</td>
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<td>ACCT 2031</td>
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<td>BUS 1055</td>
<td>Logistics &amp; Supply Chain Management</td>
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<td>MGMT 1018</td>
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<td>MGMT 2047</td>
<td>Schedule and Cost Management</td>
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<td>STS 1037</td>
<td>Career Planning &amp; Development</td>
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<td>MARK 1002</td>
<td>Professional Selling</td>
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<tr>
<td>MGMT 1020</td>
<td>Management Decision Making</td>
<td>MGMT 4009 &amp; ACCT 2031</td>
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<tr>
<td>MGMT 2032</td>
<td>Advanced Project Management Tools</td>
<td>MGMT 2044 &amp; MGMT 2047</td>
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<td>BUS 1041</td>
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<tr>
<td>MGMT 3006</td>
<td>Strategic Analysis</td>
<td>MGMT 1020 &amp; COMM 1034</td>
</tr>
<tr>
<td>MGMT 3031</td>
<td>Project Management Case Studies</td>
<td>MGMT 2026 &amp; MGMT 2032</td>
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<tr>
<td>MGMT 2026</td>
<td>The Successful Project Manager</td>
<td>BUS 1040</td>
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<td>Select Three Business Electives</td>
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<tr>
<td>CMMK 1114</td>
<td>Business Research &amp; Report Writing</td>
<td>COMM 1034</td>
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<td>CMMK 1127</td>
<td>The Business Media in Canada</td>
<td>COMM 1034</td>
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<td>COMP 1113</td>
<td>Principles of E-Business</td>
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<td>BUS 1067</td>
<td>Field Education</td>
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<td>MGMT 2037</td>
<td>Retail Management</td>
<td>MARK 2049</td>
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<td>MGMT 2036</td>
<td>Customer Service</td>
<td>MARK 1020</td>
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<td>MGMT 2045</td>
<td>Risk Management</td>
<td>MGMT 2026 &amp; MGMT 2032</td>
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<td>HRM 2027</td>
<td>Coaching for Effective Performance Management</td>
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<td>MGMT 3011</td>
<td>Real World Project Management</td>
<td>MGMT 2026, MGMT 2032, by interview only</td>
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<tr>
<td>BUS 3015</td>
<td>Applied Business Planning</td>
<td>MARK 1020, ACCT 2031, MATH 1008 &amp; HRM 1008</td>
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<tr>
<td>MGMT 3014</td>
<td>Field Based Advanced Coaching</td>
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<td>MGMT 3015</td>
<td>Quality Improvement through Lean/Six Sigma</td>
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<table>
<thead>
<tr>
<th>YOUR CAREER</th>
<th>Courses</th>
<th>Pre-requisite</th>
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</table>

Graduates of this program will have demonstrated their knowledge, skills and abilities related to both business in general and project management in particular.

Potential positions may include:

- Assistant Project Manager
- Junior Project Manager/Coordinator
- Project Manager
- Project Coordinator
- Business Project Manager
ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (M or U) or Grade 12 (C or U)

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER)

Mature Students may take the Admissions Assessment for English and Math, OR may consider upgrading to achieve the credit(s) needed in English and Math.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

ENGLISH LANGUAGE PROFICIENCY

Proficiency in English communications is necessary for success in this program.

Please visit georgebrown.ca/englishprofiency for more details

INTERNATIONAL STUDENTS

Visit the International Admissions page for more information.

HOW DO I APPLY TO THE PROGRAM

APPLY TO

Domestic students should apply through Ontario Colleges

CONTACT US

INFORMATION SESSIONS

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

DOMESTIC STUDENTS ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS

For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.

FINANCIALS/FEES

For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.
ENTRY ADVISING

For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. Book online:
   Complete and submit the Client Intake Form

CENTRE FOR BUSINESS

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BUSINESS ADMINISTRATION – PROJECT MANAGEMENT (B126/156)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Derek Vigar, Program Co-ordinator
Email: dvigar@georgebrown.ca

Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca

Book a Meeting with the Chair:
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LINKS REFERENCE

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/business/
5. https://www.georgebrown.ca/business/learning_environment/
6. https://www.georgebrown.ca/business/
7. https://www.pmi.org/
8. https://ccrs.pmi.org/search/activities?SearchType=Activities&provider=4513
11. https://www.georgebrown.ca/upgrading-credits/math-diploma/
12. https://www.georgebrown.ca/international/futurestudents/howtoapply/
15. https://www.georgebrown.ca/admissions/
16. https://www.georgebrown.ca/international/
17. https://www.georgebrown.ca/financialaid/
18. https://www.georgebrown.ca/advising/faq/
20. https://centreforbusiness.as.me/managementprospective
22. https://www.georgebrown.ca/campuses/st-james/
23. https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
24. https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061!8m2!3d43.6519459!4d-79.3700668
25. https://www.georgebrown.ca/campus_tours/

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BUSINESS ADMINISTRATION – PROJECT MANAGEMENT PROGRAM (WITH WORK EXPERIENCE) (B156)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Business Administration – Project Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>B156</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Management</td>
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<tr>
<td>CENTRE</td>
<td>Business</td>
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<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>3 years (6 semesters in-class, 2 semesters work experience)</td>
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<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>Work Experience (Co-op or Internship) Required</td>
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<tr>
<td>STARTING MONTH</td>
<td>September, January</td>
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<tr>
<td>CREDENTIAL</td>
<td>Ontario College Advanced Diploma</td>
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<td>YEAR OF STUDY</td>
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<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
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Tuition
$4,336.00 * †

ADDITIONAL COST

* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.

† This program includes 2 Work Experience semesters. The tuition fee for this program does NOT include the cost of Work Experience semesters. The first Work Experience fee of $450 covers the cost of the Work Experience Preparation course and the first Work Experience semester. There is an additional fee of $450 for the second Work Experience semester.

International students: Visit the International Fees and Related Costs² page for more information.

Students in the Business Administration – Project Management (with work experience) advanced diploma program will be prepared to manage project scope and change, project control, project staffing and risk management, provide motivation and goal setting, utilize project management tools and perform other functions in careers that incorporate project management or in stand-alone project manager positions. Graduates of this program will have demonstrated their knowledge, skills and abilities related to business in general and project management in particular.

This learning experience will enable graduates to demonstrate:

- Analysis of the impact of an organization's project management initiatives on its human resources, management, financial and business strategies, policies and practices
- Implementation of a project plan including making trade-offs among competing objectives and taking timely action to deal with problems and opportunities
- Application of accounting and financial knowledge to the management of projects
- Allocation of human resources required to manage project tasks using leadership and teamwork skills
- Working with teams and stakeholders effectively and in a professional manner, respecting differences

This Centre for Business³ program (B156) is part of our School of Management⁴ and is offered with Work Experience. Students wishing to apply for Business Administration – Project Management without work experience⁵ should apply to B126⁶.

EXPERIENTIAL LEARNING

Work Experience (Co-op or Internship) Required

YOUR FIELD STUDY OPTIONS

WORK EXPERIENCE (CO-OP OR INTERNSHIP WORK TERM)

This program requires the successful completion of two semesters of work experience to graduate. This work experience is either co-op (paid) or internship (unpaid). Either one will give you the practical experience employers value.
George Brown works with employers and industry partners to identify potential work experience opportunities. Students are also strongly encouraged to pursue self-directed industry work experience opportunities they believe would provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can in turn be added to your resume.

In addition to on-the-job work experience, George Brown College endeavours to provide field education opportunities with real world challenges and clients. Find out more about field education at the Centre for Business.

THE INDUSTRY

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PMI ®, PMP ®, and CAPM ® are registered marks of the Project Management Institute, Inc.

PROGRAM STANDARDS AND LEARNING OUTCOMES

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1. Evaluate the impact of global issues on an organization's business opportunities by using an environmental scan.
2. Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization’s business initiatives.
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4. Conduct and present research to support business decision making.
5. Plan, implement and evaluate projects by applying project management principles.
6. Perform work in compliance with relevant statutes, regulations and business practices.
7. Apply human resource practices to support management objectives and the organization’s goals.
8. Use accounting and financial principles to support the management and operations of an organization.
9. Assess marketing and sales concepts and strategies and apply them to the needs of an organization.
10. Outline principles of supply chain management and operations management and assess their impact on the operations of an organization.
11. Participate in the development of a business plan.
12. Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
13. Outline strategies used to manage risks in an organization's business activities.

REQUIRED COURSES

In order to graduate from the B156 program, you need to complete 37 courses: 29 Mandatory courses, 5 Business Electives and 3 General Education Electives. For the B156 program you need to take an additional course, the Work Experience Prep Course (BUS 1000) in semester 3, and complete 2 Work Experience (Coop or Internship) Terms.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 36 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

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### SEMESTER 3

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1032</td>
<td>Macroeconomics</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4009</td>
<td>Operations Management</td>
<td>MATH 1095</td>
</tr>
<tr>
<td>MGMT 2044</td>
<td>Scope and Quality</td>
<td>BUS 1040 &amp; COMP 1115</td>
</tr>
<tr>
<td>STAT 1012</td>
<td>Business Statistics</td>
<td>MATH 1095</td>
</tr>
<tr>
<td>GHUM 1087</td>
<td>Successful Social Relations</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1000</td>
<td>Work Experience Prep Course*</td>
<td>COMM 1007 &amp; 3.0 GPA</td>
</tr>
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</table>

* This course only applies to students taking the Work Experience Option (B156)

**Select One General Education Elective**

---

### SEMESTER 4

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>ACCT 2031</td>
<td>Managerial Accounting</td>
<td>ACCT 1036</td>
</tr>
<tr>
<td>BUS 1055</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>MGMT 4009 &amp; COMP 1115</td>
</tr>
<tr>
<td>MGMT 1018</td>
<td>International Business</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 2047</td>
<td>Schedule and Cost</td>
<td>BUS 1040 &amp; COMP 1115</td>
</tr>
<tr>
<td>STS 1037</td>
<td>Career Planning &amp;</td>
<td>NONE</td>
</tr>
<tr>
<td></td>
<td>Development</td>
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**Select One General Education Elective**

---

### SEMESTER 5

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<tr>
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<th>Pre-requisite</th>
</tr>
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<tbody>
<tr>
<td>MARK 1002</td>
<td>Professional Selling</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 1020</td>
<td>Management Decision</td>
<td>MGMT 4009 &amp; ACCT 2031</td>
</tr>
<tr>
<td>MGMT 2032</td>
<td>Advanced Project</td>
<td>MGMT 2044 &amp; MGMT 2047</td>
</tr>
<tr>
<td>BUS 1041</td>
<td>Small Business Management</td>
<td>BUS 1038</td>
</tr>
<tr>
<td>BUS 1044</td>
<td>Business Law</td>
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**Select One General Education Elective**

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### SEMESTER 6

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<tbody>
<tr>
<td>MGMT 3006</td>
<td>Strategic Analysis</td>
<td>MGMT 1020 &amp; MGMT 1034</td>
</tr>
<tr>
<td>MGMT 3031</td>
<td>Project Management Case</td>
<td>MGMT 2026 &amp; MGMT 2032</td>
</tr>
<tr>
<td>MGMT 2046</td>
<td>The Successful Project Manager</td>
<td>BUS 1040</td>
</tr>
</tbody>
</table>

**Select Three Business Electives**

**ELECTIVES**

### BUSINESS ELECTIVES (SEMESTER FIVE AND SIX):

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMMK 1114</td>
<td>Business Research &amp; Report Writing</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>CMMK 1127</td>
<td>The Business Media in Canada</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>MGMT 3011</td>
<td>Real World Project</td>
<td>MGMT 2026, MGMT 2032, by interview only</td>
</tr>
<tr>
<td></td>
<td>Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 2045</td>
<td>Risk Management</td>
<td>MGMT 2026 &amp; MGMT 2032</td>
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<tr>
<td>MGMT 2037</td>
<td>Retail Management</td>
<td>MARK 2049</td>
</tr>
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<td>MGMT 2036</td>
<td>Customer Service</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>HRM 2027</td>
<td>Coaching for Effective</td>
<td>HRM 1008</td>
</tr>
<tr>
<td></td>
<td>Performance Management</td>
<td></td>
</tr>
<tr>
<td>BUS 3015</td>
<td>Applied Business Planning</td>
<td>MARK 1020, ACCT 2031, MATH 1008 &amp; HRM 1008</td>
</tr>
<tr>
<td>MGMT 3014</td>
<td>Field Based Advanced</td>
<td>HRM 2027 and by interview only</td>
</tr>
<tr>
<td></td>
<td>Coaching</td>
<td></td>
</tr>
<tr>
<td>MGMT 3015</td>
<td>Quality Improvement through Lean/Six Sigma</td>
<td>NONE</td>
</tr>
</tbody>
</table>

### YOUR CAREER

Graduates of this program will have demonstrated their knowledge, skills and abilities related to both business in general and project management in particular.
Potential positions may include:

- Assistant Project Manager
- Junior Project Manager/Coordinator
- Project Manager
- Project Coordinator
- Business Project Manager

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (M or U) or Grade 12 (C or U)

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment¹¹ for English and Math, OR may consider upgrading to achieve the credit(s) needed in English¹² and Math¹³.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

ENGLISH LANGUAGE PROFICIENCY

Proficiency in English communications is necessary for success in this program.

Please visit georgebrown.ca/englishproficiency for more details

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions¹⁴ page for more information.

HOW DO I APPLY TO THE PROGRAM

APPLY TO

Domestic students should apply through Ontario Colleges¹⁵

Monique Tucker (Graduate 2016, Business Administration – Project Management); Development Associate, Toronto General and Western Hospital Foundation

“My time at George Brown College was better than I anticipated. Being a student of the Business Administration – Project Management program prepared me for the world of project management by teaching me the skills and knowledge needed to take on projects of any scope. This program gave me the opportunity to work with upper level management here at George Brown through the Real World Project Management course and gave me an idea of what to expect in the working world. My professors were amazing. I especially enjoyed professors Derek Vigar and Costin Laurentiu’s teaching methods, which helped me greatly in understanding how to successfully manage projects. What I love most about this field is that it is transferable, meaning that I can use my skills and knowledge in various industries as long as I know how that industry works. Returning to college to complete this program was the best decision I ever made and today I am reaping the benefits.”

