



# Business Certificate/Diploma

## PLAR Candidate Guide

Prior Learning Assessment and Recognition (PLAR)

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### Prior learning credit options at Saskatchewan Polytechnic

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See [Get Credit for What you Know](#) for important information about all options to get credit for prior learning at Sask Polytech, including PLAR, transfer credit, Canadian Armed Forces credit, and equivalency credit.

### How to navigate this document

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This document contains links to other document sections or webpages. To return to where you were from another section in this document, press the *ALT* key and *left arrow* key at the same time. To return to this webpage from another webpage, close the other webpage or click back on the browser tab for this document.

### Contents of this guide

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This guide contains the following specific PLAR information and tools for this program

- A. [PLAR fees](#)
- B. [PLAR eligibility and options](#)
- C. [Dates when PLAR assessment is available](#)
- D. [Special directions for this program](#)
- E. [PLAR contact person](#)
- F. [Self-rating course outlines](#)

## A. PLAR fees

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Fees for PLAR challenges are set to cover our costs for consultation, assessment, and related administrative tasks. PLAR fees are non-refundable and non-transferrable.

The PLAR fees policy is subject to change for each new academic year. Please see the **Cost** section on the [PLAR webpage](#) for current fee information.

## B. PLAR eligibility and options

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To be eligible for PLAR you must consult with the [PLAR contact person](#) and be approved for PLAR assessment.

### Course prerequisites and corequisites

Some courses have one or more other courses that must be completed first (prerequisite) or at the same time (co-requisite). See [course outlines](#) in this guide to identify any pre or corequisites for each course. Discuss with your [PLAR contact person](#) how to deal with courses with corequisites.

### Block assessment

Some programs may assess a cluster of courses together in one block, which may save you time and effort. Ask the [PLAR contact person](#) whether there are any block assessment options in this program.

## C. Dates when PLAR assessment is available

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PLAR assessment for this program is available from Sept 1 to June 15 in each academic year.

**All PLAR assessments must be completed by June 15 of each academic year.**

## D. Special directions for this program

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**Review** the [PLAR process and FAQs](#) and the information in this guide.

**Self-rate** your learning for each course using the [Course Outlines](#) in this guide.

**Consult** with the [PLAR contact person](#) for PLAR approval. Be prepared to provide your resume, course self-ratings (see [section F](#)), and a partially completed [PLAR application](#). If you are approved for PLAR, the contact person will sign your PLAR application and explain next steps.

**Register** for PLAR at [Registration/Enrolment Services](#) once you have signed approval on your [PLAR Application Form](#). The PLAR fee will be added to your student account.

**Finalize** an assessment plan with your assigned assessor.

**Complete** assessment before your PLAR registration expires.

## E. PLAR contact person

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Contact the person below to arrange a consultation **after** you have read this guide and [general PLAR information](#) and rated yourself for each course (see next session). Consultation may be by phone, online, or in person. Be prepared to provide your resume, course self-ratings, and a partially completed [PLAR application](#). If agreement is reached to go ahead with PLAR, the contact person will sign approval on your PLAR application and explain the next steps. Admission to the program is required before you can register for PLAR.

**\*Note: FS (Financial Services); HR (Human Resources); INS (Insurance); ACCT (Accounting); RM (Risk Management); MGMT (Management); MKTG (Marketing); SM (Sports Management)**

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## F. Self-rating course outlines

Clicking on a course code below opens a page where you can rate yourself on the knowledge and skills assessed for PLAR credit. For Arts & Sciences courses, clicking on the course code opens another PLAR guide. The [PLAR contact person](#) for this program will refer you to another person to discuss PLAR for courses delivered by Arts & Sciences or another program/department.

COURSE CODE	COURSE NAME	Delivered by another department/program
<b>Business Certificate/Diploma - Semester 1</b>		
<a href="#">ACCT 122</a>	Introductory Financial Accounting 1	
<a href="#">ADMN 220</a>	Organizational Behaviour	
<a href="#">BCOM 105</a>	Business Communications	<a href="#">Arts &amp; Sciences CG</a>
<a href="#">BUS 104</a>	Introduction to Business	
<a href="#">COMP 120</a>	Business Solution Software	
<a href="#">ECON 120</a>	Microeconomics	
<b>Business Certificate/Diploma - Semester 2</b>		
<a href="#">HR 120</a>	Introduction to Human Resource Management	
<a href="#">LAW 220</a>	Commercial Law	
<a href="#">MATH 139</a>	Business Mathematics	<a href="#">Arts &amp; Sciences CG</a>
<a href="#">MKTG 120</a>	Marketing	
<b>And one of the following 2 courses</b>		
<a href="#">ACCT 125</a>	Introductory Financial Accounting 2	
<a href="#">ACCT 225</a>	Managerial Accounting	
<b>And one of the following 3 courses</b>		
<a href="#">ACCT 136</a>	Automated Accounting	
<a href="#">FIN 100</a>	Personal Finance	
<a href="#">INS 100</a>	Principles and Practices of Insurance	

COURSE CODE	COURSE NAME	Delivered by another department/program
<b>Business Diploma - Accountancy - Semester 3</b>		
<a href="#">ACCT 215</a>	Intermediate Financial Accounting 1	
<a href="#">ACCT 216</a>	Intermediate Financial Accounting 2	
<a href="#">ACCT 226</a>	Cost Accounting 1	
<a href="#">ADTG 220</a>	Auditing	
<a href="#">ECON 121</a>	Macroeconomics	
<a href="#">TAX 201</a>	Taxation 1	
<a href="#">TAX 202</a>	Taxation 2	
<b>Business Diploma - Accountancy - Semester 4</b>		
<a href="#">ACCT 217</a>	Intermediate Financial Accounting 3	
<a href="#">ACCT 218</a>	Intermediate Financial Accounting 4	
<a href="#">ACCT 219</a>	Management Information Systems	
<a href="#">ACCT 227</a>	Cost Accounting 2	
<a href="#">FIN 220</a>	Finance	
<a href="#">INDG 100</a>	Introduction to Indigenous Studies	
<a href="#">TAX 222</a>	Taxation 3	
<b>Business Diploma - Financial Services - Semester 3</b>		
<a href="#">ADMN 206</a>	Leadership Development	
<a href="#">ECON 121</a>	Macroeconomics	
<a href="#">FIN 211</a>	Financial Products and Services 1	
<a href="#">FIN 212</a>	Financial Products and Services 2	
<a href="#">FIN 227</a>	Financial Institution Operations	
<a href="#">IPSK 200</a>	Essential Business Skills	
<b>Financial Services Electives (1 of 13)</b>		

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>Delivered by another department/program</b>
<a href="#">ADMN 209</a>	Organizational Change	
<a href="#">ADMN 224</a>	Entrepreneurship	
<a href="#">ADMN 255</a>	Conflict Management	
<a href="#">FIN 220</a>	Finance	
<a href="#">HR 233</a>	Employee and Labour Relations	
<a href="#">HR 234</a>	Creating Healthy Organizations	
<a href="#">MKTG 221</a>	Relationship Selling	
<a href="#">MKTG 222</a>	Advertising and Marketing Communications	
<a href="#">MKTG 223</a>	Marketing Research	
<b>Business Diploma – Financial Services - Semester 4</b>		
<a href="#">FIN 232</a>	Strategic Financial Advising	
<a href="#">INVS 200</a>	Investment Funds in Canada 1	
<a href="#">INVS 201</a>	Investment Funds in Canada 2	
<a href="#">MGMT 209</a>	Strategic Management	
<a href="#">MGMT 214</a>	Project Management	
<a href="#">TAX 200</a>	Tax Fundamentals	
<b>Business Diploma - Financial Services Electives (1 of 13)</b>		
<a href="#">ADMN 224</a>	Entrepreneurship	
<a href="#">ADMN 255</a>	Conflict Management	
<a href="#">FIN 220</a>	Finance	
<a href="#">HR 233</a>	Employee and Labour Relations	
<a href="#">HR 234</a>	Creating Healthy Organizations	
<a href="#">MKTG 221</a>	Relationship Selling	
<a href="#">MKTG 222</a>	Advertising and Marketing Communications	