CONTACT US

INFORMATION SESSIONS

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

DOMESTIC STUDENTS ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS

For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.

Phone: (416) 415-5000 ext. 2115

FINANCIALS/FEES

For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.
ENTRY ADVISING

For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. **Book online:**
   Complete and submit the Client Intake Form

CENTRE FOR BUSINESS

For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

BUSINESS ADMINISTRATION – PROJECT MANAGEMENT (B126/156)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Derek Vigar, Program Co-ordinator
Email: dvigar@georgebrown.ca
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca

**Book a Meeting with the Chair:**
centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

This program is offered out of our School of Management and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada.

**Campus tours** are offered on a regular basis. Sign up today! You can also check out our virtual tour.

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
This program is suspended for September 2019 intake.

The Business Administration – Retail advanced diploma program prepares students with the knowledge and skills to work in areas such as store design, merchandising initiatives, logistics, inventory, security planning and planogramming.

Graduates may choose to work for a large multinational company, national store chain, small chain or individual store outlet; take over a family operation; or open their own location or virtual storefront. This three-year program provides students with the tools to grow within their chosen company to a number of positions related to retail functions.

This learning experience will enable graduates to demonstrate:

- Plans and strategies to support a retail environment (physical and online) including retail marketing, logistics and store design
- Development of a business plan
- Assessment of marketing and sales concepts and strategies and the application of them to the needs of the organization
- Application of human resource practices to support management objectives and the organization
- Performance of work in compliance with relevant statutes, regulations and business practices

This Centre for Business program is part of our School of Management.

EXPERIENTIAL LEARNING

Field Education Course (Optional)

YOUR FIELD STUDY OPTIONS

This program (B123) is also offered with work experience. Students who wish to apply for Business Administration – Retail with Work Experience should apply to B163.

In addition to on-the-job work experience, George Brown College endeavours to provide field education opportunities with real world challenges and clients. Find out more about field education at the Centre for Business.

Students have the option of earning a business elective credit with the Field Education Course (BUS 1067).

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Evaluate the impact of global issues on an organization’s business opportunities by using an environmental scan.
2. Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization’s business initiatives.
3. Assess and use current concepts/systems and technologies to support an organization’s business initiatives.
4. Conduct and present research to support business decision making.
5. Plan, implement and evaluate projects by applying project management principles.
6. Perform work in compliance with relevant statutes, regulations and business practices.
7. Apply human resource practices to support management objectives and the organization’s goals.
8. Use accounting and financial principles to support management and operations of an organization.
9. Assess marketing and sales concepts and strategies and apply them to the needs of an organization.
10. Outline principles of supply chain management and operations management and assess their impact on the operations of an organization.
11. Participate in the development of a business plan.
12. Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
13. Outline strategies used to manage risks in an organization’s business activities.

**REQUIRED COURSES**

In order to graduate from the B123 program, you need to complete 36 courses: 30 Mandatory courses, 3 Business Electives, and 3 General Education Electives.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH 1027 (Business Math with Remediation) before progressing to MATH 1138. COMM 1003/CESL 1003 and MATH 1027 do not count towards the 36 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

**General Education Courses (Semester Three, Four, Five and Six):** You must complete 4 General Education courses. 1 mandatory (“Successful Social Relations” - GHUM 1087) and 3 chosen from at least 2 of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

You are required to make up any failed or dropped courses before you are eligible to graduate. You can make up these classes during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the Continuing Education courses are equivalent to what is taught in the full-time program. Please note that some courses may not be offered in every semester. Our staff can assist you in any special timetable requirements you may have.

**SEMESTER 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
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<td>Business Concepts I</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1007</td>
<td>College English</td>
<td>NONE</td>
</tr>
<tr>
<td>COMP 1010</td>
<td>Business Computer Applications I</td>
<td>NONE</td>
</tr>
<tr>
<td>HRM 1008</td>
<td>Fundamentals of Human Resources</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1020</td>
<td>Principles of Marketing I</td>
<td>NONE</td>
</tr>
<tr>
<td>MATH 1008</td>
<td>Math for Business &amp; Management</td>
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**SEMESTER 2**

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<td>ACCT 1036</td>
<td>Principles of Accounting</td>
<td>NONE</td>
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<tr>
<td>BUS 1040</td>
<td>Project Management</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1034</td>
<td>Professional Communication I</td>
<td>COMM 1007</td>
</tr>
<tr>
<td>COMP 1115</td>
<td>Business Computer Applications II</td>
<td>COMP 1010</td>
</tr>
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<td>MGMT 2037</td>
<td>Retail Management</td>
<td>MARK 1020</td>
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<tr>
<td>PSY 1129</td>
<td>Organizational Behaviour</td>
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**SEMESTER 3**

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<tr>
<td>MARK 1002</td>
<td>Professional Selling</td>
<td>MARK 1020</td>
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<tr>
<td>MGMT 1034</td>
<td>Retail Management</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 2036</td>
<td>Customer Service</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 4009</td>
<td>Operations Management</td>
<td>MATH 1138</td>
</tr>
<tr>
<td>STAT 1012</td>
<td>Business Statistics</td>
<td>MATH 1138</td>
</tr>
<tr>
<td>GHUM 1087</td>
<td>Successful Social Relations</td>
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**SEMESTER 4**

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<tr>
<td>ACCT 2031</td>
<td>Managerial Accounting</td>
<td>ACCT 1036</td>
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<tr>
<td>BUS 1041</td>
<td>Small Business Management</td>
<td>BUS 1038</td>
</tr>
<tr>
<td>BUS 1044</td>
<td>Business Law</td>
<td>NONE</td>
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<tr>
<td>MGMT 3013</td>
<td>Shopper Research</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>STS 1037</td>
<td>Career Planning and Development</td>
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Select One General Education Elective

**SEMESTER 5**

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>ECON 1032</td>
<td>Macroeconomics</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 1020</td>
<td>Management Decision Making</td>
<td>MGMT 4009 &amp; ACCT 2031</td>
</tr>
<tr>
<td>MGMT 2040</td>
<td>Retail Logistics</td>
<td>MGMT 1034</td>
</tr>
<tr>
<td>MATH 1138</td>
<td>Retail Math</td>
<td>MATH 1008</td>
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Select One Business Elective
Select One General Education Elective

**SEMESTER 6**

<table>
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<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>MGMT 3022</td>
<td>Omni-Channel</td>
<td>MGMT 1034</td>
</tr>
<tr>
<td>MGMT 3021</td>
<td>Retail Computer Simulation</td>
<td>Successful Completion of Semester 5</td>
</tr>
<tr>
<td>MGMT 3012</td>
<td>Store Design</td>
<td>MGMT 1034</td>
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</table>

Select Two Business Electives
Select One General Education Elective

List of General Education Electives
ELECTIVES

BUSINESS ELECTIVES

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>CMMK 1114</td>
<td>Business Research &amp; Report Writing</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>CMMK 1127</td>
<td>The Business Media in Canada</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>MARK 2053</td>
<td>Negotiation Skills</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1067</td>
<td>Field Education Course</td>
<td>By application only - applications available in SJC 103 &amp; SJA 313A</td>
</tr>
<tr>
<td>HRM 2027</td>
<td>Coaching for Effective Performance Management</td>
<td>HRM 1008</td>
</tr>
<tr>
<td>ECON 1021</td>
<td>Environmental Economics</td>
<td>ECON 1031 or ECON 1032 or ECON 1034</td>
</tr>
<tr>
<td>CMMK 1156</td>
<td>Talking Business</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>MGMT 3014</td>
<td>Field Based Advanced Coaching</td>
<td>HRM 2027 and by interview only</td>
</tr>
<tr>
<td>MGMT 3015</td>
<td>Quality Improvement through Lean/Six Sigma</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 3015</td>
<td>Applied Business Planning</td>
<td>MARK 1020, ACCT 2031, MATH 1008 &amp; HRM 1008</td>
</tr>
</tbody>
</table>

YOUR CAREER

You will be prepared for a variety of administrative and management positions in the retail industry including store environment, online environment or corporate office. Positions may include:

- Buying Assistant
- Inventory Analyst
- Plan-o-grammer
- Retail Web Designer
- Store Designer
- Retail Logistics Specialist

FUTURE STUDY OPTIONS

For information on future study options, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

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- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
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** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER)

Mature Students may take the Admissions Assessment for English and Math, OR may consider upgrading to achieve the credit(s) needed in English and Math.

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COURSE EXEMPTIONS

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ENGLISH PROFICIENCY

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2. Book by phone:

CENTRE FOR BUSINESS
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For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

BUSINESS ADMINISTRATION – RETAIL (B123/163)
For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Mario Pascucci, Program Co-ordinator
Email: mpascucc@georgebrown.ca
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca

Book a Meeting with the Chair: centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS
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LINKS REFERENCE
2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/business/
11. https://www.georgebrown.ca/international/futurestudents/howtoapply/
15. https://www.georgebrown.ca/international/
17. https://www.georgebrown.ca/advising/faq/
18. https://www.georgebrown.ca/advising/appointments/
19. https://centreforbusiness.as.me/managementprospective
22. https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
23. https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc0618523d43.6519459fd-79.3700668
24. https://www.georgebrown.ca/campus_tours/
George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
The Business Administration – Retail (with work experience) advanced diploma program prepares students with the knowledge and skills to work in areas such as store design, merchandising initiatives, logistics, inventory, security planning and plan-o-gramming.

Graduates may choose to work for a large multinational company, national store chain, small chain or individual store outlet; take over a family operation; or open their own location or virtual storefront. This three-year program provides the student with the tools to grow within their chosen company to a number of positions related to retail functions.

This learning experience will enable graduates to demonstrate:

- Plans and strategies to support a retail environment (physical and online) including retail marketing, logistics and store design
- Development of a business plan
- Assessment of marketing and sales concepts and strategies and the application of them to the needs of the organization
- Application of human resource practices to support management objectives and the organizations
- Performance of work in compliance with relevant statutes, regulations and business practices

This Centre for Business program (B163) is part of our School of Management and is offered with Work Experience. Students wishing to apply for Business Administration – Retail without work experience should apply to B123.

EXPERIENTIAL LEARNING

Work Experience (Co-op or Internship) Required

EXPERIENTIAL LEARNING

The Business Administration – Retail Program (with Work Experience) (B163) (Suspended)

TUITION

$4,170.00 *

ADDITIONAL COST

* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.

†This program includes 2 Work Experience semesters. The tuition fee for this program does NOT include the cost of Work Experience semesters. The first Work Experience fee of $450 covers the cost of the Work Experience Preparation course and the first Work Experience semester. There is an additional fee of $450 for the second Work Experience semester.

International students: Visit the International Fees and Related Costs page for more information.

YOUR FIELD STUDY OPTIONS

WORK EXPERIENCE (CO-OP OR INTERNSHIP) WORK TERM

This program requires the successful completion of two semesters of work experience to graduate. This work experience is either Co-op (paid) or internship (unpaid). Either one will give you the practical experience employers value.

George Brown works with employers and industry partners to identify potential work experience opportunities. Students are also strongly encouraged to pursue self-directed industry work experience to provide valuable learning experiences that meet the learning outcomes of the program. This work experience can in turn be added to your resume.

In addition to on-the-job work experience, George Brown College endeavours to provide field education opportunities with real world challenges and clients. Find out more about field education at the Centre for Business.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Evaluate the impact of global issues on an organization’s business opportunities by using an environmental scan.
2. Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization’s business initiatives.
3. Assess and use current concepts/systems and technologies to support an organization’s business initiatives.
4. Conduct and present research to support business decision making.
5. Plan, implement and evaluate projects by applying project management principles.
6. Perform work in compliance with relevant statutes, regulations and business practices.
7. Apply human resource practices to support management objectives and the organization’s goals.
8. Use accounting and financial principles to support the management of a project.
9. Assess marketing and sales concepts and strategies and apply them to the needs of an organization.
10. Outline principles of supply chain management and operations management and assess their impact on the operations of an organization.
11. Participate in the development of a business plan.
12. Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
13. Outline strategies used to manage risks in an organization’s business activities.

REQUIRED COURSES

In order to graduate from the B163 program, you need to complete 37 courses: 31 Mandatory courses, 3 Business Electives, and 3 General Education Electives. For the B163 program you need to take an additional course, the Work Experience Prep Course (BUS 1000) in semester 3, and complete 2 Work Experience (Coop or Internship) Terms.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1138. COMM1003/CESL 1003 and MATH 1027 do not count towards the 36 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

General Education Courses (Semester Three, Four, Five, and Six): You must complete 4 General Education courses: 1 mandatory (“Successful Social Relations” - GHUM 1087) and 3 chosen from at least 2 of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

You are required to make up any failed or dropped courses before you are eligible to graduate. You can make up these classes during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the Continuing Education courses are equivalent to what is taught in the full-time program. Please note that some courses may not be offered in every semester. Our staff can assist you in any special timetable requirements you may have.