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>Delivered by another department/program</b>
<a href="#">MKTG 223</a>	Marketing Research	
<b>Business Diploma – Human Resources – Semester 3</b>		
<a href="#">ADMN 209</a>	Organizational Change	
<a href="#">ADMN 255</a>	Conflict Management	
<a href="#">HR 226</a>	Foundations of Talent Acquisition	
<a href="#">HR 227</a>	Talent Selection	
<a href="#">HR 231</a>	Strategic Compensation	
<a href="#">MGMT 208</a>	Cross-Cultural Management	
<b>Business Diploma – Human Resources – Electives</b>		
<a href="#">ADMN 224</a>	Entrepreneurship	
<a href="#">ECON 121</a>	Macroeconomics	
<a href="#">FIN 220</a>	Finance	
<a href="#">IPSK 200</a>	Essential Business Skills	
<a href="#">MGMT 209</a>	Strategic Management	
<a href="#">MGMT 214</a>	Project Management	
<a href="#">MKTG 221</a>	Relationship Selling	
<a href="#">MKTG 222</a>	Advertising and Marketing Communications	
<a href="#">MKTG 223</a>	Marketing Research	
<b>Business Diploma – Human Resources – Semester 4</b>		
<a href="#">ADMN 206</a>	Leadership Development	
<a href="#">HR 225</a>	Strategic Human Resources Management	
<a href="#">HR 228</a>	Training and Development Foundations	
<a href="#">HR 229</a>	Training and Development Delivery	
<a href="#">HR 233</a>	Employee and Labour Relations	

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>Delivered by another department/program</b>
<a href="#">HR 234</a>	Creating Healthy Organizations	
<a href="#">MKTG 227</a>	Digital Marketing	
<b>Business Diploma – Insurance Semester 3</b>		
<a href="#">ADMN 255</a>	Conflict Management	
<a href="#">MKTG 221</a>	Relationship Selling	
<a href="#">MKTG 225</a>	Public Relations	
<b>Business Diploma – Insurance Electives (1 of 14)</b>		
<a href="#">ADMN 224</a>	Entrepreneurship	
<a href="#">ECON 121</a>	Macroeconomics	
<a href="#">FIN 220</a>	Finance	
<a href="#">HR 233</a>	Employee and Labour Relations	
<a href="#">HR 234</a>	Creating Healthy Organizations	
<a href="#">IPSK 200</a>	Essential Business Skills	
<a href="#">MGMT 209</a>	Strategic Management	
<a href="#">MGMT 214</a>	Project Management	
<a href="#">MKTG 222</a>	Advertising and Marketing Communications	
<a href="#">MKTG 223</a>	Marketing Research	
<b>Business Diploma – Insurance Semester 4</b>		
<a href="#">ADMN 206</a>	Leadership Development	
<a href="#">ADMN 209</a>	Organizational Change	
<a href="#">INS 203</a>	Insurance Against Liability	
<a href="#">INS 208</a>	Introduction to Loss Adjusting	
<a href="#">INS 209</a>	Fundamentals of Loss Adjusting	
<a href="#">MGMT 208</a>	Cross-Cultural Management	



COURSE CODE	COURSE NAME	Delivered by another department/program
<b>Business Diploma – Insurance Elective (1 of 14)</b>		
<a href="#">ADMN 224</a>	Entrepreneurship	
<a href="#">ECON 121</a>	Macroeconomics	
<a href="#">FIN 220</a>	Finance	
<a href="#">HR 233</a>	Employee and Labour Relations	
<a href="#">HR 234</a>	Creating Healthy Organizations	
<a href="#">IPSK 200</a>	Essential Business Skills	
<a href="#">MGMT 209</a>	Strategic Management	
<a href="#">MGMT 214</a>	Project Management	
<a href="#">MKTG 222</a>	Advertising and Marketing Communications	
<a href="#">MKTG 223</a>	Marketing Research	
<b>Business Diploma - Management - Semester 3</b>		
<a href="#">FIN 220</a>	Finance	
<a href="#">HR 228</a>	Training and Development Foundations	
<a href="#">HR 229</a>	Training and Development Delivery	
<a href="#">MGMT 208</a>	Cross-Cultural Management	
<a href="#">MGMT 214</a>	Project Management	
<a href="#">MKTG 222</a>	Advertising and Marketing Communications	
<b>Business Diploma – Management Electives (1 of 12)</b>		
<a href="#">ADMN 209</a>	Organizational Change	
<a href="#">ECON 121</a>	Macroeconomics	
<a href="#">HR 225</a>	Strategic Human Resources Management	
<a href="#">HR 233</a>	Employee and Labour Relations	
<a href="#">HR 234</a>	Creating Healthy Organizations	

COURSE CODE	COURSE NAME	Delivered by another department/program
<a href="#">IPSK 200</a>	Essentials Business Skills	
<a href="#">MKTG 221</a>	Relationship Selling	
<a href="#">MKTG 223</a>	Marketing Research	
<b>Business Diploma – Management – Semester 4</b>		
<a href="#">ADMN 206</a>	Leadership Development	
<a href="#">ADMN 224</a>	Entrepreneurship	
<a href="#">ADMN 255</a>	Conflict Management	
<a href="#">HR 226</a>	Foundations of Talent Acquisition	
<a href="#">HR 227</a>	Talent Selection	
<a href="#">MGMT 209</a>	Strategic Management	
<a href="#">MKTG 227</a>	Digital Marketing	
<b>Business Diploma – Marketing – Semester 3</b>		
<a href="#">MGMT 214</a>	Project Management	
<a href="#">MKTG 216</a>	Fundamentals of Design and Branding	
<a href="#">MKTG 217</a>	Creative Design in Marketing Communications	
<a href="#">MKTG 221</a>	Relationship Selling	
<a href="#">MKTG 225</a>	Public Relations	
<b>Business Diploma – Marketing Electives (1 of 14)</b>		
<a href="#">ADMN 206</a>	Leadership Development	
<a href="#">ADMN 224</a>	Entrepreneurship	
<a href="#">ADMN 255</a>	Conflict Management	
<a href="#">ECON 121</a>	Macroeconomics	
<a href="#">FIN 220</a>	Finance	
<a href="#">HR 233</a>	Employee and Labour Relations	

COURSE CODE	COURSE NAME	Delivered by another department/program
<a href="#">HR 234</a>	Creating Healthy Organizations	
<a href="#">IPSK 200</a>	Essential Business Skills	
<a href="#">MGMT 209</a>	Strategic Management	
<b>Business Diploma – Marketing – Semester 4</b>		
<a href="#">MKTG 218</a>	Marketing Management	
<a href="#">MKTG 219</a>	Marketing Strategy	
<a href="#">MKTG 220</a>	Retail Strategy and Development	
<a href="#">MKTG 222</a>	Advertising and Marketing Communications	
<a href="#">MKTG 227</a>	Digital Marketing	
<b>Business Diploma – Marketing Electives (2 of 14)</b>		
<a href="#">ADMN 206</a>	Leadership Development	
<a href="#">ADMN 209</a>	Organizational Change	
<a href="#">ADMN 224</a>	Entrepreneurship	
<a href="#">ADMN 255</a>	Conflict Management	
<a href="#">ECON 121</a>	Macroeconomics	
<a href="#">FIN 220</a>	Finance	
<a href="#">HR 233</a>	Employee and Labour Relations	
<a href="#">HR 234</a>	Creating Healthy Organizations	
<a href="#">IPSK 200</a>	Essential Business Skills	
<a href="#">MGMT 209</a>	Strategic Management	

**ACCT 122 – Introductory Financial Accounting 1**

Your studies will focus on an introduction to financial accounting designed to provide you with accounting skills to handle business transactions. The course will include bookkeeping techniques, accounting for a merchandising concern and control over cash and receivables. ACCT 122 is a companion to ACCT 125 (Introductory Financial Accounting 2) which continues the study of basic financial accounting.

**Credit unit(s):** 5.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe accounting and its uses.			
2. Apply the “Accounting Equation” to business transactions.			
3. Prepare business transactions for a service company.			
4. Prepare period-end adjustments.			
5. Implement period-end accounting procedures.			
6. Demonstrate accounting for a merchandising company.			
7. Apply alternative methods of valuing inventories.			
8. Apply procedures for internal control over cash.			
9. Prepare transactions relating to receivables.			
10. Describe ethical accounting practices.			

## ADMN 220 - Organizational Behaviour

You will study human behaviour in organizations and develop the skills needed to deal with people at work. Your studies include content on individual behaviour, values, interpersonal relationships and communications, groups and team dynamics, organizational culture, leadership, and change. You will study these aspects of human behavior within the context of diverse formal organizations.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe organizational behavior.			
2. Describe organizational culture.			
3. Discuss diversity in organizations.			
4. Explain how emotions shape our behaviour.			
5. Explain how personality and values influence behavior.			
6. Discuss how perception influences the decision-making process.			
7. Apply various motivational models to improve performance.			
8. Demonstrate effective teambuilding skills.			
9. Use the appropriate leadership style in a situation using leadership theory.			
10. Explain how power and organizational politics relate to performance.			
11. Explain conflict management.			
12. Explain organizational change and strategies to overcome resistance to change.			