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>BUS 1038</td>
<td>Business Concepts I</td>
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<td>COMM 1007</td>
<td>College English</td>
<td>NONE</td>
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<tr>
<td>COMP 1010</td>
<td>Business Computer Applications I</td>
<td>NONE</td>
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<tr>
<td>HRM 1008</td>
<td>Fundamentals of Human Resources</td>
<td>NONE</td>
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<tr>
<td>MARK 1020</td>
<td>Principles of Marketing I</td>
<td>NONE</td>
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<tr>
<td>MATH 1008</td>
<td>Math for Business &amp; Management</td>
<td>NONE</td>
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<table>
<thead>
<tr>
<th>SEMESTER 2</th>
<th>Code</th>
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<tr>
<td>ACCT 1036</td>
<td>Principles of Accounting</td>
<td>NONE</td>
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<tr>
<td>BUS 1040</td>
<td>Project Management</td>
<td>NONE</td>
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<tr>
<td>COMM 1034</td>
<td>Professional Communication I</td>
<td>COMM 1007</td>
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<td>COMP 1115</td>
<td>Business Computer Applications II</td>
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<td>MGMT 2037</td>
<td>Retail Management</td>
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<td>PSY 1129</td>
<td>Organizational Behaviour</td>
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<th>SEMESTER 3</th>
<th>Code</th>
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<tbody>
<tr>
<td>MARK 1002</td>
<td>Professional Selling</td>
<td>MARK 1020</td>
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<td>MGMT 1034</td>
<td>Retail Management</td>
<td>MARK 1020</td>
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<tr>
<td>MGMT 2036</td>
<td>Customer Service</td>
<td>MARK 1020</td>
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<tr>
<td>MGMT 4009</td>
<td>Operations Management</td>
<td>MATH 1138</td>
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<tr>
<td>STAT 1012</td>
<td>Business Statistics</td>
<td>MATH 1138</td>
<td></td>
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<tr>
<td>GHUM 1087</td>
<td>Successful Social Relations</td>
<td>NONE</td>
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<tr>
<td>BUS 1000</td>
<td>Work Experience Prep Course*</td>
<td>COMM 1007 &amp; 3.0 GPA</td>
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* This course is mandatory only for students taking the Work Experience Option (B163).

<table>
<thead>
<tr>
<th>SEMESTER 4</th>
<th>Code</th>
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<tbody>
<tr>
<td>ACCT 2031</td>
<td>Managerial Accounting</td>
<td>ACCT 1036</td>
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<tr>
<td>BUS 1041</td>
<td>Small Business Management</td>
<td>BUS 1038</td>
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<td>BUS 1044</td>
<td>Business Law</td>
<td>NONE</td>
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<tr>
<td>STS 1037</td>
<td>Career Planning and Development</td>
<td>NONE</td>
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<tr>
<td>MGMT 3013</td>
<td>Shopper Research</td>
<td>MARK 1020</td>
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Select One General Education Elective
### SEMESTER 5

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<th>Code</th>
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<tr>
<td>ECON 1032</td>
<td>Macroeconomics</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 1020</td>
<td>Management Decision Making</td>
<td>MGMT 4009 &amp; ACCT 2031</td>
</tr>
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<td>MGMT 2040</td>
<td>Retail Logistics</td>
<td>MGMT 1034</td>
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<tr>
<td>MATH 1138</td>
<td>Retail Math</td>
<td>MATH 1008</td>
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**Select One Business Elective**  
**Select One General Education Elective**

### SEMESTER 6

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<td>MGMT 3022</td>
<td>Omni-Channel</td>
<td>MGMT 1034</td>
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<tr>
<td>MGMT 3021</td>
<td>Retail Computer Simulation</td>
<td>Successful Completion of Semester 5</td>
</tr>
<tr>
<td>MGMT 3012</td>
<td>Store Design</td>
<td>MGMT 1034</td>
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**Select Two Business Electives**  
**Select One General Education Elective**

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### ELECTIVES

#### BUSINESS ELECTIVES

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<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>CMMK 1114</td>
<td>Business Research &amp; Report Writing</td>
<td>COMM 1034</td>
</tr>
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<td>CMMK 1127</td>
<td>The Business Media in Canada</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>MARK 2053</td>
<td>Negotiation Skills</td>
<td>NONE</td>
</tr>
<tr>
<td>HRM 2027</td>
<td>Coaching for Effective Performance Management</td>
<td>HRM 1008</td>
</tr>
<tr>
<td>ECON 1021</td>
<td>Environmental Economics</td>
<td>ECON 1031 or ECON 1032 or ECON 1034</td>
</tr>
<tr>
<td>CMMK 1156</td>
<td>Talking Business</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>MGMT 3014</td>
<td>Field Based Advanced Coaching</td>
<td>HRM 2027 and by interview only</td>
</tr>
<tr>
<td>MGMT 3015</td>
<td>Quality Improvement through Lean/Six Sigma</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 3015</td>
<td>Applied Business Planning</td>
<td>MARK 1020, ACCT 2031, MATH 1008 &amp; HRM 1008</td>
</tr>
</tbody>
</table>

#### YOUR CAREER

You will be prepared for a variety of administrative and management positions in the retail industry including store environment, online environment or corporate office. Positions may include:

- Buying Assistant
- Inventory Analyst
- Plan-o-grammer
- Retail Web Designer
- Store Designer
- Retail Logistics Specialist
FUTURE STUDY OPTIONS

For information on future study options, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (M or U) or Grade 12 (C or U)

**MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment for English and Math, OR may consider upgrading to achieve the credit(s) needed in English and Math.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

ENGLISH LANGUAGE PROFICIENCY

Proficiency in English communications is necessary for success in this program.

Please visit georgebrown.ca/englishproficiency for more details.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions page for more information.
BUSINESS ADMINISTRATION – RETAIL (B123/163)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Mario Pascucci, Program Co-ordinator
Email: mpascucci@georgebrown.ca
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca

Book a Meeting with the Chair:
centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

This program is offered out of our School of Management and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada.

Campus tours are offered on a regular basis. Sign up today! You can also check out our virtual tour.

LINKS REFERENCE

2https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3https://www.georgebrown.ca/business/
4https://www.georgebrown.ca/business/management/
5https://www.georgebrown.ca/programs/business-administration-retail-program-b123/
6https://www.georgebrown.ca/programs/business-administration-retail-program-b123/
7https://www.georgebrown.ca/business/learning_environment/
8https://www.georgebrown.ca/assessment/admi-pre/
9https://www.georgebrown.ca/upgrading-credits/english-diploma/
10https://www.georgebrown.ca/upgrading-credits/math-diploma/
11https://www.georgebrown.ca/international/futurestudents/howtoapply/
13https://www.georgebrown.ca/business_infosessions/
14https://www.georgebrown.ca/admissions/
15https://www.georgebrown.ca/international/
16https://www.georgebrown.ca/financialaid/
17https://www.georgebrown.ca/advising/faq/
18https://www.georgebrown.ca/advising/appointments/
19https://centreforbusiness.as.me/managementprospective
20https://www.georgebrown.ca/business/management/
21https://www.georgebrown.ca/campuses/st-james/
22https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
23https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc0618m213d43.65194594d-79.3700668
24https://www.georgebrown.ca/campus_tours/
25http://vt.georgebrown.ca/business

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Students in the advanced diploma Business Administration – Supply Chain and Operations Management program will be prepared to perform marketing forecasting, demand management, production planning and other functions, in careers that include logistics, transportation, warehousing, exporting, planning and forecasting. The supply chain and operations management courses in this program will allow graduates to demonstrate knowledge, skills and abilities related to both business in general, and supply chain jobs in particular.

This learning experience will enable graduates to demonstrate:

- Analysis of the impact of an organization's supply chain initiatives on its human resources management strategies, policies and practices
- Compliance of an organization with relevant national and internal law, regulations, safety requirements and professional standards
- Application of the knowledge of the functional components in the integrated supply chain including logistics, purchasing, distribution, transportation and warehousing
- Use of supply chain tools and resources, in order to comply with the requirements of supply chain management
- Interpretation of relevant financial documents and assessment of financial strategies that support an organization's supply chain

See how the supply chain management industry drives Canadian commerce with a variety of exciting and rewarding careers in this video by the Canadian Supply Chain Sector Council.

Did you know? As of 2017, there were approximately 881,326 workers in the Canadian supply chain sector labour force.¹ Right now more than 27,000 supply chain positions in Canada sit unfilled, and another 66,000 openings are anticipated each year for the next five years².

1 Canadian Supply Chain Sector Council – Supply Chain Sector Facts and Figures³ 2 Careers in the Supply Chain⁴

This Centre for Business⁵ program is part of our School of Management⁶.

EXPERIENTIAL LEARNING
Field Education Course (Optional)

YOUR FIELD STUDY OPTIONS
This program (B122) is also offered with work experience. Students who wish to apply for Business Administration – Supply Chain and Operations Management with Work Experience⁷ should apply to B162⁸.

In addition to on-the-job work experience George Brown College endeavours to provide field education opportunities with real world challenges and clients. Find out more about field education⁹ at the Centre for Business.

PROGRAM STANDARDS AND LEARNING OUTCOMES
The graduate has reliably demonstrated the ability to:

1. Examine the connections between strategic objectives, stakeholder expectations, and supply chain functions, processes and roles, to support decision-making, problem-solving and coordination of tasks.
2. Determine the value added and financial implications of supply chain decisions on overall business profitability, efficiency and stakeholder satisfaction.
3. Ensure supply chain activities and transactions are compliant with relevant legal, regulatory and contractual obligations, and industry and organization standards and policies for quality, health, safety, accountability, social and environmental responsibility.

4. Use risk mitigation tools and strategies to inform supply chain management decisions.

5. Manage the acquisition and sale of goods, services and materials in accordance with best practices and public and private sector stakeholder expectations across a variety of industries.

6. Plan and schedule material requirements and resource allocation and manage inventories for efficient production and fulfillment of customer orders and returns.

7. Manage the efficient handling and movement of goods, services, materials and related information within and between supply chains.

8. Contribute to the identification and management of continuous improvements to functions and processes within and between supply chains.

9. Use available technologies to enhance work performance and support supply chain functions, processes, transactions and communications.

10. Monitor relevant trends, emerging technologies, and local and global economic, political and environmental issues to enhance work performance and guide management decisions.

11. Perform tasks in accordance with policies and procedures for workplace health and safety and industry standards and best practices for professional, ethical and accountable conduct and communications.

12. Maintain relationships with a diversity of stakeholders to support the achievement of business goals.

13. Apply strategies for personal, career and professional development.

REQUIRED COURSES

In order to graduate from the B122 program, you need to complete 36 courses: 29 Mandatory courses, 4 Business Electives, and 3 General Education Electives.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH 1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 36 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

General Education Courses (Semester Three, Four, Five and Six): You must complete 4 General Education courses. 1 mandatory (“Successful Social Relations” - GHUM 1087) and 3 chosen from at least 2 of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

You are required to make up any failed or dropped courses before you are eligible to graduate. You can make up these classes during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the Continuing Education courses are equivalent to what is taught in the full-time program. Please note that some courses may not be offered in every semester. Our staff can assist you in any special timetable requirements you may have.

SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
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<th>Pre-requisite</th>
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<tr>
<td>BUS 1038</td>
<td>Business Concepts I</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1007</td>
<td>College English</td>
<td>NONE</td>
</tr>
<tr>
<td>COMP 1010</td>
<td>Business Computer Applications I</td>
<td>NONE</td>
</tr>
<tr>
<td>HRM 1008</td>
<td>Fundamentals of HR Management</td>
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</tr>
<tr>
<td>MARK 1020</td>
<td>Principles of Marketing I</td>
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<tr>
<td>MATH 1008</td>
<td>Math for Business &amp; Management I</td>
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SEMESTER 2

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<td>ACCT 1036</td>
<td>Principles of Accounting</td>
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<td>BUS 1040</td>
<td>Project Management</td>
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<td>COMM 1034</td>
<td>Professional Communications I</td>
<td>COMM 1007</td>
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<td>COMP 1115</td>
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<td>MATH 1095</td>
<td>Math for Business &amp; Management II</td>
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<td>PSY 1129</td>
<td>Organizational Behaviour</td>
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<td>Select One Business Elective</td>
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SEMESTER 3

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<td>Macroeconomics</td>
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<tr>
<td>MGMT 1018</td>
<td>International Business</td>
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<td>MGMT 4009</td>
<td>Operations Management</td>
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<td>Business Statistics</td>
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SEMESTER 4

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<td>BUS 1044</td>
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<td>BUS 1055</td>
<td>Logistics &amp; Supply Chain Management</td>
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<td>STS 1037</td>
<td>Career Planning &amp; Development</td>
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<td>BUS 3012</td>
<td>Introduction to Freight Forwarding I</td>
<td>MGMT 1018 or MGMT 1035</td>
</tr>
<tr>
<td>MGMT 1017</td>
<td>Purchasing Practices</td>
<td>MGMT 4009</td>
</tr>
<tr>
<td>MGMT 1020</td>
<td>Management Decision Making</td>
<td>MGMT 4009 &amp; ACCT 2031</td>
</tr>
<tr>
<td>MGMT 1030</td>
<td>Enterprise Resource Planning</td>
<td>BUS 1055</td>
</tr>
<tr>
<td>MGMT 1031</td>
<td>Supply Chain Strategy &amp; Technology</td>
<td>BUS 1055</td>
</tr>
</tbody>
</table>

**Select One General Education Elective**

### SEMESTER 6

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 3013</td>
<td>Introduction to Freight Forwarding II</td>
<td>BUS 3012</td>
</tr>
<tr>
<td>MGMT 3006</td>
<td>Strategic Analysis</td>
<td>MGMT 1020 &amp; COMM 1034</td>
</tr>
<tr>
<td>MGMT 3015</td>
<td>Quality Improvement Lean/Six Sigma</td>
<td>NONE</td>
</tr>
</tbody>
</table>

**Select Two Business Electives**  
**Select One General Education Elective**

List of General Education Electives

### ELECTIVES

#### BUSINESS ELECTIVES (SEMESTERS THREE AND SIX):

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMMK 1114</td>
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</tr>
<tr>
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<td>The Business Media in Canada</td>
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<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>MARK 2053</td>
<td>Negotiation Skills</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 3007</td>
<td>Services Marketing</td>
<td>MARK 2049</td>
</tr>
<tr>
<td>BUS 1067</td>
<td>Field Education</td>
<td>By application only - applications available in SJC 103 &amp; SJA 313A</td>
</tr>
<tr>
<td>HRM 2027</td>
<td>Coaching for Effective Performance Management</td>
<td>HRM 1008</td>
</tr>
<tr>
<td>ECON 1021</td>
<td>Environmental Economics</td>
<td>ECON 1031 or, ECON 1032 or, ECON 1034</td>
</tr>
<tr>
<td>CMMK 1156</td>
<td>Talking Business</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>BUS 3015</td>
<td>Applied Business Planning</td>
<td>MARK 1020, ACCT 2031, MATH 1008 &amp; HRM 1008</td>
</tr>
<tr>
<td>MGMT 3014</td>
<td>Field Based Advanced Coaching</td>
<td>HRM 2027 and by interview only</td>
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### YOUR CAREER

The supply chain management and logistics sector includes a wide range of organizations including retailers, distributors, consulting firms, service firms (hotels, restaurants), educational institutions, government agencies, transportation companies and manufacturing and production companies. Potential positions may include:

- Procurement Officer
- Customs Analyst
- Forecasting and Demand Specialist
- Logistics Analyst
- Supply Chain Specialist
- Purchasing Agent – Materials Management
FUTURE STUDY OPTIONS

The Canadian Supply Chain Sector Council has established a National Accreditation Program (NAP) to recognize supply chain-related educational offerings that meet its national standard. The NAP standard – developed in partnership with the Canadian Standards Association and with significant input from supply chain stakeholders – reflects industry’s needs and educators’ best practices. For more information, visit supplychaincanada.org/en/NAP.