## BCOM 105 – Business Communications

You will develop fundamental employability skills through the study of the principles of communication and active listening techniques. The course content includes the development of effective writing skills and formatting. You will apply the principles and skills by writing business messages for positive, negative and persuasive purposes. You will examine ways to apply communication skills to cross-cultural and Indigenous situations. You will learn to apply effective presentation skills when delivering oral presentations. You will write business reports.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Use the communication process.			
2. Write grammatically correct sentences and paragraphs.			
3. Use research information.			
4. Apply business writing principles.			
5. Explain active listening techniques.			
6. Discuss the importance of Indigenous and intercultural awareness in communications.			
7. Use presentation skills.			
8. Write business reports.			

**BUS 104 – Introduction to Business**

You will be introduced to fundamentals of business. You will study structures, activities and forces that impact businesses. The course will explore the importance of ethical business practices, corporate social responsibility, and economic diversity in the global economy. You will begin your exploration of the functional business areas of leadership, human resources, operations, marketing, accounting, finance, and entrepreneurship. The course will prepare you for further study in these areas and others. You will work on a business case and prepare a simple business plan.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe the language and environment of Canadian business.			
2. Discuss the importance of ethics and social responsibility in Canadian business.			
3. Explain the role of Canadian businesses and diverse consumers in a global economy.			
4. Identify options and structures for organizing a business to achieve a specific organizational goal.			
5. Describe the nature of management and leadership in an effective business.			
6. Review the opportunities for entrepreneurship and small business.			
7. Recognize the importance of human resources in Canadian business.			
8. Discuss the role of marketing in Canadian business.			
9. Describe accounting and finance for Canadian business.			
10. Apply business concepts to a business case and through the preparation of a business plan.			

**COMP 120 – Business Solution Software**

Your studies will focus on the practical use of File Management, Outlook, Word, PowerPoint, and Excel from the Microsoft Office Professional software suite. You will learn a wide range of skills from intermediate to advanced in each of the applications.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Use the Windows environment.			
2. Apply best practices in managing Microsoft Outlook.			
3. Create business documents using Microsoft Word.			
4. Create business presentations using Microsoft PowerPoint.			
5. Use Microsoft Excel formulas and functions.			
6. Construct a chart from an Excel data sheet.			
7. Use Microsoft Excel tables.			
8. Manipulate multiple Excel worksheets and workbooks.			



## ECON 120 - Microeconomics

Your studies will focus on an introduction to microeconomics. You will learn how individuals, businesses and governments make decisions in a world of scarce resources and unlimited wants. You will study how production and consumption choices are made in a market economy. You will learn to analyze economic fundamentals in supply, demand, costs, response to price changes, and income distribution. Finally, you will gain an understanding of the most common market structures along with their price and output determination in the Canadian economic marketplace.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

Use a checkmark (✓) to rate yourself as follows for each learning outcome		Competent	Learning	None
<b>Competent:</b>	I can apply this outcome without direction or supervision.			
<b>Learning:</b>	I am still learning skills and knowledge to apply this outcome.			
<b>None:</b>	I have no knowledge or experience related to this outcome.			
1.	Describe the nature and methods of microeconomics while explaining the economizing problem society faces.			
2.	Describe common economic systems.			
3.	Demonstrate price equilibrium changes using the laws of demand and supply including their determinants.			
4.	Compute price elasticity of demand and supply.			
5.	Describe economic phenomena that affect the market system.			
6.	Compute the costs of production for a single firm.			
7.	Determine price and output levels under the perfectly competitive market structure in the short run and long run.			
8.	Determine price and output levels under the monopolistic market structure.			
9.	Explain the characteristics of monopolistically competitive firms and industries and oligopolistic firms and industries.			

## HR 120 – Introduction to Human Resource Management

Your studies will focus on an overview of human resource management and practices. You will discuss and apply the concept of job analysis: planning, recruiting, and selection processes; training, developing and compensation considerations, and management performance and labour relations. You will discuss employee and organizational ethics throughout the course, and your studies will emphasize the use of human resource management to achieve high organizational performance.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe how an organization utilizes various systems and the management of human resources to achieve its objectives.			
2. Explain the legal and ethical responsibilities of both an organization to its employees and the employees to the organization.			
3. Apply the concepts of analyzing work and designing jobs.			
4. Discuss the process for planning and recruiting a representative workforce to meet an organization's strategy.			
5. Describe the elements of the selection process.			
6. Explain how training and development can impact employee and organizational effectiveness.			
7. Explain how performance management contributes to organizational efficiency and effectiveness.			
8. Describe the strategies of the total rewards model that is designed to attract, motivate and retain employees.			
9. Discuss the employment relationship in a unionized setting.			
10. Explain the contributions and effectiveness of human resource management on a high-performance organization.			

**LAW 220 – Commercial Law**

Your studies will focus on the field of commercial law. You will apply the concepts of contract law and how these concepts are influenced by various legislative acts and common law. Other legal concepts in your studies will focus on: torts, agency, various forms of business organizations, the sale of goods, employment, bailment, insurance, real and intellectual property, and secured transactions.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe how laws have evolved to facilitate our society.			
2. Describe the Canadian law as it applies to Aboriginal law.			
3. Apply the law of torts.			
4. Determine if the elements contained within an agreement make it an enforceable contract.			
5. Demonstrate the impact of various problems in a contract and the extent of rights associated with a contract.			
6. Demonstrate how a contract may be brought to an end.			
7. Apply the law relating to the Sale of Goods Act and consumer protection.			
8. Apply the law relating to agency and employment relationships and the protection of confidential information.			
9. Apply the laws relating to sole proprietorships, partnerships, and corporations.			
10. Apply the laws relating to bailment, real property, and insurance.			
11. Describe the law relating to intellectual property and the role of privacy acts.			
12. Apply the law relating to security for debt and the distribution of debtor’s assets in bankruptcy.			

**MATH 139 – Business Mathematics**

You will solve business problems involving ratios, proportions, and percentages. You will use the concept of the time value of money and how it is applied to both simple and compound interest. You will calculate ordinary annuities and bonds.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Apply ratio, proportion, and percent to solve a variety of business problems.			
2. Determine trade discounts, cash discounts and mark-ups.			
3. Perform exchange rate calculations.			
4. Solve problems involving simple interest.			
5. Apply time value of money to problems.			
6. Solve problems involving compound interest.			
7. Examine ordinary annuities.			
8. Calculate the value of bonds.			

## MKTG 120 - Marketing

You will discover the dynamic field of marketing. You will explore what marketing is, how it works, and the effect it can have on consumers and society. At the end of the course, you should have a strong sense of how to market ideas, skills, as well as products and services. You will apply these marketing concepts: the strategic marketing planning process, market research, segmentation, positioning, consumer behaviour, and the marketing mix.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Explain marketing fundamentals.			
2. Analyze the marketing environment.			
3. Discuss consumer behavior.			
4. Use marketing research methods.			
5. Demonstrate market segmentation, target market, and market positioning for a product, service, or brand.			
6. Explain product, service, and brand marketing strategies.			
7. Explain pricing considerations and strategies.			
8. Describe the importance of marketing channels.			
9. Apply basic integrated marketing communication strategies including social media.			
10. Create a strategic marketing plan.			

## ACCT 125 - Introductory Financial Accounting 2

Your studies will focus on an introduction to financial accounting building on the skills you learned in ACCT 122 (Introductory Financial Accounting 1). Your studies include these topics: accounting for property, plant and equipment assets, current and non-current liabilities, partnerships, and corporations and accounting for payroll. In addition, you will learn to prepare a cash flow statement and perform ratio analysis.

**Credit unit(s):** 5.0  
**Prerequisites:** ACCT 122  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Demonstrate accounting for payroll.			
2. Account for property, plant and equipment assets.			
3. Account for intangible assets.			
4. Account for current liabilities.			
5. Account for non-current liabilities.			
6. Account for partnership transactions.			
7. Account for corporate transactions.			
8. Prepare a cash flow statement.			
9. Perform ratio analysis of financial statements.			
10. Debate ethical considerations in accounting.			

**ACCT 225 - Managerial Accounting**

Your studies will provide an introduction to the fundamentals of managerial accounting. You will use cost concepts, manufacturing accounting, cost allocation and budgeting processes, and you will be able to employ appropriate managerial accounting techniques for decision making.

**Credit unit(s):** 5.0  
**Prerequisites:** ACCT 122  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Define basic management accounting terms and concepts.			
2. Record cost flow information in financial schedules.			
3. Use a basic job-order costing system.			
4. Use cost behaviour analysis to account for costs incurred by a business organization.			
5. Use Cost-Volume-Profit Analysis as a decision-making tool.			
6. Use financial performance measurement information to evaluate business divisions.			
7. Apply cost flow information to budget process documents.			
8. Interpret variances using flexible budgeting tools.			
9. Employ appropriate managerial accounting techniques for decision making in a business environment.			

**ACCT 136 - Automated Accounting**

Using an automated accounting software package, you will learn how to enter transactions into journals (general, purchase, payments, sales, cash receipts and payroll) and ledgers (general, accounts receivable, accounts payable and payroll), learn to account for inventory, and learn to prepare banking records. You will also prepare the initial automated accounting setup for use by a company.

**Credit unit(s):** 4.0  
**Prerequisites:** ACCT 105 or ACCT 122  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Enter transactions in the General Journal.			
2. Enter transactions in the Purchases and Payments Journals.			
3. Enter transactions in the Sales and Cash Receipts Journals.			
4. Enter payroll transactions.			
5. Enter inventory transactions.			
6. Design an accounting system for a small business.			
7. Enter payroll records.			
8. Enter quotes and orders.			
9. Enter banking transactions.			



**FIN 100 – Personal Finance**

You will explore concepts related to planning and managing personal finances. You will develop the knowledge and decision-making tools to help you make sound financial decisions and/or provide advice to others. Your studies will introduce concepts in banking, deposit accounts, investing, tax and retirement planning. You will explore the uses and misuses of personal credit and review the importance of insurance and estate planning. You will apply the skills and knowledge that you develop in a wide variety of real-world situations.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss the personal financial planning process.			
2. Recognize the importance of personal financial statements and budgeting in successful money management.			
3. Identify tax concepts that impact personal financial planning.			
4. Explain various strategies for managing personal financial asset liquidity.			
5. Recognize the importance of various forms of credit as part of a well-developed financial plan.			
6. Review the significance of insurance in personal finance.			
7. Recognize the fundamentals of investing.			
8. Explain the value and purpose of retirement and estate planning.			
9. Apply the concepts of personal financial planning and management to various real-world scenarios.			

## INS 100 – Principles and Practices of Insurance

Your studies will provide an introduction to the principles and practices of the insurance industry. You will examine the multi-faceted nature of the insurance business, develop an understanding of risk and strategies to respond to it, and examine contract law as it relates to the industry. You will be introduced to the terms and practices of the insurance business.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Apply the risk management process.			
2. Describe the primary function and the five secondary functions of insurance.			
3. Explain how federal and provincial/territorial governments exercise controls to protect insurance consumers and safeguard insurer solvency.			
4. Discuss the three principles that reinforce indemnity.			
5. Explain the purpose of the sections commonly found in insurance policy and common insurance documents.			
6. Describe the different types of insurance providers.			
7. Explain how agents and brokers are regulated in respect to qualifications, licensing, operating requirements, and license renewal.			
8. Identify the relevant information commonly requested on insurance applications.			
9. Describe the key functions within the claims process.			
10. Discuss insurance organizations.			

### ACCT 215 – Intermediate Financial Accounting 1

You will complete an in-depth study of generally accepted accounting principles as applied to accounting for current assets. You will also learn about revenue recognition concepts applicable to both private and publicly accountable enterprises. Both International Financial Reporting Standards (IFRS) and Accounting Standards for Private Enterprises (ASPE) are considered as accounting standards.

**Credit unit(s):** 4.0  
**Prerequisites:** ACCT 125  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe the financial reporting environment.			
2. Describe the foundational principles of accounting.			
3. Perform the steps in the accounting cycle.			
4. Report financial performance.			
5. Prepare the statement of financial position.			
6. Perform accounting to recognize revenue from sales transactions and long-term contracts.			
7. Perform the accounting for cash, accounts receivable, and notes receivable.			
8. Perform the accounting for inventories.			

**ACCT 216 – Intermediate Financial Accounting 2**

You will complete an in-depth study of generally accepted accounting principles as applied to accounting for capital assets, and temporary and long-term investments. Both International Financial Reporting Standards (IFRS) and Accounting Standards for Private Enterprises (ASPE) are considered as accounting standards.

**Credit unit(s):** 4.0  
**Prerequisites:** ACCT 125  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Perform the accounting for temporary, long-term, and strategic investments.			
2. Perform the accounting for the acquisition, disposal, and exchange of capital assets.			
3. Perform the accounting for capital assets after acquisition.			
4. Perform the accounting for intangible assets and goodwill.			

## ACCT 226 – Cost Accounting 1

You will study introductory concepts of cost accounting theory and practice. You will focus on the differences between cost accounting and financial accounting, various cost accounting terms, an introduction to costing systems, and responsibility accounting using master and flexible budgets.

**Credit unit(s):** 4.0  
**Prerequisites:** ACCT 125  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Explain basic cost accounting terms and concepts.			
2. Prepare a schedule of Cost of Goods Manufactured.			
3. Use Cost-Volume-Profit Analysis as a decision-making tool.			
4. Analyze cost behaviors.			
5. Use a basic job-order costing system.			
6. Apply job costing skills in an activity-based costing environment.			
7. Prepare a Master Budget for responsibility accounting.			
8. Prepare a cash budget.			
9. Interpret direct cost variances using flexible budgeting tools.			
10. Interpret indirect cost variances using flexible budgeting tools.			
11. Explain the difference in net income between variable and absorption costing income statements.			

**ADTG 220 - Auditing**

Your studies will include an introduction to auditing, its objectives and reports, the types of evidence and documentations required, the study of internal control, and audit sampling. You will study the processes of the audit of revenue and collections and acquisitions and expenditures.

**Credit unit(s):** 4.0  
**Prerequisites:** ACCT 125  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Describe the auditing profession.			
2. Apply generally accepted auditing standards (GAAS) to various audit situations.			
3. Select the correct audit report to match audit findings.			
4. Describe the audit engagement.			
5. Gather audit evidence.			
6. Evaluate internal controls.			
7. Use audit sampling techniques.			
8. Audit the revenue and collections controls.			
9. Perform substantive tests – revenue and collection.			
10. Audit the acquisition and expenditure controls.			
11. Perform substantive tests – acquisition and expenditures.			

## ECON 121 – Macroeconomics

This course will help you to understand how our economy works at a national level, along with the problems and choices faced by any modern economy. You will learn how to measure and interpret the state of the economy with macroeconomic variables such as GDP, inflation, unemployment, money supply, and interest rate. You will study how monetary policy (money supply and interest rates) and fiscal policy (government spending and taxation) are used to smooth economic fluctuations. You will examine foreign trade and exchange rates in a global economy.

**Credit unit(s):** 4.0  
**Prerequisites:** ECON 120, ECON 100  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Explain key economic concepts and the economic way of thinking.			
2. Illustrate how our nation’s economic performance is measured.			
3. Interpret the meaning and implications of economic growth.			
4. Explain the state of the economy using the business cycle model including discussion of unemployment and inflation.			
5. Employ the Aggregate Demand – Aggregate Supply model to demonstrate the effect of expenditure changes on the economy.			
6. Discuss the effects of fiscal policy by the federal government on our economy, including deficits and debts.			
7. Demonstrate how the banking system creates and destroys money through the monetary multiplier.			
8. Illustrate the effects of monetary policy by the Bank of Canada on our economy.			
9. Demonstrate long-run macroeconomic adjustments.			
10. Illustrate how our national economy functions in a global world.			

## TAX 201 – Taxation 1

Your studies will include an introduction to the Income Tax Act including the structure of fiscal legislation, administration, and enforcement practices as they pertain to personal income tax. The course includes the calculation of taxable income, calculation of tax, and the completion of personal income tax returns.

**Credit unit(s):** 3.0  
**Prerequisites:** ACCT 125  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss Canadian Income Tax Legislation, administration, and enforcement of the Income Tax Act.			
2. Identify the residency status of an individual and the types of income each resident is to report.			
3. Determine the types of income and taxable benefits that are included in net employment income for tax purposes.			
4. Calculate the expenses that are deducted from employment income to arrive at net employment income.			
5. Determine the personal tax credits that are allowed for different individuals.			
6. Calculate personal federal and provincial taxes.			
7. Calculate taxable capital gains and allowable capital losses.			