For further information on future study options, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
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Mature Students may take the Admissions Assessment for English and Math, OR may consider upgrading to achieve the credit(s) needed in English and Math.

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COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

ENGLISH LANGUAGE PROFICIENCY

Proficiency in English communications is necessary for success in this program.
For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

BUSINESS ADMINISTRATION – SUPPLY CHAIN AND OPERATIONS MANAGEMENT (B122)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Robert Ruggieri, Program Co-ordinator
Email: rruggieri@georgebrown.ca

Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca

Book a Meeting with the Chair: centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

This program is offered out of our School of Management and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada.

Campus tours are offered on a regular basis. Sign up today! You can also check out our virtual tour.

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
Students in the Business Administration – Supply Chain and Operations Management (with work experience) advanced diploma program will be prepared to perform marketing forecasting, demand management, production planning and other functions in supply chain management, in careers that include logistics, transportation, warehousing, exporting, procurement, planning and forecasting. The supply chain management courses in this program will allow graduates to demonstrate knowledge, skills and abilities related to both business in general and supply chain jobs in particular.

This learning experience will enable graduates to demonstrate:

- Analysis of the impact of an organization's supply chain initiatives on its human resources management strategies, policies and practices
- Compliance of an organization with relevant national and internal law, regulations, safety requirements and professional standards
- Application of the knowledge of the functional components in the integrated supply chain including logistics, purchasing, distribution, transportation and warehousing
- Use of supply chain tools and resources, in order to comply with the requirements of supply chain management
- Interpretation of relevant financial documents and assessment of financial strategies that support an organization's supply chain

See how the supply chain management industry drives Canadian commerce with a variety of exciting and rewarding careers in this video by the Canadian Supply Chain Sector Council.

Did you know? As of 2017, there were approximately 881,326 workers in the Canadian supply chain sector labour force.¹ Right now more than 27,000 supply chain positions in Canada sit unfilled, and another 66,000 openings are anticipated each year for the next five years².

1 Canadian Supply Chain Sector Council – Supply Chain Sector Facts and Figures³
2 Careers in the Supply Chain⁴

This Centre for Business⁵ program (B162) is part of our School of Management⁶ and is offered with Work Experience. Students wishing to apply for Business Administration – Supply Chain and Operations Management without work experience⁷ should apply to B122⁸.

EXPERIENTIAL LEARNING

Work Experience (Co-op or Internship) Required

YOUR FIELD STUDY OPTIONS

WORK EXPERIENCE (CO-OP OR INTERNSHIP WORK TERM)

This program requires the successful completion of two semesters of work experience to graduate. This work experience is either co-op (paid) or internship (unpaid). Either one will give you the practical experience employers value.

George Brown works with employers and industry partners to identify potential work experience opportunities. Students are also strongly encouraged to pursue self-directed industry work experience opportunities they believe would provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can in turn be added to your resume.
In addition to on-the-job work experience, George Brown College endeavours to provide field education opportunities with real world challenges and clients. Find out more about field education at the Centre for Business.

**PROGRAM STANDARDS AND LEARNING OUTCOMES**

The graduate has reliably demonstrated the ability to:

1. Examine the connections between strategic objectives, stakeholder expectations, and supply chain functions, processes and roles, to support decision-making, problem-solving and coordination of tasks.
2. Determine the value added and financial implications of supply chain decisions on overall business profitability, efficiency and stakeholder satisfaction.
3. Ensure supply chain activities and transactions are compliant with relevant legal, regulatory and contractual obligations, and industry and organization standards and policies for quality, health, safety, accountability, social and environmental responsibility.
4. Use risk mitigation tools and strategies to inform supply chain management decisions.
5. Manage the acquisition and sale of goods, services and materials in accordance with best practices and public and private sector stakeholder expectations across a variety of industries.
6. Plan and schedule material requirements and resource allocation and manage inventories for efficient production and fulfilment of customer orders and returns.
7. Manage the efficient handling and movement of goods, services, materials and related information within and between supply chains.
8. Contribute to the identification and management of continuous improvements to functions and processes within and between supply chains.
9. Use available technologies to enhance work performance and support supply chain functions, processes, transactions and communications.
10. Monitor relevant trends, emerging technologies, and local and global economic, political and environmental issues to enhance work performance and guide management decisions.
11. Perform tasks in accordance with policies and procedures for workplace health and safety and industry standards and best practices for professional, ethical and accountable conduct and communications.
12. Maintain relationships with a diversity of stakeholders to support the achievement of business goals.
13. Apply strategies for personal, career and professional development.

**REQUIRED COURSES**

In order to graduate from the B162 program, you need to complete **37 courses**: **30** Mandatory courses, **4** Business Electives, and **3** General Education Electives. For the **B162 program** you need to take an additional course, the Work Experience Prep Course (BUS 1000) in semester 3, and complete **2** Work Experience (Coop or Internship) Terms.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 36 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

**General Education Courses (Semester Three, Four, Five, and Six):** You must complete 4 General Education courses. 1 mandatory ("Successful Social Relations" - GHUM 1087) and 3 chosen from at least 2 of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

**You are required to make up any failed or dropped courses before you are eligible to graduate.** You can make up these classes during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the Continuing Education courses are equivalent to what is taught in the full-time program. Please note that some courses may not be offered in every semester. Our staff can assist you in any special timetable requirements you may have.

**SEMESTER 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>BUS 1038</td>
<td>Business Concepts I</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1007</td>
<td>College English</td>
<td>NONE</td>
</tr>
<tr>
<td>COMP 1010</td>
<td>Business Computer Applications I</td>
<td>NONE</td>
</tr>
<tr>
<td>HRM 1008</td>
<td>Fundamentals of HR Management</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1020</td>
<td>Principles of Marketing I</td>
<td>NONE</td>
</tr>
<tr>
<td>MATH 1008</td>
<td>Math for Business &amp; Management I</td>
<td>NONE</td>
</tr>
</tbody>
</table>

**SEMESTER 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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</thead>
<tbody>
<tr>
<td>ACCT 1036</td>
<td>Principles of Accounting</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1040</td>
<td>Project Management</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1034</td>
<td>Professional Communications</td>
<td>COMM 1007</td>
</tr>
<tr>
<td>COMP 1115</td>
<td>Business Computer Applications II</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>MATH 1095</td>
<td>Math for Business &amp; Management II</td>
<td>MATH 1008</td>
</tr>
<tr>
<td>PSY 1129</td>
<td>Organizational Behaviour</td>
<td>NONE</td>
</tr>
</tbody>
</table>
### SEMESTER 3

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
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<tbody>
<tr>
<td>ECON 1032</td>
<td>Macroeconomics</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 1018</td>
<td>International Business</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 4009</td>
<td>Operations Management</td>
<td>MATH 1095</td>
</tr>
<tr>
<td>STAT 1012</td>
<td>Business Statistics</td>
<td>MATH 1095</td>
</tr>
<tr>
<td>GHUM 1087</td>
<td>Successful Social Relations</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1000</td>
<td>Work Experience Prep Course*</td>
<td>COMM 1007 &amp; 3.0 GPA</td>
</tr>
</tbody>
</table>

**Select One Business Elective**

* This course is mandatory only for students taking the Work Experience Option (B162).

### SEMESTER 4

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2031</td>
<td>Managerial Accounting</td>
<td>ACCT 1036</td>
</tr>
<tr>
<td>BUS 1041</td>
<td>Small Business Management</td>
<td>BUS 1038</td>
</tr>
<tr>
<td>BUS 1044</td>
<td>Business Law</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1055</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>MGMT 4009 &amp; COMP 1115</td>
</tr>
<tr>
<td>STS 1037</td>
<td>Career Planning &amp; Development</td>
<td>NONE</td>
</tr>
</tbody>
</table>

**Select One General Education Elective**

### SEMESTER 5

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 3012</td>
<td>Introduction to Freight Forwarding I</td>
<td>MGMT 1018 or MGMT 1035</td>
</tr>
<tr>
<td>MGMT 1017</td>
<td>Purchasing Practices</td>
<td>MGMT 4009</td>
</tr>
<tr>
<td>MGMT 1020</td>
<td>Management Decision Making</td>
<td>MGMT 4009 &amp; ACCT 2031</td>
</tr>
<tr>
<td>MGMT 1030</td>
<td>Enterprise Resource Planning</td>
<td>BUS 1055</td>
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<tr>
<td>MGMT 1031</td>
<td>Supply Chain Strategy &amp; Technology</td>
<td>BUS 1055</td>
</tr>
</tbody>
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**Select One General Education Elective**

### SEMESTER 6

<table>
<thead>
<tr>
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<th>Courses</th>
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</thead>
<tbody>
<tr>
<td>BUS 3013</td>
<td>Introduction to Freight Forwarding II</td>
<td>BUS 3012</td>
</tr>
<tr>
<td>MGMT 3006</td>
<td>Strategic Analysis</td>
<td>MGMT 1020 &amp; COMP 1034</td>
</tr>
<tr>
<td>MGMT 3015</td>
<td>Quality Improvement Lean/Six Sigma</td>
<td>NONE</td>
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**Select Two Business Electives**

**Select One General Education Elective**

**ELECTIVES**

### BUSINESS ELECTIVES (SEMESTER THREE AND SIX):

<table>
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<tr>
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<tbody>
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<td>COMM 1034</td>
</tr>
<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>MARK 2053</td>
<td>Negotiation Skills</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 3007</td>
<td>Services Marketing</td>
<td>MARK 2049</td>
</tr>
<tr>
<td>HRM 2027</td>
<td>Coaching for Effective Performance Management</td>
<td>HRM 1008</td>
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<tr>
<td>ECON 1021</td>
<td>Environmental Economics</td>
<td>ECON 1031 or, ECON 1032 or, ECON 1034</td>
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<td>MARK 1020, ACCT 2031, MATH 1008 &amp; HRM 1008</td>
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ENGLISH LANGUAGE PROFICIENCY

Proficiency in English communications is necessary for success in this program.

Please visit georgebrown.ca/englishproficiency for more details.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions page for more information.

HOW DO I APPLY TO THE PROGRAM

APPLY TO

Domestic students should apply through Ontario Colleges.

Dinh Truong (Graduate 2014, Business Administration – Supply Chain and Operations Management)

“I could not have become who I am today without the people who are part of this community at George Brown. The experience you learn from this program, you can immediately apply it to the workplace when you’re looking for a job.” Hear more about Dinh’s story in our video.

CONTACT US

INFORMATION SESSIONS

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

DOMESTIC STUDENTS ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS

For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.

Phone: (416) 415-5000 ext. 2115

FINANCIALS/FEES

For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.
ENTRY ADVISING

For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. Book online:
   Complete and submit the Client Intake Form

CENTRE FOR BUSINESS

For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

BUSINESS ADMINISTRATION – SUPPLY CHAIN AND OPERATIONS MANAGEMENT (B122/162)

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Email: rruggieri@georgebrown.ca
Colin Williams, Chair, School of Management
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LINKS REFERENCE

5. https://www.georgebrown.ca/business/
13. https://www.georgebrown.ca/international/futurestudents/howtoapply/
14. https://www.youtube.com/watch?v=uDRjystkOhE
15. https://www.georgebrown.ca/business_infosessions/
16. https://www.georgebrown.ca/admissions/
17. https://www.georgebrown.ca/international/
18. https://www.georgebrown.ca/financialaid/
20. https://www.georgebrown.ca/advising/appointments/
22. https://www.youtube.com/watch?v=uDRjystkOhE
23. https://www.georgebrown.ca/advising/faq/
62.79.3724126.17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
45.79.3722555.17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061!8m2!3d43.6519459!4d-79.3700668
27. https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061!8m2!3d43.6519459!4d-79.3700668
62.79.3724126.17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239

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BUSINESS ADMINISTRATION PROGRAM (B145)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Business Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>B145</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Management</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Business</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>3 years (6 semesters)</td>
</tr>
<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>Field Education Course (Optional)</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September, January</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Advanced Diploma</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2019-2020</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
</tr>
</tbody>
</table>

The Business Administration advanced diploma is designed to offer the widest range of possible career choices and opportunities in a variety of business disciplines. Graduates are prepared to work in diverse team settings and lead projects with relevant and practical skills.

This learning experience will enable you to:

- Conduct and present research to support business decision making
- Assess and use current concepts/systems and technologies to support an organization's business initiatives
- Develop a business plan to formulate the strategic direction of an organization
- Apply human resource practices to support management objectives and the organization’s goals

This Centre for Business³ program is part of our School of Management.⁴

PART TIME STUDY OPTIONS

George Brown also offers a variety of evening courses and part-time certificate programs in Business Administration. See the Continuing Education Course Guide at coned.georgebrown.ca

EXPERIENTIAL LEARNING

Field Education Course (Optional)

YOUR FIELD STUDY OPTIONS

This program (B145) is also offered with work experience. Students who wish to apply for Business Administration with Work Experience⁵ should apply to B155⁶.