## TAX 202 – Taxation 2

Your studies will include an introduction to capital cost allowance, net business income, and net property income. Goods and services tax (GST) and harmonized sales tax (HST) obligations for businesses are also introduced.

**Credit unit(s):** 3.0  
**Prerequisites:** TAX 201  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Compute the capital cost allowance amounts allowed as deductions for tax purposes.			
2. Determine net business income for tax purposes using the reconciliation method.			
3. Compute the correct amounts to be included and deducted for property income.			
4. Identify other sources of income and other deductions in the computation of Net Income.			
5. Calculate the maximum contribution allowed for Registered Retirement Savings Plan (RRSP) purposes.			
6. Prepare T1 returns manually and using income tax software.			
7. Determine goods and services tax (GST) and harmonized sales tax (HST) obligations for businesses.			

### ACCT 217 – Intermediate Financial Accounting 3

You will continue your study of financial accounting begun in ACCT 215 and ACCT 216. Your studies will include current and long-term liabilities, shareholders' equity, derivative and hybrid instruments, share-based compensation, and earnings per share. Both International Financial Report Standards (IFRS) and Accounting Standards for Private Enterprises (ASPE) are considered as accounting standards.

**Credit unit(s):** 4.0  
**Prerequisites:** ACCT 125  
**Corequisites:** None  
**Equivalent course(s):** None

Use a checkmark (✓) to rate yourself as follows for each learning outcome		Competent	Learning	None
<b>Competent:</b>	I can apply this outcome without direction or supervision.			
<b>Learning:</b>	I am still learning skills and knowledge to apply this outcome.			
<b>None:</b>	I have no knowledge or experience related to this outcome.			
1.	Perform accounting for non-financial and current liabilities.			
2.	Perform accounting for long-term financial liabilities.			
3.	Perform accounting for shareholders' equity.			
4.	Perform accounting for derivatives, hybrid and compound financial instruments, and share-based compensation.			
5.	Calculate basic and diluted earnings per share.			

**ACCT 218 – Intermediate Financial Accounting 4**

You will continue your study of financial accounting begun in ACCT 215 and ACCT 216. Your studies will include accounting for corporate income taxes and pensions, leases, changes in policy, estimates and correction of errors, and preparing the statement of cash flows. Both International Financial Report Standards (IFRS) and Accounting Standards for Private Enterprises (ASPE) are considered as accounting standards.

**Credit unit(s):** 3.0  
**Prerequisites:** ACCT 125  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Perform accounting for corporate income taxes.			
2. Perform accounting for pensions.			
3. Perform accounting for capital and operating leases.			
4. Perform accounting for changes in accounting policy, changes in estimates, and analysis and correction of errors.			
5. Prepare a statement of cash flows.			

## ACCT 219 – Management Information Systems

You will study fundamental concepts of management information systems including business processes, data organization, integrity, privacy and security, e-commerce, ERP systems, business analytics, system development life cycle, and hardware and software components.

**Credit unit(s):** 4.0  
**Prerequisites:** ACCT 122  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Identify general business information systems.			
2. Describe the business processes and competitive advantage within an organization.			
3. Analyze information security, privacy, and data integrity controls.			
4. Demonstrate data organization and knowledge management.			
5. Explain e-commerce theory and its impact on business.			
6. Analyze transaction processing and ERP systems.			
7. Apply business analytics tools to decision-making processes.			
8. Explain the systems development life cycle and the methods used for systems development.			
9. Analyze key hardware components in a system.			
10. Describe types and applications of systems software.			

## ACCT 227 – Cost Accounting 2

Your studies will be a continuation of Cost Accounting 1 (ACCT 226). You will study non-routine decision making, cost allocation theory and methods, process costing, hybrid costing systems, inventory management and sales and input variances.

**Credit unit(s):** 4.0  
**Prerequisites:** ACCT 226  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Use relevant cost techniques for non-routine decision making.			
2. Apply product pricing techniques.			
3. Allocate indirect costs to production.			
4. Allocate costs to joint products.			
5. Interpret sales and input variances.			
6. Prepare cost of production reports for companies using process costing.			
7. Prepare journal entries for spoilage, rework, and scrap under process costing.			
8. Prepare journal entries for spoilage, rework, and scrap under job costing.			
9. Prepare journal entries for costs under hybrid costing methods.			

**FIN 220 - Finance**

You will become familiar with the role of finance and its implication for risk, income and control, credit conditions and a firm's state of liquidity. The course content includes sources of capital and corporate borrowing, cost of capital theory and optimal capital structure, and the capital budget decision-making.

**Credit unit(s):** 4.0  
**Prerequisites:** ACCT 122  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Explain the goals and functions of financial management.			
2. Prepare an analysis of financial performance using financial statements, forecasts, and ratios.			
3. Demonstrate the effects of leveraging on financial conditions.			
4. Demonstrate the effects that working capital have on financing decisions.			
5. Determine current asset management from a cost/benefit approach.			
6. Apply financial formulas to calculate values and rates of return for financial assets and sources of short-term financing.			
7. Determine the cost of capital.			
8. Demonstrate the utilization of various models in capital budgeting decision.			
9. Apply statistical formulas to assess risk in capital budgeting.			
10. Discuss capital markets.			
11. Describe the role of investment dealers and differences between public and private placement in investment underwriting.			
12. Conduct an evaluation of factors involving financial decisions.			

**INDG 100 – Introduction to Indigenous Studies**

You will receive an introduction to the Indigenous cultural groups within Saskatchewan. You will learn about the colonization of Indigenous peoples by the Canadian state. Your studies will help you discuss current issues and explore possible solutions.

**Credit unit(s):** 1.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe Indigenous nations of Saskatchewan.			
2. Explain how colonization has impacted Indigenous peoples.			
3. Discuss current issues and possible solutions.			

### TAX 222 – Taxation 3

Your studies will expand on the material covered in Taxation 1 and Taxation 2, and you will learn the skills required to solve more complex problems for individual taxpayers. You will study the calculation of taxable income, calculation of corporate tax and the completion of corporate income tax returns.

**Credit unit(s):** 4.0  
**Prerequisites:** TAX 202  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Calculate capital cost allowance.			
2. Calculate taxable capital gains and allowable capital losses.			
3. Calculate net income and utilize available loss carryovers and other deductions to arrive at taxable income for individuals.			
4. Determine the tax effects of transferring property to non-arm’s length individuals including a spouse.			
5. Identify the residency status of a corporation and the type of income that must be reported.			
6. Calculate taxable income for corporations utilizing available loss carryovers and other deductions.			
7. Compute the tax, deductions, and tax credits to arrive at federal and provincial tax payable for public corporations.			
8. Compute the additional tax and deductions required to calculate federal and provincial tax payable for Canadian controlled private corporations.			
9. Calculate the dividend refund available to a corporation.			
10. Determine the tax effects on income for shareholder and corporation with regards to remuneration, shareholder loans, bonuses, and other payments.			
11. Prepare T2 returns manually and using income tax software.			



## ADMN 206 – Leadership Development

Through obtaining an understanding of organizational and personal leadership principles and practices, you will develop your own philosophies about leading and following in the workplace. Additionally, you will have the opportunity to pursue your own leadership development through self-reflection and the development of a leadership development action plan. Key topics include: strengths-based leadership, leadership ethics, embracing diversity and inclusion, developing core leadership skills, developing others, and empowering followers.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss leadership theories, traits, and styles.			
2. Explain the concept of strengths-based leadership.			
3. Discuss the role of leadership ethics in the workplace.			
4. Explain strategies for developing core leadership skills.			
5. Implement a leadership vision.			
6. Apply principles of developing people.			
7. Apply leadership strategies for embracing diversity and inclusion.			
8. Apply leadership strategies to establish a constructive climate.			
9. Implement leadership strategies to empower followers.			

**ECON 121 - Macroeconomics**

This course will help you to understand how our economy works at a national level, along with the problems and choices faced by any modern economy. You will learn how to measure and interpret the state of the economy with macroeconomic variables such as GDP, inflation, unemployment, money supply, and interest rate. You will study how monetary policy (money supply and interest rates) and fiscal policy (government spending and taxation) are used to smooth economic fluctuations. You will examine foreign trade and exchange rates in a global economy.

**Credit unit(s):** 4.0  
**Prerequisites:** ECON 120, ECON 100  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Explain key economic concepts and the economic way of thinking.			
2. Illustrate how our nation’s economic performance is measured.			
3. Interpret the meaning and implications of economic growth.			
4. Explain the state of the economy using the business cycle model including discussion of unemployment and inflation.			
5. Employ the Aggregate Demand – Aggregate Supply model to demonstrate the effect of expenditure changes on the economy.			
6. Discuss the effects of fiscal policy by the federal government on our economy, including deficits and debts.			
7. Demonstrate how the banking system creates and destroys money through the monetary multiplier.			
8. Illustrate the effects of monetary policy by the Bank of Canada on our economy.			
9. Demonstrate long-run macroeconomic adjustments.			
10. Illustrate how our national economy functions in a global world.			

## FIN 211 – Financial Products and Services 1

Excellent product knowledge is central to relationship banking. You will develop a solid understanding and knowledge of financial products and services. Your understanding will enable you to differentiate among products, compare products, and fully explain products to individual clients to meet their everyday financial needs. You will also acquire the foundation you will need to keep informed about trends and market innovations in retail products and services. All topics are dealt with in the context of a financial institution or credit union.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Identify the demand for money and financial products and services.			
2. Describe the financial industry sectors.			
3. Identify personal banking products and services used in today's marketplace.			
4. Demonstrate knowledge of various consumer lending products.			
5. Discuss the retail aspects of the mortgage industry.			
6. Identify the basic characteristics of mortgages.			
7. Identify basic business banking products and services used by most small and medium sized enterprises.			

## FIN 212 – Financial Products and Services 2

You will discover excellent product knowledge is central to relationship banking. You will continue to build your knowledge to develop a solid understanding of additional financial products and services. As you continue with the second component of the course, you will learn about consumer lending and investing in a financial institute setting. You will be introduced to topics on types of consumer credit, credit interviews, and investigation and collateral. You will also receive an overview of retail insurance and investment product solutions, along with retirement and estate products. You will be working with all these topics in the context of a financial institution.

**Credit unit(s):** 3.0  
**Prerequisites:** FIN 211  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe the credit application process of various types of credit.			
2. Implement the credit investigation process of various types of credit.			
3. Appraise the quality of various credit applications.			
4. Discuss the collateral documentation process and the multiple acts currently influencing the financial service industry.			
5. Illustrate various retail insurance products.			
6. Explain core investment services.			
7. Discuss the most significant retirement financing and products available to the retail customer.			
8. Describe wills and estate planning.			

## FIN 227 – Financial Institution Operations

Your studies begin with an examination of the transactional systems in financial institutions associated with delivering financial products and services. Subsequently, your studies will focus on the managerial systems that financial institutions use to meet corporate goals. You will review the rapid pace of change in the financial industry and explore future directions. You will examine internal policies and procedures which serve to ensure consistency and security through standardized practices. You will examine the crucial role that the financial industry plays in our economy. The course includes learning through a series of guest speakers from the financial services industry and field trips to various financial institutions.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

Use a checkmark (✓) to rate yourself as follows for each learning outcome		Competent	Learning	None
Competent:	I can apply this outcome without direction or supervision.			
<b>Learning:</b>	I am still learning skills and knowledge to apply this outcome.			
<b>None:</b>	I have no knowledge or experience related to this outcome.			
1.	Discuss the information management required in day-to-day decision making in the financial industry.			
2.	Describe the systems and practices used by financial institutions to meet clients' changing needs.			
3.	Discuss the ongoing challenge faced by financial service providers in terms of delivering excellent customer service.			
4.	Discuss the importance of the financial industry to the overall economy.			
5.	Explain the transactional systems through which financial institutions deliver products and services to their clients.			
6.	Explain the different types of risk faced by financial institutions.			
7.	Explain how FinTech's are changing the financial industry.			

## IPSK 200 – Essential Business Skills

In addition to developing your presentation, time management and emotional intelligence skills, you will be creating a personal brand that will communicate your individuality to the world. You will also practice proper Canadian business communication and etiquette in various circumstances to ensure success in your chosen field.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Deliver a professional business presentation.			
2. Develop time management skills.			
3. Develop emotional intelligence and coping skills.			
4. Use the elements of the communication process to have productive conversations in various business scenarios.			
5. Practice using proper communication channels considering your message, audience and situation.			
6. Create a personal brand.			
7. Demonstrate proper Canadian business etiquette.			

## ADMN 209 – Organizational Change

You will develop strategies and processes related to creating and fostering an evolving workplace culture that supports innovation, change, quality and learning and results in harmony between the organization’s needs and employee’s expectations while remaining consistent with the organization’s business plan in a competitive and changing environment. The course content emphasizes the importance of implementing change in the proper sequence of events and interactions.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss your attitude and reaction towards change management.			
2. Describe how the six-images framework of change management applies to your approach to change.			
3. Explain how the depth of an organizational change can impact what changes in an organization.			
4. Construct an effective change vision.			
5. Describe the different approaches to managing change.			
6. Describe the difference between sustaining a change and initiative decay.			
7. Use varied approaches to manage resistance to change.			
8. Demonstrate how to be an effective change manager.			

## ADMN 224 - Entrepreneurship

You will develop an understanding of entrepreneurial practice and the entrepreneurial mindset, as well as apply frameworks for ideation and innovation. Through the use of the Business Model Canvas, you will transform a small business opportunity into a feasible business model. You will then synthesize your knowledge and experience in a variety of management disciplines to prepare and present a comprehensive business plan.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe entrepreneurial practice and the entrepreneurial mindset.			
2. Describe the state of small business in Canada.			
3. Apply theories and frameworks for ideation and innovation.			
4. Examine a small business opportunity to determine its feasibility.			
5. Apply the Business Model Canvas to a new business idea.			
6. Develop a marketing plan for a new venture.			
7. Develop operations and human resource plans for a new venture.			
8. Develop a legal plan for a new venture.			
9. Develop a financial plan for a new venture.			
10. Prepare a business plan.			



## ADMN 255 – Conflict Management

Your studies will focus on an introduction to conflict resolution, designed to provide you with interest-based conflict resolution models and primary interpersonal skills to handle workplace conflicts. This course is designed not only as an introduction to developing skills in managing conflict, but also providing organizational leaders with skills to manage conflict. You will obtain insights and be educated in conflict theory, negotiation strategy, needs grounding related to basic interpersonal communication and management skills, such as rapport building, empathetic listening, behaviour modeling, reframing, problem solving and decision making.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe conflict and the environmental conditions that minimize conflict.			
2. Select the appropriate strategic approaches for managing conflict.			
3. Demonstrate responses to individuals at places on the response continua.			
4. Determine the ability of affected individuals to negotiate resolution to conflict.			
5. Prepare to resolve a conflict using an investigative process.			
6. Apply the elements of the collaborative discussion model.			
7. Apply appropriate strategies to conduct interest-based negotiations.			
8. Use communication skills to overcome barriers in integrative negotiations.			
9. Use mediation skills to resolve workplace conflict.			
10. Demonstrate decision-making skills to resolve conflict amongst parties.			
11. Apply the basic confrontation model to manage and diffuse direct conflict.			
12. Identify special situations in workplace conflict.			

## HR 233 – Employee and Labour Relations

Your studies will focus on “Labour Relations”, including union certification procedures, union structure, managing in unionized environments, applicable legislation affecting labour relations, collective bargaining, dispute resolution methods, and recent developments in the labour relations field. You will be encouraged to discuss and debate labour relations issues, to critically evaluate case studies and to monitor and report on current labour relations events. Through intensive simulations and experiential exercises, you will develop practical skills and abilities to reach a collective bargaining agreement.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe the Canadian Labour Relations (LR) environment.			
2. Explain the structure, composition and “organizing challenges” of Canadian unions.			
3. Explain the methods of strategically managing unionized workplaces.			
4. Identify the environmental, social and political factors that affect Canadian labour relations.			
5. Describe the legal framework of the Canadian collective bargaining process.			
6. Examine commonly bargained elements of a collective agreement.			
7. Differentiate key elements of the collective bargaining process.			
8. Differentiate principled negotiations from positional bargaining.			
9. Evaluate the results of preparation and bargaining.			