In addition to on-the-job work experience, George Brown College endeavours to provide field education opportunities with real world challenges and clients. Find out more about field education⁷ at the Centre for Business.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Evaluate the impact of global issues on an organization’s business opportunities by using an environmental scan.
2. Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization’s business initiatives.
3. Assess and use current concepts/systems and technologies to support an organization’s business initiatives.
4. Conduct and present research to support business decision making.
5. Plan, implement and evaluate projects by applying project management principles.
6. Perform work in compliance with relevant statutes, regulations and business practices.
7. Apply human resource practices to support management objectives and the organization’s goals.
8. Use accounting and financial principles to support the management and operations of an organization.
9. Assess marketing and sales concepts and strategies and apply them to the needs of an organization.
10. Outline principles of supply chain management and operations management and assess their impact on the operations of an organization.
11. Participate in the development of a business plan.
12. Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
13. Outline strategies used to manage risks in an organization’s business activities.

REQUIRED COURSES

In order to graduate from the B145 program, you need to complete 36 courses: 25 Mandatory courses, 8 Business Electives, and 3 General Education Electives.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 36 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

General Education Courses (Semester Three, Four, Five and Six): You must complete 4 General Education courses. 1 mandatory ("Successful Social Relations" - GHUM 1087) and 3 chosen from at least 2 of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

You are required to make up any failed or dropped courses before you are eligible to graduate. You can make up these classes during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the Continuing Education courses are equivalent to what is taught in the full-time program. Please note that some courses may not be offered in every semester. Our staff can assist you in any special timetable requirements you may have.

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<td>Business Computer</td>
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<tr>
<td>HRM 1008</td>
<td>Fundamentals of HR</td>
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<td>MARK 1020</td>
<td>Principles of Marketing</td>
<td>NONE</td>
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<tr>
<td>MATH 1008</td>
<td>Math for Business &amp;</td>
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SEMESTER 2

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<td>ACCT 1036</td>
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<tr>
<td>PSY 1129</td>
<td>Organizational Behaviour</td>
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SEMESTER 3

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<tr>
<th>Code</th>
<th>Courses</th>
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<td>ECON 1032</td>
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<td>Operations Management</td>
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</tr>
<tr>
<td>MGMT 1018</td>
<td>International Business</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>STAT 1012</td>
<td>Business Statistics</td>
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<tr>
<td>GHUM 1087</td>
<td>Successful Social Relations</td>
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SEMESTER 4

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<td>ACCT 2031</td>
<td>Managerial Accounting</td>
<td>ACCT 1036</td>
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<td>BUS 1041</td>
<td>Small Business Management</td>
<td>BUS 1038</td>
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<td>BUS 1044</td>
<td>Business Law</td>
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<tr>
<td>BUS 1055</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>MGMT 4009 &amp; COMP 1115</td>
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<tr>
<td>STS 1037</td>
<td>Career Planning &amp; Development</td>
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Select One General Education Elective

SEMESTER 5

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<th>Code</th>
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<tr>
<td>MGMT 1020</td>
<td>Management Decision Making</td>
<td>MGMT 4009 &amp; ACCT 2031</td>
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Select Four Business Electives

Select One General Education Elective

SEMESTER 6

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<tr>
<td>MGMT 3006</td>
<td>Strategic Analysis</td>
<td>MGMT 1020 &amp; COMM 1034</td>
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Select Four Business Electives

Select One General Education Elective

General Education Electives
## ELECTIVES

### BUSINESS ELECTIVES (SEMESTER FIVE AND SIX):

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<tr>
<td>BUS 1067</td>
<td>Field Education Course</td>
<td>By application only - applications available in SJC 103 &amp; SJA 313A</td>
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<tr>
<td>BUS 3015</td>
<td>Applied Business Planning</td>
<td>ACCT 2031, MARK 1020, MATH 1008 &amp; HRM 1008</td>
</tr>
<tr>
<td>CMMK 1114</td>
<td>Business Research &amp; Report Writing</td>
<td>COMM 1034</td>
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<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
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<td>HRM 2027</td>
<td>Coaching for Effective Performance Management</td>
<td>HRM 1008</td>
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<td>MARK 2053</td>
<td>Negotiation Skills</td>
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<td>MARK 2037</td>
<td>Retail Management</td>
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<tr>
<td>MGMT 1017</td>
<td>Purchasing Practices</td>
<td>MGMT 4009</td>
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<td>MGMT 2025</td>
<td>International Marketing</td>
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<td>MGMT 2028</td>
<td>International Market Entry &amp; Distribution</td>
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<td>MGMT 2029</td>
<td>International Trade Management</td>
<td>MGMT 3008 &amp; MGMT 3009</td>
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<tr>
<td>MATH 1138</td>
<td>Retail Math</td>
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<tr>
<td>MGMT 1034</td>
<td>Retail Marketing</td>
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<td>MGMT 3013</td>
<td>Shopper Research</td>
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<tr>
<td>MGMT 3014</td>
<td>Field Based Advanced Coaching</td>
<td>HRM 2027 and by interview only</td>
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<td>MGMT3015</td>
<td>Quality Improvement through Lean/Six Sigma</td>
<td>NONE</td>
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<tr>
<td>MGMT 3021</td>
<td>Retail Computer Simulation</td>
<td>ECON 1032, MGMT 1020, MATH 1138, plus BUS 1055 OR MGMT 2040</td>
</tr>
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</table>

### YOUR CAREER

Graduates are prepared for a variety of administrative and management positions in a broad range of employment settings. Graduates of the program have found employment as:

- Assistant Manager
- Customer Service Representative
- Financial Services Representative
- Project Manager
- Project Coordinator
- Sales Associate

### FUTURE STUDY OPTIONS

For information on future study options, see georgebrown.ca/transferguide.

### ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (M or U) or Grade 12 (C or U)

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment8 for English and Math, OR may consider upgrading to achieve the credit(s) needed in English9 and Math10.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

### COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.
ENGLISH LANGUAGE PROFICIENCY
Proficiency in English communications is necessary for success in this program.

Please visit georgebrown.ca/englishproficiency for more details

INTERNATIONAL (VISA) STUDENTS
Visit the International Admissions page for more information.

HOW DO I APPLY TO THE PROGRAM
APPLY TO
Domestic students should apply through Ontario Colleges

Aaman Dudani (Graduate 2013, Business Administration), Project Coordinator, Toronto 2015 Pan Am/Parapan Am Games

“Having a field placement with Toronto 2015 gave me the upper hand when the organization was hiring. Although I didn’t have any full-time work experience when I started, the tools and concepts I learned at school were transferable to the projects here.” Hear more about Aaman’s experience at George Brown College’s Centre for Business and how we connect students to industry during their studies by watching our video.

Dan Reilly (Graduate 2011, Business Administration)

“The skills I got at George Brown really set me up to start as a junior Project Manager and be able to jump right in and take control of some projects and run from there. If you’re a student who does well, make sure your teacher knows who you are. Research projects come up all the time and other opportunities. That’s exactly how I got where I am now: I happened to be excelling in a class, a job opportunity came up to that professor and he filtered it through to me.” Hear more about Dan Reilly’s story in our video.

Giovanni Gonzalez (Graduate, 2006)

“I really valued the hands-on training and meaningful learning experience I received from the Business Administration program. Considering that management studies and international business are high-level and complex fields, the college’s holistic and hands-on approach to education enabled me to understand the various facets of business, how each facet related to one another, and key business drivers which are vital to growth and profitability.” Read Giovanni’s story.

CONTACT US
INFORMATION SESSIONS
On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.
DOMESTIC STUDENTS ADMISSIONS
For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS
For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.

FINANCIALS/FEES
For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.

ENTRY ADVISING
For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. Book online:
   Complete and submit the Client Intake Form

CENTRE FOR BUSINESS
For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

BUSINESS ADMINISTRATION (B145/155)
For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Mario Pascucci, Program Co-ordinator
Email: mpascucc@georgebrown.ca

or

Robert Ruggieri, Program Co-ordinator
Email: rruggieri@georgebrown.ca

Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca

Book a Meeting with the Chair:
centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS
This program is offered out of our School of Management25 and classes take place at our St. James Campus26, mainly at 200 King St. E.27, and 290 Adelaide St. E.28, Toronto, ON, Canada.

Campus tours are offered on a regular basis. Sign up29 today! You can also check out our virtual tour30.

LINKS REFERENCE
2https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3https://www.georgebrown.ca/business/
4https://www.georgebrown.ca/business/management/
5https://www.georgebrown.ca/programs/business-administration-program-with-work-experience-b155/
6https://www.georgebrown.ca/programs/business-administration-program-with-work-experience-b155/
7https://www.georgebrown.ca/business/learning_environment/
8https://www.georgebrown.ca/assessment/admi-pre/
9https://www.georgebrown.ca/upgrading-credits/english-diploma/
10https://www.georgebrown.ca/upgrading-credits/math-diploma/
11https://www.georgebrown.ca/programs/business-administration-program-with-work-experience-b155/
12https://www.georgebrown.ca/programs/business-administration-program-with-work-experience-b155/
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26https://www.georgebrown.ca/assessment/admi-pre/
27https://www.georgebrown.ca/upgrading-credits/english-diploma/
28https://www.georgebrown.ca/upgrading-credits/math-diploma/

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
**BUSINESS ADMINISTRATION PROGRAM (WITH WORK EXPERIENCE) (B155)**

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Business Administration</th>
</tr>
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<tbody>
<tr>
<td>COURSE CODE</td>
<td>B155</td>
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<tr>
<td>SCHOOL</td>
<td>School of Management</td>
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<tr>
<td>CENTRE</td>
<td>Business</td>
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<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>3 years (6 semesters in-class, 2 semesters work experience)</td>
</tr>
<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>Work Experience (Co-op or Internship) Required</td>
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<tr>
<td>STARTING MONTH</td>
<td>September, January</td>
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<tr>
<td>CREDENTIAL</td>
<td>Ontario College Advanced Diploma</td>
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<td>YEAR OF STUDY</td>
<td>2019-2020</td>
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<td>METHOD OF STUDY</td>
<td>FT</td>
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<tr>
<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
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**TUITION**

$4,361.00 * †

**ADDITIONAL COST**

* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.

† This program includes 2 Work Experience semesters. The tuition fee for this program does NOT include the cost of Work Experience semesters. The first Work Experience fee of $450 covers the cost of the Work Experience Preparation course and the first Work Experience semester. There is an additional fee of $450 for the second Work Experience semester. Students who want a co-op program must apply using this code.

International students: Visit the International Fees and Related Costs² page for more information.

The Business Administration (with Work Experience) advanced diploma program is designed to offer the widest range of possible career choices and opportunities in a variety of business disciplines. Graduates are prepared to work in diverse team settings and lead projects with relevant and practical skills.

This learning experience will enable you to:

- Conduct and present research to support business decision making
- Assess and use current concepts/systems and technologies to support an organization's business initiatives
- Develop a business plan to formulate the strategic direction of an organization
- Apply human resources practices to support management objectives and the organization’s goals

This Centre for Business³ program (B155) is part of our School of Management⁴ and is offered with Work Experience. Students wishing to apply for Business Administration without work experience⁵ should apply to B145⁶.

**PART TIME STUDY OPTIONS**

George Brown also offers a variety of evening courses and part-time certificate programs in Business Administration. See the Continuing Education Course Guide at coned.georgebrown.ca.

**EXPERIENTIAL LEARNING**

Work Experience (Co-op or Internship) Required

**YOUR FIELD STUDY OPTIONS**

**WORK EXPERIENCE (CO-OP OR INTERNSHIP WORK TERM)**

This program requires the successful completion of two semesters of work experience to graduate. This work experience is either co-op (paid) or internship (unpaid). Either one will give you the practical experience employers value.

George Brown works with employers and industry partners to identify potential work experience opportunities. Students are also strongly encouraged to pursue self-directed industry work experience opportunities they believe would provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can, in turn, be added to your resume.

In addition to on-the-job work experience, George Brown College endeavours to provide field education opportunities with real-world challenges and clients. Find out more about field education⁷ at the Centre for Business⁸.

**PROGRAM STANDARDS AND LEARNING OUTCOMES**

The graduate has reliably demonstrated the ability to:
1. Evaluate the impact of global issues on an organization’s business opportunities by using an environmental scan.

2. Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization’s business initiatives.

3. Assess and use current concepts/systems and technologies to support an organization’s business initiatives.

4. Conduct and present research to support business decision making.

5. Plan, implement and evaluate projects by applying project management principles.

6. Perform work in compliance with relevant statutes, regulations and business practices.

7. Apply human resource practices to support management objectives and the organization’s goals.

8. Use accounting and financial principles to support the management and operations of an organization.

9. Assess marketing and sales concepts and strategies and apply them to the needs of an organization.

10. Outline principles of supply chain management and operations management and assess their impact on the operations of an organization.

11. Participate in the development of a business plan.

12. Develop strategies for ongoing personal and professional development to enhance work performance in the business field.