## HR 234 – Creating Healthy Organizations

Your studies will focus on the major influences of employee engagement and the impact on individual managers and the organization. You will examine the importance of sound employee relationship practices in the role of reaching organizational objectives. The course content includes equity and fairness, the influence of culture, diversity and equity, motivation, job design principles, performance management, occupational health and safety and workplace mental health.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Describe the major influences on the quality of employee engagement and the relationship of healthy organizations and its achievement of its organizational goals.			
2. Describe the influence of organizational culture and ways that management can create and support a healthy organizational culture.			
3. Describe core principles of a world class occupational health and safety program.			
4. Use elements of the Mental Health Commission of Canada’s National Standard to create a mentally healthy organization.			
5. Discuss the influence of job design and technology on employee engagement and the achievement of organizational goals.			
6. Create an employee engagement action plan using survey data.			
7. Examine the concept of human experience management and its correlation to healthy organizations.			
8. Examine employee performance management trends.			
9. Apply workplace ethics in various scenarios.			

## MKTG 221 – Relationship Selling

Your studies will focus on a comprehensive study and practice of all aspects of selling in today's dynamic market. Your studies will include the essential traits of a salesperson, psychological factors, product knowledge, selling aids, making the contact, closing the sale, sales management, and selling.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Explain selling as a profession in the technological age.			
2. Explain successful selling in the changing marketplace.			
3. Describe prospecting.			
4. Prepare the sales call and presentation.			
5. Use the situation, problem, implication, and needs payoff (SPIN) to find customer problems.			
6. Demonstrate elements of making a presentation including the use of emerging technologies.			
7. Practice overcoming objections.			
8. Practice closing the sale.			
9. Describe how to complete a sales follow up.			
10. Deliver a major sales presentation.			

## MKTG 222 – Advertising and Marketing Communications

You will develop an integrated marketing communication plan using current industry practices. Applying the theory and rationale to creating advertisements and developing media plans are key components of the course. These essential components will be complemented by an illustration of the strategic use of sales promotion, personal selling, public relations, and event marketing/sponsorship.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss marketing communications and its environment.			
2. Explain the relationship between advertisers and advertising agencies.			
3. Prepare a consumer profile and positioning strategy.			
4. Describe the integrated planning process.			
5. Practice the creative planning process.			
6. Use the advertising design process.			
7. Apply a media plan and strategy.			
8. Determine when it is best to use each of the following types of media: print-based, broadcast, out-of-home, direct response and interactive media communications.			
9. Demonstrate the integration of sales promotion, public relations and event/sponsorship marketing in an integrated marketing communications campaign.			
10. Prepare an integrated marketing communications plan.			

## MKTG 223 – Marketing Research

You will explore the importance of marketing research in decision making. You will discover and apply the marketing research process to develop a basic marketing research report. Topics of study include: research design, qualitative and quantitative data gathering methods, sampling techniques, and data analysis using statistical software.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe the role of marketing research.			
2. Describe the marketing research process.			
3. Examine methods of research design.			
4. Use secondary and online data for marketing research.			
5. Demonstrate qualitative research methods.			
6. Use quantitative data collection methods.			
7. Create survey measurement scales.			
8. Describe sampling designs and sampling procedures.			
9. Design questionnaires.			
10. Demonstrate data collection.			
11. Interpret data to provide information for decision making.			
12. Create a research report and oral presentation.			

## FIN 232 – Strategic Financial Advising

You will develop an efficient and effective response to a client's needs for financial services which is the ultimate goal of relationship banking. The course is designed to help develop you as a professional by providing you with the level of knowledge and skills necessary to match the client's financial needs and objectives to financial products and services. You will develop the competence to successfully complete business transactions and ultimately, you will achieve the level of confidence required by financial services professionals.

**Credit unit(s):** 4.0  
**Prerequisites:** FIN 212  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Practice questioning skills on simulated client scenarios.			
2. Apply the handling objections model.			
3. Demonstrate how to open a sales conversation.			
4. Apply the Exploring Needs model.			
5. Organize a staff meeting with simulated branch staff.			
6. Apply the Exploring Options model.			
7. Apply the Presenting Solutions model.			
8. Apply the Closing model.			
9. Apply the Cross-selling model.			
10. Discuss future contact management with clients.			
11. Conduct a comprehensive client interview.			

## INVS 200 – Investment Funds in Canada 1

This course is the first of two in the immersion of the world of mutual fund product knowledge. You will develop the required skills and understanding to advise clients about their mutual fund investments based on their objectives, timeline and risk tolerance. Your studies will include the following: a mutual fund representative’s legal, ethical, and professional responsibility. You will learn about the financial markets, the mutual fund industry, your role as a mutual fund sales representative, and different types of mutual funds. You will also gain a comprehension of the importance of the “Know Your Client” rule and how to apply it. Note: INVS 200 is offered under an agreement with the Canadian Securities Institute (CSI). Upon successful completion of this course and INVS 201, you will be eligible to write the licensing exam for the sale of mutual funds in the Canadian marketplace.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

Use a checkmark (✓) to rate yourself as follows for each learning outcome		Competent	Learning	None
Competent:	I can apply this outcome without direction or supervision.			
<b>Learning:</b>	I am still learning skills and knowledge to apply this outcome.			
<b>None:</b>	I have no knowledge or experience related to this outcome.			
1.	Explain the role of the mutual fund sales representative in Canada.			
2.	Describe an overview of the Canadian financial marketplace			
3.	Review economic concepts and laws.			
4.	Describe the process of getting to know the client.			
5.	Define the different kinds of clients in the marketplace regarding behavioral finance.			
6.	Differentiate the taxation effects of retirement products which may be included in mutual funds client’s purchase.			
7.	Differentiate various investment products including how they are traded in Canada.			



## INVS 201 – Investment Funds in Canada 2

This course is the second of two in the immersion of the world of mutual fund product knowledge. You will develop the required skills and understanding to advise clients about their mutual fund investments based on their objectives, timeline and risk tolerance. Note: This course is offered under an agreement with the Canadian Securities Institute (CSI). Upon successful completion of this course and INVS 200, you will be eligible to write the licensing exam for the sale of mutual funds in the Canadian marketplace.

**Credit unit(s):** 3.0  
**Prerequisites:** INVS 200  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Construct an investment portfolio.			
2. Identify the basic concepts included in various corporate financial statements.			
3. Describe the modern mutual fund.			
4. Compare conservative mutual fund options.			
5. Compare riskier mutual fund options.			
6. Identify alternative managed products that compete with mutual funds.			
7. Differentiate mutual fund performance by using comparison tools tailored to this industry.			
8. Compare mutual fund fees and services.			
9. Describe the process of selecting a mutual fund.			
10. Describe how mutual fund dealers are regulated in Canada.			
11. Review the key ethical standards in the mutual fund industry.			

## MGMT 209 – Strategic Management

You will study the key concepts, tools, and principles of strategy formulation and competitive analysis, designed to capitalize on emerging opportunities. Your studies are focused on information analyses, organizational processes, skills, business knowledge and judgement that managers must possess to devise strategy, to position their firms to sustain and maximize progress in the face of uncertainty and competition. You will take a general management perspective, viewing the organization as a whole entity by examining how policies in each functional area are integrated and woven to represent the whole firm to achieve sustainability and profitability in an ever changing and competitive environment.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe the strategic management process and the key elements.			
2. Analyze the external environment of the firm.			
3. Analyze the internal environment of the firm.			
4. Discuss the requirements and process for a company to gain and sustain competitive advantage.			
5. Design strategic value in global markets, recognizing industry change and continuing competitive pressures.			
6. Describe the industry life cycle and corresponding strategies.			
7. Demonstrate the relationship between strategic control and corporate governance.			
8. Discuss the advantages of a learning, ethical and socially responsible organization.			
9. Prepare a strategic plan and presentation.			

### MGMT 214 – Project Management

You will develop the skills and techniques required to make an effective contribution to, and have an immediate impact on, successful projects. You will develop the knowledge required to initiate, plan, execute, control and close projects. You will gain a working knowledge of MS Project software and be able to use it to schedule, budget and control projects.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p>Use a checkmark (✓) to rate yourself as follows for each learning outcome</p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss key project management concepts.			
2. Describe the essential role of a project manager.			
3. Demonstrate effective teamwork, team management and communication skills.			
4. Employ stakeholder, scope, and risk analysis to define a project.			
5. Practice project selection and initiation techniques.			
6. Illustrate planning techniques used in project management.			
7. Apply manual and MS Project scheduling techniques used in project management.			
8. Demonstrate cost management (budgeting) techniques utilized in project management.			
9. Recognize project control practices and techniques.			
10. Identify project closing techniques.			