13. Outline strategies used to manage risks in an organization’s business activities.

REQUIRED COURSES

In order to graduate from the B145 program, you need to complete 37 courses: 26 Mandatory courses, 8 Business Electives, and 3 General Education Electives. For the B155 program you need to take an additional course, the Work Experience Prep Course (BUS 1000) in semester 3, and complete 2 Work Experience (Coop or Internship) Terms.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 36 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

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<td>MGMT 1018</td>
<td>International Business</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>STAT 1012</td>
<td>Business Statistics</td>
<td>MATH 1095</td>
</tr>
<tr>
<td>GHUM 1087</td>
<td>Successful Social Relations</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1000</td>
<td>Work Experience Prep Course *</td>
<td>COMM 1007 &amp; 3.0 GPA</td>
</tr>
</tbody>
</table>

* This course is mandatory only for students taking the Work Experience Option (B155)

SEMMER 4

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>ACCT 2031</td>
<td>Managerial Accounting</td>
<td>ACCT 1036</td>
</tr>
<tr>
<td>BUS 1041</td>
<td>Small Business Management</td>
<td>BUS 1038</td>
</tr>
<tr>
<td>BUS 1044</td>
<td>Business Law</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1055</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>MGMT 4009 &amp; COMP 1115</td>
</tr>
<tr>
<td>STS 1037</td>
<td>Career Planning &amp; Development</td>
<td>NONE</td>
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</table>

Select One General Education Elective
**SEMESTER 5**

<table>
<thead>
<tr>
<th>Code</th>
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</thead>
<tbody>
<tr>
<td>MGMT 1020</td>
<td>Management Decision Making</td>
<td>MGMT 4009 &amp; ACCT 2031</td>
</tr>
</tbody>
</table>

Select Four Business Electives  
Select One General Education Elective  

**SEMESTER 6**

<table>
<thead>
<tr>
<th>Code</th>
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</thead>
<tbody>
<tr>
<td>MGMT 3006</td>
<td>Strategic Analysis</td>
<td>MGMT 1020 &amp; COMM 1034</td>
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</table>

Select Four Business Electives  
Select One General Education Elective  

**ELECTIVES**  

**BUSINESS ELECTIVES (SEMESTER FIVE AND SIX):**

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Pre-requisite</th>
</tr>
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<tbody>
<tr>
<td>BUS 1067</td>
<td>Field Education Course</td>
<td>By application only - applications available in SJC 103 &amp; SJA 313A</td>
</tr>
<tr>
<td>BUS 3015</td>
<td>Applied Business Planning</td>
<td>ACCT 2031, MARK 1020, MATH 1008 &amp; HRM 1008</td>
</tr>
<tr>
<td>CMMK 1114</td>
<td>Business Research &amp; Report Writing</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>HRM 2027</td>
<td>Coaching for Effective Performance Management</td>
<td>HRM 1008</td>
</tr>
<tr>
<td>MARK 2053</td>
<td>Negotiation Skills</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 2037</td>
<td>Retail Management</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 1017</td>
<td>Purchasing Practices</td>
<td>MGMT 4009</td>
</tr>
<tr>
<td>MGMT 2025</td>
<td>International Marketing</td>
<td>MGMT 1018</td>
</tr>
<tr>
<td>MGMT 2028</td>
<td>International Market Entry &amp; Distribution</td>
<td>MGMT 1018</td>
</tr>
<tr>
<td>MGMT 2029</td>
<td>International Trade Management</td>
<td>MGMT 3008 &amp; MGMT 3009</td>
</tr>
<tr>
<td>MATH 1138</td>
<td>Retail Math</td>
<td>MATH 1008</td>
</tr>
<tr>
<td>MGMT 1034</td>
<td>Retail Marketing</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 3013</td>
<td>Shopper Research</td>
<td>MGMT 1034</td>
</tr>
<tr>
<td>MGMT 3014</td>
<td>Field Based Advanced Coaching</td>
<td>HRM 2027 and by interview only</td>
</tr>
<tr>
<td>MGMT3015</td>
<td>Quality Improvement through Lean/Six Sigma</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 3021</td>
<td>Retail Computer Simulation</td>
<td>ECON 1032, MGMT 1020, MATH 1138, plus BUS 1055 OR MGMT 2040</td>
</tr>
</tbody>
</table>
YOUR CAREER

Graduates are prepared for a variety of administrative and management positions in a broad range of employment settings. Graduates of the program have found employment as:

- Assistant Manager
- Customer Service Representative
- Financial Services Representative
- Project Manager
- Project Coordinator
- Sales Associate

FUTURE STUDY OPTIONS

For information on future study options, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (M or U) or Grade 12 (C or U)

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment for English and Math, OR may consider upgrading to achieve the credit(s) needed in English and Math.

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COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit www.georgebrown.ca/transferguide for more information.

ENGLISH LANGUAGE PROFICIENCY

Proficiency in English communications is necessary for success in this program.

Please visit georgebrown.ca/englishproficiency for more details

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions page for more information.

HOW DO I APPLY TO THE PROGRAM

APPLY TO

Domestic students should apply through Ontario Colleges

Ricardo Yu (Graduate 2014, Business Administration)

“Going into the Business Administration program at George Brown College, I didn’t have a solid grasp on what my future would look like or what I wanted to pursue. Throughout the program, I’ve had the opportunity to meet fellow students with different skills, whether it be accounting, marketing, human resources, etc., all of which are relevant to any business. Being able to experience a variety of courses from the different areas of business, along with networking with a wide range of students, has helped me decide on the path I’d like to take. In order to succeed in the future, you will need both skills as well as connections. George Brown provides the opportunity for you to develop both.”

Dinh Truong (Graduate 2014, Business Administration – Supply Chain and Operations Management)

“I could not have become who I am today without the people who are part of this community at George Brown. The experience you learn from this program, you can immediately apply it to the workplace when you’re looking for a job.” Hear more about Dinh’s story in our video.

CONTACT US

INFORMATION SESSIONS

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

DOMESTIC STUDENTS ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.
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Phone: (416) 415-5000 ext. 2115

FINANCIALS/FEES

For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.

ENTRY ADVISING

For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. Book online:
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CENTRE FOR BUSINESS

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For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

BUSINESS ADMINISTRATION (B145/155)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Mario Pascucci, Program Co-ordinator
Email: mpascucc@georgebrown.ca
or
Robert Ruggieri, Program Co-ordinator
Email: rruggieri@georgebrown.ca
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca
Book a Meeting with the Chair: centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

This program is offered out of our School of Management and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada.
Campus tours are offered on a regular basis. Sign up today! You can also check out our virtual tour.

LINKS REFERENCE

2. https://www.georgebrown.ca/international/futurestudents/financialaid/
3. https://www.georgebrown.ca/business/
5. https://www.georgebrown.ca/programs/business-administration-program-b145/
8. https://www.georgebrown.ca/business/
11. https://www.georgebrown.ca/upgrading-credits/math-diploma/
12. https://www.georgebrown.ca/international/futurestudents/howtoapply/
14. https://www.youtube.com/watch?v=uDRjvstkOhE
15. https://www.georgebrown.ca/business_infosessions/
16. https://www.georgebrown.ca/admissions/
17. https://www.georgebrown.ca/international/
18. https://www.georgebrown.ca/financialaid/
20. https://www.georgebrown.ca/advising/appointments/
21. https://centreforbusiness.as.me/managementprospective
22. https://www.georgebrown.ca/business/
23. https://www.georgebrown.ca/campuses/st-james/
24. https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
25. https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061!8m2!3d43.6519459!4d-79.3700668

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
BUSINESS PROGRAM (B125)

The four-semester Business diploma program prepares students to carry out a variety of business functions within local, national and global settings. Graduates will have demonstrated a practical understanding of key principles and practices necessary for success in the field of business.

Students who graduate from this program are prepared to work in diverse team settings and contribute to projects with practical presentation and research skills. They can use their functional knowledge in many areas of an organization to achieve strategies within cross-functional teams.

This learning experience will enable you to:

- Use current concepts/systems and technologies to support an organization’s business initiatives
- Perform work in compliance with relevant statutes, regulations and business practices
- Develop strategies for ongoing personal and professional development to enhance work performance in the business field
- Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization’s business initiatives

This Centre for Business program is part of our School of Management.

PART TIME STUDY OPTIONS

George Brown College also offers a variety of evening courses and part-time certificate programs in Business Administration. See the Continuing Education Course Guide at coned.georgebrown.ca

EXPERIENTIAL LEARNING

Optional Field Education Course

YOUR FIELD STUDY OPTIONS

Students have the option of earning a business elective credit with the Field Education Course (BUS 1067).

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Identify and discuss the impact of global issues on an organization’s business opportunities by using an environmental scan.
2. Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
3. Use current concepts/systems and technologies to support an organization's business initiatives.
4. Apply basic research skills to support business decision making.
5. Support the planning, implementation and monitoring of projects.
6. Perform work in compliance with relevant statutes, regulations and business practices.
7. Explain the role of the human resource function and its impact on an organization.
8. Use accounting and financial principles to support the operations of an organization.
9. Describe and apply marketing and sales concepts used to support the operations of an organization.
10. Outline principles of supply chain management and operations management.
11. Outline and assess the components of a business plan.
12. Develop strategies for ongoing personal and professional development to enhance work performance in the business field.

REQUIRED COURSES
In order to graduate from the B125 program, you need to complete 27 courses: 23 Mandatory courses, 1 Business Elective or Field Education Course and 3 General Education Electives.

Depending on the results of your placement tests, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills-ESL) before progressing to COMM 1007. Similarly, you may be required to take MATH1027 (Business Math with Remediation) before progressing to MATH 1008. COMM1003/CESL 1003 and MATH 1027 do not count towards the 27 courses required for graduation, and you will be charged for these extra courses. Please speak to the Business Office staff if you need any assistance.

General Education Courses (Semester One, Two, Three and Four): You must complete 4 General Education courses (one per semester), 1 mandatory (“Successful Social Relations” - GHUM 1087) and 3 chosen from at least 2 of the following categories: Social Sciences (GSSC), Arts and Humanities (GHUM) or Science and Technology (GSCI).

You are required to make up any failed or dropped courses before you are eligible to graduate. You can make up these courses during the day, and some are offered in the evening through Continuing Education. Please check with the Business Office staff to ensure that the Continuing Education courses are equivalent to what is taught in the full-time program. Note that some courses may not be offered in every semester. Our staff can assist you in any special timetable requirements you may have.

**SEMESTER 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>BUS 1038</td>
<td>Business Concepts I</td>
<td>NONE</td>
</tr>
<tr>
<td>COMM 1007</td>
<td>College English</td>
<td>NONE</td>
</tr>
<tr>
<td>COMP 1010</td>
<td>Business Computer Applications I</td>
<td>NONE</td>
</tr>
<tr>
<td>HRM 1008</td>
<td>Principles of HR Management</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1020</td>
<td>Principles of Marketing I</td>
<td>NONE</td>
</tr>
<tr>
<td>MATH 1008</td>
<td>Math for Business &amp; Management</td>
<td>NONE</td>
</tr>
<tr>
<td>GHUM 1087</td>
<td>Successful Social Relations</td>
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**SEMESTER 2**

<table>
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<tr>
<th>Code</th>
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<td>ACCT 1036</td>
<td>Principles of Accounting</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1040</td>
<td>Project Management</td>
<td>NONE</td>
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<tr>
<td>COMM 1034</td>
<td>Professional Communications I</td>
<td>COMM 1007</td>
</tr>
<tr>
<td>COMP 1115</td>
<td>Business Computer Applications II</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>MATH 1095</td>
<td>Math for Business Management II</td>
<td>MATH 1008</td>
</tr>
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<td>PSY 1129</td>
<td>Organizational Behaviour</td>
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**SEMESTER 3**

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<tbody>
<tr>
<td>ECON 1032</td>
<td>Macroeconomics</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 1002</td>
<td>Professional Selling</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 1018</td>
<td>International Business</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>MGMT 4009</td>
<td>Operations Management</td>
<td>MATH 1095</td>
</tr>
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<td>STAT 1012</td>
<td>Business Statistics</td>
<td>MATH 1095</td>
</tr>
<tr>
<td>STS 1037</td>
<td>Career Planning and Development</td>
<td>NONE</td>
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**SEMESTER 4**

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<th>Code</th>
<th>Course Name</th>
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<td>ACCT 2031</td>
<td>Managerial Accounting</td>
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<td>BUS 1041</td>
<td>Small Business Management</td>
<td>BUS 1038</td>
</tr>
<tr>
<td>BUS 1044</td>
<td>Business Law</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 1055</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>MGMT 4009 &amp; COMP 1115</td>
</tr>
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</table>

List of General Education Electives
ELECTIVES

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<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
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<tbody>
<tr>
<td>BUS 1067</td>
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<td>Business Research &amp; Report Writing</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>CMMK 1127</td>
<td>The Business Media in Canada</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>CMMK 1156</td>
<td>Talking Business</td>
<td>COMM 1034</td>
</tr>
<tr>
<td>COMP 1113</td>
<td>Principles of E-Business</td>
<td>COMP 1010</td>
</tr>
<tr>
<td>MGMT 2036</td>
<td>Customer Service</td>
<td>MARK 1020</td>
</tr>
<tr>
<td>HRM 2027</td>
<td>Coaching for Effective Performance Management</td>
<td>HRM 1008</td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates of the Business program find work in a broad range of employment settings in all sectors of business including manufacturers, retailers, financial institutions, government offices, consulting firms and other large and small businesses. The program is general in nature and is designed to lead to a wide array of career opportunities such as:

- Customer Service Representative
- Junior Business Analyst
- Procurement Assistant
- Project Planning Assistant
- Scheduling Coordinator

FUTURE STUDY OPTIONS

This program has a pathway to the Business Administration B145/155 three-year advanced diploma program.

For information on future study options, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (M or U) or Grade 12 (C or U)

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment for English and Math, OR may consider upgrading to achieve the credit(s) needed in English and Math.

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COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

ENGLISH LANGUAGE PROFICIENCY

Proficiency in English communications is necessary for success in this program.

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INTERNATIONAL STUDENTS

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HOW DO I APPLY TO THE PROGRAM

APPLY TO

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For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

BUSINESS (B125)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Tom Supra, Program Co-ordinator
Email: tsupra@georgebrown.ca
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca
Book a Meeting with the Chair: centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

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LINKS REFERENCE

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/business/
5. https://www.georgebrown.ca/programs/business-administration-program-b145/
8. https://www.georgebrown.ca/upgrading-credits/english-diploma/
10. https://www.georgebrown.ca/international/futurestudents/howtapply/
13. https://www.georgebrown.ca/admissions/
14. https://www.georgebrown.ca/international/
15. https://www.georgebrown.ca/financialaid/
17. https://www.georgebrown.ca/advising/appointments/
18. https://centreforbusiness.as.me/managementprospective
20. https://www.georgebrown.ca/campuses/st-james/
21. https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3702239/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
22. https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc618!2d34.6519459!4d-79.3700668
23. https://www.georgebrown.ca/campus_tours/
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The **Consulting** postgraduate program prepares students for a career in consulting that could include working for a consulting firm, independently creating their own employment, or securing a business development role within an organization.

The second semester focuses on client consulting project work. Students develop skills by working individually and/or in teams, doing research, analyzing client problems and providing recommendations to clients through our Consulting Hub.

**Delivery**
- This full-time program is delivered in a blended format, combining face-to-face sessions with online delivery.
- You will generally meet late afternoons, evenings, and weekends. This delivery format accommodates those who wish to work while taking this program.

This Centre for Business program is part of our School of Management.

**YOUR FIELD STUDY OPTIONS**
Students will engage in various consulting projects in their second semester to gain experience and demonstrate:
- Development of parameters of a consulting project and building a client/consultant relationship
- Creation and implementation of a project plan for the term of a consulting engagement
- Preparation and implementation of the terms of reference and contracts for the term of the consulting engagement, including billing and payment schedules
- Performing an environmental audit (external and internal) and conducting market research to diagnose the client problem(s)
- Use of a range of consulting tools and techniques including: interviewing, research, and collaborative problem solving during the consulting process
- Development and modelling of soft skills such as teamwork, customer service, communications and problem solving during the consulting process
- Assessing the change readiness of the client’s organization through the use of change management skills and processes
- Completing a client consulting project including contracting, data collection and analysis, recommendations and, as appropriate, implementation to the satisfaction of the client

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**CONSULTING PROGRAM (POSTGRADUATE) (B414)**

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Consulting</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>B414</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Management</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Business</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>8 months (2 semesters)</td>
</tr>
<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>Client Project</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September, January</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Graduate Certificate</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2019-2020</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
</tr>
</tbody>
</table>

**TUITION**
$4,302.00*  

**ADDITIONAL COST**
* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.  

**International students:** Visit the International Fees and Related Costs page for more information.

---

**YOUR FIELD STUDY OPTIONS**
Students will engage in various consulting projects in their second semester to gain experience and demonstrate:
- Development of parameters of a consulting project and building a client/consultant relationship
- Creation and implementation of a project plan for the term of a consulting engagement
- Preparation and implementation of the terms of reference and contracts for the term of the consulting engagement, including billing and payment schedules
- Performing an environmental audit (external and internal) and conducting market research to diagnose the client problem(s)
- Use of a range of consulting tools and techniques including: interviewing, research, and collaborative problem solving during the consulting process
- Development and modelling of soft skills such as teamwork, customer service, communications and problem solving during the consulting process
- Assessing the change readiness of the client’s organization through the use of change management skills and processes
- Completing a client consulting project including contracting, data collection and analysis, recommendations and, as appropriate, implementation to the satisfaction of the client

---

**PART TIME STUDY OPTIONS**
Part-time study options are not available for this program.

**EXPERIENTIAL LEARNING**
Client Project
George Brown College endeavours to provide field education opportunities with real-world challenges and clients. Find out more about field education at the Centre for Business.

THE INDUSTRY

Toronto is home to the largest concentration of head offices and consultancies in the country. The Canadian Association of Management Consultants (CMC-Canada) and George Brown College School of Management recently announced a new partnership that includes a student membership with the Canadian Association of Management Consultants.

Graduates of the Consulting graduate certificate program will earn work experience credits towards the professional experience requirements of the CMC designation. Visit the CMC Canada Association website for more information and details of the credentialing process.

Note: The requirements for each designation/certificate are set by the granting body, not George Brown College. In order to qualify for any of these designations/certifications, you need to follow the process listed on its website and meet all the requirements applicable to you.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Establish the parameters of a consulting project and build a client/consultant relationship.
2. Create and implement a project plan for the term of a consulting engagement.
3. Prepare and implement terms of reference and contracts for the term of the consulting engagement, including billing and payment schedules.
4. Perform an environmental audit (internal and external) and conduct market research to diagnose the client problem(s).
5. Use a range of consulting tools and techniques including: interviewing, research, collaborative problem solving during the consulting process.
6. Develop and model soft skills such as teamwork, customer service, communications and problem solving during the consulting process.
7. Assess the change readiness of the client’s organization through the use of change management skills and processes.
8. Complete a client consulting project including contracting, data collection and analysis and recommendations and as appropriate implementation to the satisfaction of the client.

REQUIRED COURSES

In order to graduate, you need to complete the following 7 Mandatory courses.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MGMT 4011</td>
<td>Introduction to Consulting</td>
<td>NONE</td>
</tr>
<tr>
<td></td>
<td>MGMT 4023</td>
<td>Project Management</td>
<td>NONE</td>
</tr>
<tr>
<td></td>
<td>MGMT 4086</td>
<td>Change Management</td>
<td>NONE</td>
</tr>
<tr>
<td></td>
<td>MGMT 4012</td>
<td>Strategic Analysis</td>
<td>NONE</td>
</tr>
<tr>
<td></td>
<td>MGMT 4025</td>
<td>Business Research</td>
<td>NONE</td>
</tr>
<tr>
<td></td>
<td>MGMT 4027</td>
<td>Financial Analysis</td>
<td>NONE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MGMT 4020</td>
<td>Consulting Projects (Field Work)</td>
<td>Successfully Completed Semester 1</td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates of the program will have the potential to find employment in management, strategic planning, operations planning, consulting firms, or independently create their own employment.

Potential positions may include:

- Internal Consultant in areas such as IT, HR, Finance
- Consultant for a consulting firm
- Independent Consultant

ADMISSION REQUIREMENTS

- College Advanced Diploma (3-year) or Bachelor's Degree
- Minimum 3 years of demonstrated, relevant work experience (resume and references required)

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission.

Please visit georgebrown.ca/englishproficiency for more details.
COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions page for more information.

HOW DO I APPLY TO THE PROGRAM

APPLY TO

Domestic students should apply through Ontario Colleges.

Sara Zubair (Graduate 2017);
Consulting, Consultant – Instructional Design, TuesdayAfternoon Media Inc.

“The Consulting program at George Brown provided a perfect balance between classroom and real world. Working with industry-leading organizations in my project provided me with the necessary competencies to be an effective consultant in the Canadian Market. This important part of the program led to being hired full-time by my client following finishing the final project and the program.”

CONTACT US

INFORMATION SESSIONS

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

DOMESTIC STUDENTS ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS

For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.
Phone: (416) 415-5000 ext. 2115

FINANCIALS/FEES

For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.

ENTRY ADVISING

For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. Book online:
   Complete and submit the Client Intake Form

CENTRE FOR BUSINESS

For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

CONSULTING (B414)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Mark Simpson, Program Co-ordinator
Email: msimpson@georgebrown.ca
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca

Book a Meeting with the Chair:
centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

This program is offered out of our School of Management and classes take place at our St. James Campus, mainly at 200 King St. E., and 290 Adelaide St. E., Toronto, ON, Canada.
Campus tours are offered on a regular basis. Sign up today!
George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
Looking to launch your own small business or grow your current one? In just eight months, our Entrepreneurship Management program will provide you with the skills, knowledge and support to design a full business plan that includes business research, marketing, financing and web strategy.

Bring your business idea, develop your business plan and get feedback from faculty, entrepreneurs and fellow students, so at the end of the program you are ready to launch your business.

Students may also have the option of presenting their finished business plan to Futurepreneur to be considered for a loan of up to $15,000 and a mentor for two years.

George Brown College supports entrepreneurial spirit and offers resources to help you start your own business. Find out more about opportunities offered through startGBC.

Upon successful completion of this program, you will have:

- Completed a full business plan for your proposed business
- Completed a financial plan including forecasting and cash flow
- Identified sources of funding
- Completed a marketing plan
- Prepared a website

This Centre for Business program is part of our School of Management.

Watch our past recording of the online info session for the Entrepreneurship Management Program

**PART TIME STUDY OPTIONS**

Part-time study options are not available for this program.

**PROGRAM STANDARDS AND LEARNING OUTCOMES**

1. Develop, present, and analyze a comprehensive business plan adapted to the enterprise that adheres to professional standards and practices.
2. Assess and use current concepts/systems and technologies to support business initiatives.
3. Develop strategies for implementing effective marketing plans that reflect an analysis of relevant resources and practices of an enterprise.
4. Use accounting and financial principles to support the management and operations of an enterprise.
5. Select sales and customer service strategies and apply them to the needs of an enterprise.
6. Apply a range of human resource practices that support and promote small business objectives and goals and optimize all functional areas of a small business operation.
7. Implement principles of supply chain management and operations management and analyze their impact on the operations of a small business.
8. Conduct small business activities and transactions in compliance with pertinent legislation, policies, health and safety and other regulations, professional and business standards, as well as tax, insurance and other fiscal requirements.
9. Promote principles of sustainability and corporate social responsibility that apply to small business initiatives.
10. Prepare and follow a plan for ongoing personal and professional development to establish and maintain entrepreneurial networking and business relationships and opportunities.
11. Plan, implement, and evaluate projects by applying project management principles to support the operation and management of a small business.
12. Use market research to optimize the operation of a small business.
13. Select and implement risk management strategies to support all aspects of the operation of a small business.

REQUIRED COURSES

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>Code</th>
<th>Course Name</th>
<th>Co-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRM 4002</td>
<td>Human Resources</td>
<td>NONE</td>
<td></td>
</tr>
<tr>
<td>LAW 4003</td>
<td>Legal Aspects of Entrepreneurship</td>
<td>NONE</td>
<td></td>
</tr>
<tr>
<td>MGMT 4042</td>
<td>Finance and Accounting for Entrepreneurs</td>
<td>NONE</td>
<td></td>
</tr>
<tr>
<td>MGMT 4043</td>
<td>Entrepreneurial Integrated Supply Chain Management</td>
<td>NONE</td>
<td></td>
</tr>
<tr>
<td>MARK 1042</td>
<td>Principles of Marketing</td>
<td>NONE</td>
<td></td>
</tr>
<tr>
<td>MGMT 4044</td>
<td>Business Research</td>
<td>NONE</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEMESTER 2</th>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 4045</td>
<td>Omni-Channel</td>
<td>NONE</td>
<td></td>
</tr>
<tr>
<td>MGMT 1036</td>
<td>Business Plan Creation</td>
<td>Successfully Completed Semester 1</td>
<td></td>
</tr>
<tr>
<td>MGMT 4046</td>
<td>Entrepreneurial Speaker Series</td>
<td>Successfully Completed Semester 1</td>
<td></td>
</tr>
<tr>
<td>MGMT 1028</td>
<td>Sales And Promotion</td>
<td>MARK 1042</td>
<td></td>
</tr>
</tbody>
</table>

FUTURE STUDY OPTIONS

For information on future study options, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

- College Advanced Diploma (3-year) or Bachelor's Degree or demonstrated, relevant work experience (resume and references required).

ENGLISH LANGUAGE PROFICIENCY

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Please visit georgebrown.ca/englishproficiency for more details.

COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions page for more information.

HOW DO I APPLY TO THE PROGRAM

APPLY TO

Domestic students should apply through Ontario Colleges.

Future Study Options

Educational Pathways B416

Entrepreneurship Management Graduate Certificate B416 (6 Months)

Career
CONTACT US

INFORMATION SESSIONS
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For general inquiries, please contact the Centre for Business:
   Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

SMALL BUSINESS ENTREPRENEURSHIP (B416)
For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Mario Pascucci, Program Co-ordinator
   Email: mpascucc@georgebrown.ca

Colin Williams, Chair, School of Management
   Email: c.williams@georgebrown.ca

Book a Meeting with the Chair:
centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS
This program is offered out of our School of Management, and classes take place at our St. James Campus, mainly at 200 King St. E. and 290 Adelaide St. E., Toronto, ON, Canada.
Campus tours are offered on a regular basis. Sign up today! You can also check out our virtual tour.

LINKS REFERENCE
2 https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3 https://www.futurpreneur.ca/en/
4 http://startgbgc.com/
5 https://www.georgebrown.ca/business/
6 https://www.georgebrown.ca/business/management/
7 https://www.georgebrown.ca/international/futurestudents/howtoapply/
9 https://www.georgebrown.ca/business_infosessions/
10 https://www.georgebrown.ca/admissions/
11 https://www.georgebrown.ca/international/
12 https://www.georgebrown.ca/financialaid/
13 https://www.georgebrown.ca/advising/faq/
14 https://www.georgebrown.ca/advising/appointments/
15 https://centreforbusiness.as.me/managementprospective
16 https://www.georgebrown.ca/business/management/
17 https://www.georgebrown.ca/campuses/st-james/
18 https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
19 https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061!8m2!3d43.6519459!4d-79.3700668
20 https://www.georgebrown.ca/campus_tours/
21 http://vt.georgebrown.ca/business

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The field of international trade can seem as large and complex as the world itself, encompassing disciplines such as strategic planning, law, finance, logistics and marketing. The International Business Management graduate certificate program at George Brown College simplifies this complex field with dynamic and interactive teaching methods, including case analysis and guest speakers.

You will learn about:

- Documents and procedures supporting the movement of products and services in a global supply chain
- Statutory and regulatory compliance
- Cultural etiquette, business protocols, ethical standards and legal practices
- International payment instruments and options
- Foreign exchange strategies
- Human resource strategies in an international operation

The Centre for Business program is part of our School of Management.

Watch our past recording of the online info session for the International Business Management Program.

PART TIME STUDY OPTIONS

Part-time study options are not available for this program.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Conduct an environmental scan to evaluate the impact of world issues on an organization’s international business opportunities.
2. Conduct, evaluate and present market research to support an organization’s international business decision-making.
3. Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization’s global supply chain.
4. Evaluate the impact of statutory and regulatory compliance on an organization’s integrative trade initiatives.
5. Develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization’s integrative trade initiatives.
6. Develop and present an international marketing plan, and evaluate sales strategies that support an organization’s integrative trade initiatives.
7. Identify and interpret relevant international financial documents, and evaluate financial strategies that support an organization’s integrative trade initiatives.
8. Analyze the impact of an organization’s integrative trade initiatives on its human resources management strategies, policies, and practices.
9. Develop and present an international business plan.
10. Manage the implementation and evaluation of team projects by applying project management principles.
11. Recommend strategies to support principles of corporate sustainability, corporate social responsibility and ethics associated with an organization’s integrative trade initiatives and evaluate their effectiveness.
12. Select and apply current technologies to support an organization’s integrative trade initiatives.

REQUIRED COURSES

In order to graduate from the B411 program, you need to complete 12 Mandatory courses.
**SEMESTER 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 4091</td>
<td>Global Trade Assessment</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4092</td>
<td>International Sales and Marketing</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4093</td>
<td>Supply Chain Management</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4094</td>
<td>International Market Entry Strategies</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4038</td>
<td>Intro to Freight Forwarding I</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4040</td>
<td>Customs Procedures I</td>
<td>NONE</td>
</tr>
</tbody>
</table>

**SEMESTER 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 4034</td>
<td>International Trade Finance</td>
<td>BUS4091</td>
</tr>
<tr>
<td>BUS 4037</td>
<td>International Trade Management</td>
<td>BUS4094</td>
</tr>
<tr>
<td>BUS 4039</td>
<td>Intro to Freight Forwarding II</td>
<td>BUS4038</td>
</tr>
<tr>
<td>BUS 4041</td>
<td>Customs Procedures II</td>
<td>BUS4040</td>
</tr>
<tr>
<td>BUS 4095</td>
<td>Capstone Project</td>
<td>Successful completion of Semester 1</td>
</tr>
<tr>
<td>BUS 4079</td>
<td>International Business Speakers Series</td>
<td>NONE</td>
</tr>
</tbody>
</table>

**YOUR CAREER**

Graduates of this program will be equipped to enter a wide range of positions across a broad spectrum of organizations involved in international business management. Examples of careers students may pursue after graduation include:

- Export Control Analyst
- Junior Import Coordinator
- Logistics Coordinator
- Logistics and Customs Coordinator
- Customs Rater

**FUTURE STUDY OPTIONS**

The International Business Management graduate certificate can also prepare students to pursue three industry designations/certifications in addition to the George Brown College graduate certificate if they choose to do so. These industry designations/certifications require additional exams and/or related work experience to qualify. Please check the official websites listed below to find the detailed requirements set by the granting bodies of these designations/certifications.

The three industry designations/certifications are:

- Certified International Trade Professional (CITP) designation offered by FITT (fit.ca). Please view equivalency course chart at georgebrown.ca/FITT.
- Certified Customs Specialist (CCS) designation offered by the Canadian Society of Customs Brokers (cscb.ca)
- Certificate in International Freight Forwarding (CIFFA), recognized and approved by the Federation of International Freight Forwarding Associations (ciffa.com)

**ACCREDITED EDUCATIONAL PARTNERSHIP AGREEMENT WITH FITT**

George Brown College has partnered with FITT (Forum for International Trade Training) to offer the FITT skills program. FITT is an international trade training and professional certification body. As the only organization of its kind in the world, FITT sets the standards and designs the training programs leading to the Certified International Trade Professional (CITP) designation. FITT’s quality training programs impart knowledge and practical skills that provide a competitive advantage to trade practitioners and elevate their position in world markets.
ADMISSION REQUIREMENTS

- College Advanced Diploma (3-year) or Bachelor's Degree or demonstrated, relevant work experience (resume and references required).

English Language Proficiency

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are considered for admission to the program based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the George Brown College English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details.

Course Exemptions

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

International (Visa) Students

Visit the International Admissions page for more information.

HOW DO I APPLY TO THE PROGRAM

APPLY TO

Domestic students should apply through Ontario Colleges.

Carlos Carli (Graduate 2016, International Business Management); Spanish Social Care Specialist, Shopify

“Starting in a new country is never easy; luckily for me, I landed in the right place. George Brown College feels like home with every interaction I have, no matter if I’m speaking with staff, colleagues or friends. The college gave me the opportunity to develop my professional skills by working as a Peer Coach and later on as the Marketing Coordinator for the Career Services Centre, an opportunity offered for my co-op term. I’m proud to be a George Brown International Business Management AND Strategic Relationship Marketing graduate.”

Anshul Arya (Graduate 2016, International Business Management)

“George Brown College provided me with numerous volunteering opportunities that helped me immensely in sharpening my soft skills and knowing more about initiatives happening in and around Toronto. As an international student, George Brown College was an excellent platform to start my long journey in Canada. In times to come, I would love to give back to the college in whichever way it’s possible and help in shaping the lives of international students.”

Dinh Truong (Graduate 2014, International Business Management); Compliance Officer, Goldium FX

“I could not have become who I am today without the people who are part of this community at George Brown. The experience you learn from this program, you can immediately apply it to the workplace when you’re looking for a job.”

Hear more about Dinh’s story in our video.

CONTACT US

INFORMATION SESSIONS

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

DOMESTIC STUDENTS ADMISSIONS

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INTERNATIONAL STUDENT ADMISSIONS

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For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

INTERNATIONAL BUSINESS MANAGEMENT (B411)

For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Anu Harder, Program Co-ordinator
Email: aharder@georgebrown.ca
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca
Book a Meeting with the Chair: centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS

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LINKS REFERENCE

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/business/
5. https://www.georgebrown.ca/international/futurestudents/howtoapply/
7. https://www.youtube.com/watch?v=UDRjvs1KOhE
8. https://www.georgebrown.ca/business_infosessions/
10. https://www.georgebrown.ca/international/
11. https://www.georgebrown.ca/financialaid/
12. https://www.georgebrown.ca/advising/faq/
14. https://centreforbusiness.as.me/managementprospective
17. https://www.google.com/maps/place/George+Brow+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
18. https://www.google.com/maps/place/George+Brow+College/@43.6519459,-79.3700668,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc061!8m2!3d43.6519459!4d-79.3700668

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
Graduates of the Project Management graduate certificate program will be prepared to manage project scope and change, provide goal setting, project control, project staffing, risk management, utilize project management tools and perform other functions in careers that incorporate project management or in stand-alone project manager positions.

Graduates will have demonstrated their knowledge, job skills, soft skills and abilities related to business in general and project management in particular.

This learning experience will enable graduates to demonstrate:

- Implementation of Project Management Institute knowledge areas such as processes, lifecycle phases and the embodied concepts, tools and techniques in order to achieve project success
- Adaptation of projects in response to issues that arise internally and externally
- Implementation of general business concepts, practices and tools to facilitate project success
- Application of project management practices to the launch of new programs, initiatives, products, services and events relative to the needs of stakeholders

This Centre for Business program is part of our School of Management.

Watch our past recording of the online info session for the Project Management Program.

PART TIME STUDY OPTIONS

Part-time study options are not available for this program.

EXPERIENTIAL LEARNING

Client Project
THE INDUSTRY

INDUSTRY FEEDBACK:

"George Brown’s Project Management field education course has allowed us to work with students on new projects that would have otherwise been delayed. The PM students, who had great talents and a diverse work and academic background, used their project management tools and planning processes skills to help Retail Council of Canada develop important operational procedures in membership and event management.

I would strongly recommend private and not-for-profit businesses take advantage of this valuable program that offers students real-life projects to test their skills for a career in project management and that also benefit participating companies."

Diane J. Brisebois, President & CEO, Retail Council of Canada

PMP AND CAPM CERTIFICATIONS

George Brown College is recognized as a Global Registered Education Provider with the Project Management Institute® (PMI®). Graduates of any of the George Brown College courses listed on PMI’s Registered Education Provider portal® will have satisfied the education requirements necessary to apply to the Project Management Institute (PMI®) for either the Certified Associate in Project Management (CAPM®) or the Project Management Professional (PMP®) certification.

PMI®, PMP®, and CAPM® are registered marks of the Project Management Institute, Inc.

Project Management Professional (PMP)®

The PMI’s PMP certification is an important industry-recognized certification for project managers. To apply for the PMP, you need to have either:

- A secondary degree (high school diploma, associate’s degree, or the global equivalent) with at least five years of project management experience, with 7,500 hours leading and directing projects and 35 hours of project management education. You will well exceed the 35 hours education requirement upon completion of the B415 Project Management Program.
- OR
- A four-year degree (bachelor’s degree or the global equivalent) and at least three years of project management experience, with 4,500 hours leading and directing projects and 35 hours of project management education. You will well exceed the 35 hours education requirement upon completion of the B415 Project Management Program.

Certified Associate in Project Management (CAPM)®

PMI’s Certified Associate in Project Management (CAPM)® is an entry-level certification for project practitioners. To apply for the CAPM, you need to have:

A secondary degree (high school diploma or the global equivalent and at least 1,500 hours of project experience OR 23 hours of project management education by the time you sit for the exam. You will well exceed the 35 hours education requirement upon completion of the B415 Project Management Program. The CAPM exam is 150 multiple choice questions.

Although the B415 Program is not a preparation course for writing the PMP or CAPM exams, these exams draw on materials found in the Project Management Body of Knowledge (PMBOK version 6) which is published by the Project Management Institute (PMI).

The course materials in the B415 program are also based on information found in PMBOK version 6. Therefore, the B415 Project Management Program will assist students preparing for the PMP or CAPM exams, by learning tools, techniques and concepts directly related to questions that appear on the PMP and CAPM exams.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Manage the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders.
2. Align the project to the organization’s strategic plans and business justification throughout its lifecycle.
3. Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders.
4. Implement the PMI project management knowledge areas, processes, lifecycle phases and the embodied concepts, tools and techniques in order to achieve project success.
5. Adapt projects in response to issues that arise internally and externally.
6. Interact with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment.
7. Utilize technology tools for communication, collaboration, information management, and decision support.
8. Implement general business concepts, practices, and tools to facilitate project success.
9. Reflect on their role and effectiveness as a leader and follower.
10. Apply appropriate legal and ethical standards.
11. Adapt project management practices to meet the needs of stakeholders from multiple sectors of the economy (i.e., manufacturing, technology, consulting, government, arts, media, and not-for-profit organizations).
12. Apply project management practices to the launch of new programs, initiatives, products, services, and events relative to the needs of stakeholders.
13. Appraise the role of project management in organizational change.
REQUIRED COURSES
In order to graduate from the B415 program, you need to complete 10 Mandatory courses.

SEMESTER 1
Week 1-7

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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</thead>
<tbody>
<tr>
<td>MGMT 4015</td>
<td>Scope and Quality Management</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4019</td>
<td>Risk Management</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4017</td>
<td>Organizational Behaviour</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4066</td>
<td>AGILE Project Management</td>
<td>NONE</td>
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Week 8-14

<table>
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<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>MGMT 4085</td>
<td>Schedule and Cost Management</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4057</td>
<td>Project Planning and Client Management</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4017</td>
<td>Organizational Behaviour</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4066</td>
<td>AGILE Project Management</td>
<td>NONE</td>
</tr>
</tbody>
</table>

SEMESTER 2
Week 1-14

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 4037</td>
<td>Project Management Case Studies</td>
<td>Completion of Semester 1</td>
</tr>
<tr>
<td>MGMT 4080</td>
<td>Business Acumen and Strategy Development</td>
<td>Completion of Semester 1</td>
</tr>
</tbody>
</table>

Choice of One Course From Below

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 4082</td>
<td>Real World Project Management</td>
<td>Completion of Semester 1</td>
</tr>
<tr>
<td>MGMT 4081</td>
<td>Project Management Simulation</td>
<td>Completion of Semester 1</td>
</tr>
</tbody>
</table>

YOUR CAREER
Graduates will be ready to lead or support various projects. Potential positions may include:

• Junior Project Manager
• Team Leader
• Project Coordinator
• Project Administrator
• Project Analyst

FUTURE STUDY OPTIONS
For information on future study options, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS
• College Advanced Diploma (3-year) or Bachelor's Degree or demonstrated, relevant work experience (resume and references required).

ENGLISH LANGUAGE PROFICIENCY
Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are considered for admission to the program based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the George Brown College English admission assessment

Please visit georgebrown.ca/englishproficiency for more details.

COURSE EXEMPTIONS
Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL STUDENTS
Visit the International Admissions page for more information.

HOW DO I APPLY TO THE PROGRAM
APPLY TO
Domestic students should apply through Ontario Colleges
Vakhid Mamedov (Graduate 2017, Project Management)

“All professors at George Brown College were very professional and helpful. I learned a lot from them: how to implement projects, how to plan and monitor them, and finally, how to close projects. One of the most important learnings of the program was how to communicate with clients and stakeholders at a high level. I enjoyed the studying process a lot. The network that I’ve earned while studying helped me get a job after graduation.”

CONTACT US

INFORMATION SESSIONS

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

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PROJECT MANAGEMENT (B415)

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Mark Simpson, Program Co-ordinator
Email: msimpson@georgebrown.ca
Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca

Book a Meeting with the Chair: centrofbusines.s.as.me/managementprospective

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4https://www.georgebrown.ca/business/management/
5https://www.pmi.org/
6https://ccrs.pmi.org/search/activities?SearchType=Activities&provider=4513
7https://www.pmi.org/certifications/types/project-management-pmp
8https://www.pmi.org/certifications/types/project-management-pmp
9https://www.pmi.org/certifications/types/certified-associate-capm
10https://www.georgebrown.ca/international/futurestudents/howtoapply/
12https://www.georgebrown.ca/business_infosessions/
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23https://www.georgebrown.ca/campus_tours/
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