**TAX 200 – Tax Fundamentals**

You will learn the fundamentals of personal taxation that include calculating income, deductions, taxable income, and tax payable. The culmination of these steps is the actual preparation of personal tax returns.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Determine the types of income and deductions that are included in net employment income for tax purposes.			
2. Determine net business income for tax purposes.			
3. Compute the capital cost allowance allowed as a deduction for tax purposes.			
4. Compute the correct amounts to be included and deducted for property income.			
5. Calculate taxable capital gains and allowable capital losses.			
6. Compute other sources of income and deductions in the computation of net income.			
7. Calculate taxable income for individuals.			
8. Determine the personal tax credits that are allowed for different individuals.			
9. Prepare a complete personal income tax return.			

**HR 226 – Foundations of Talent Acquisition**

Your studies will focus on the role and functions of recruitment and selection of human resource management. You will develop an appreciation for professional talent acquisition practices that meet Canadian legal standards. You will also develop an understanding of the essential role of sound staffing practices in relation to organizational productivity.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Describe the talent acquisition process.			
2. Explain the importance of ensuring valid and reliable measurement and assessment instruments and processes used as part of the talent acquisition process.			
3. Describe the legal issues that affect the practice of talent acquisition in Canada.			
4. Discuss the general process as well as the importance of job analysis and job descriptions relative to talent acquisition.			
5. Demonstrate how to develop an applicant pool using a variety of sourcing techniques and approaches including social media.			

## HR 227 – Talent Selection

Your studies will focus on the practical application of creating resumes, screening candidates and interviewing candidates. You will also learn about the importance of onboarding, engagement, development and employment terminations. Finally, you will learn how to evaluate an organization’s talent acquisition processes.

**Credit unit(s):** 3.0  
**Prerequisites:** HR 226  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Construct a professional resume using accomplishment-based statements.			
2. Demonstrate network recruiting.			
3. Practice screening applicants while respecting ethical and legal considerations.			
4. Discuss selection tests and the technical, ethical, and legal requirements governing them.			
5. Practice the interview process.			

## HR 231 – Strategic Compensation

You will develop a general understanding of the processes, techniques and issues human resource professionals encounter in developing and administering a total rewards program. You will learn the strategic importance of total rewards and how its issues can impact other areas of human resources. In addition, you will gain an understanding of the impact of contemporary social trends and legislative developments that affect decision making about the design of total rewards programs.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss effective total rewards programs.			
2. Align total rewards with organizational strategy.			
3. Apply the principles of employee motivation in the development of a total rewards strategy.			
4. Discuss the components of a compensation strategy.			
5. Explain the compensation strategy component options.			
6. Explain the compensation strategy formulation process.			
7. Apply job market information in the design of a compensation system.			
8. Develop a pay structure using the point factor job evaluation method.			
9. Explain the important factors in implementing performance pay and benefit plans.			

### MGMT 208 – Cross-Cultural Management

You will learn skills, knowledge and attitudes that support the transformation of diversity into a competitive advantage. Your studies will include the elements of culture that define societies, intercultural communication skills that support collaboration, and strategies that enhance organizational and personal efficiency and effectiveness.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Apply dimensions of culture.			
2. Interpret the diversity of Canadian consumers and businesses.			
3. Apply culturally-based approaches for managing time, expressing assertiveness, and managing conflict.			
4. Compare cross-cultural differences during the process of communication.			
5. Discuss manifestation of cross-cultural and intercultural issues in the workplace.			
6. Negotiate a solution to culturally based problems arising within a business.			
7. Develop negotiation skills to address issues arising from cultural differences between businesses.			
8. Develop strategies to leverage cultural differences into a competitive advantage.			
9. Illustrate strategies for personal adaptation and change that support successful integration into a cross-cultural and intercultural workplace.			



## HR 225 – Strategic Human Resources Management

Your studies will focus on developing and integrating human resource management (HRM) practices to further the organization's strategic direction. The course addresses human resource (HR) forecasting and planning, strategic approaches to other human resource management functions, creating learning organizations, diagnosing and analyzing organizational change, legal requirements, and current HRM issues. You will gain a holistic understanding and practical application of various strategic tools related to an organization's human resources function.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Demonstrate the practicalities of designing and implementing human resource strategies.			
2. Create strategies for improving organizational effectiveness.			
3. Demonstrate the necessary leadership capabilities to accomplish systemic change.			
4. Apply learning organization concepts.			
5. Use analytical skills in making human resource management decisions using financial and operating information and assessing results.			
6. Develop skills for diagnosing and analyzing change.			
7. Demonstrate tools to increase resilience, creativity and performance for individuals and organizations by using a coaching approach.			
8. Apply legal requirements as they pertain to HR policies and practices to promote organizational values and manage risk.			
9. Develop a workforce plan by identifying current and future talent needs to support the organization's goals and objectives.			
10. Apply knowledge of strategic human resource management to real and simulated work setting.			

## HR 228 – Training and Development Foundation

Through a combined theory and hands-on approach, you will analyze the strategic value of developing talent within an organization. You will leverage an instructional design model to determine a training need, design an effective training program and consider effective training program evaluation techniques.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss the strategic considerations of the organizational training and development process.			
2. Describe career development models that support organizational success.			
3. Demonstrate how learning and motivation theories impact training effectiveness.			
4. Perform a needs analysis in response to any given organizational concern to determine what intervention is appropriate.			
5. Design a blueprint to guide the development of instruction.			
6. Discuss the importance of training program evaluation.			
7. Discuss the different training methods that can be leveraged to support effective training delivery.			

## HR 229 – Training and Development Delivery

Through a combined theory and hands-on approach, you will leverage an instructional design model to develop, deliver and evaluate a training program based on an established training program design. Specifically, you will consider different training methods and different techniques for training delivery to align with a business need and the needs of learners. You will also develop and conduct training evaluations.

**Credit unit(s):** 3.0  
**Prerequisites:** HR 228  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Describe off-the-job training methods.			
2. Develop tools to support effective on-the-job training.			
3. Describe training technology principles and techniques.			
4. Prepare materials to deliver and implement training.			
5. Perform a training program evaluation for a given training initiative.			
6. Perform a financial cost benefit analysis.			

## MKTG 227 – Digital Marketing

You will explore the role of an effective online and social media presence in business marketing strategy. You will create and implement a strategic plan for social media marketing. You will use web and social media analytics to measure the effectiveness of a digital marketing strategy.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Analyze the digital marketing environment.			
2. Discuss online network structure and influence.			
3. Describe the social media marketing planning process.			
4. Demonstrate the use of social media communities for marketing.			
5. Discuss how marketers can engage consumers using social entertainment and social commerce.			
6. Demonstrate the use of social media analytics to evaluate a digital marketing strategy.			
7. Create a digital marketing campaign.			

## INS 202 – Essential Skills for the Insurance Broker and Agent

You will study the insurance business from a broker’s and agent’s perspective. Your studies will focus on the needs of personal lines clients and small commercial risks. The course introduces the concepts of the broker as an insurance intermediary, follows the progress of risk from initial broker-client contract, continues through the evaluation and application, and ends with the binding and issuing of a policy. Your studies also include major insurance product lines and common policy transaction.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Demonstrate functions of the intermediary.			
2. Apply broker’s skills.			
3. Illustrate the process of risk analysis.			
4. Apply principles of agent and client responsibilities to the application process.			
5. Explain the process of moving from quote to policy issue.			
6. Prepare the property insurance application.			
7. Prepare an application for insurance against liability.			
8. Prepare an application for automobile insurance.			
9. Explain renewals, endorsements, premiums and cancellations.			
10. Apply the broker’s role in the claims process.			

**INS 206 – Introduction to Insurance on Property**

The course content lays a foundation for references to discussions of property insurance in other courses in the Chartered Insurance Professional (CIP) program. Your studies will include discussion of current issues and legislation pertaining to insurance on property.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Discuss different types of property insurance.			
2. Apply Statutory Conditions to the property insurance policy.			
3. Use insurance perils provisions in practice.			
4. Apply common clauses and conditions to property policies.			
5. Illustrate issues of underwriting and claims in the property insurance industry.			

## INS 207 – Insurance on Habitational and Commercial Properties

You will study the anatomy of insurance coverage for commercial and habitational property risks. This will include an in-depth examination of Homeowners forms, common policy exclusions, and the purpose and use of policy endorsements. You will also study other common personal property coverage as well as the Commercial Property Broad Form policy.

**Credit unit(s):** 3.0  
**Prerequisites:** INS 206  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Discuss the Homeowners Forms.			
2. Apply exclusions to the Homeowners Forms.			
3. Use extensions, endorsements and floaters in Homeowners Forms.			
4. Describe the purpose of other habitational property coverages.			
5. Discuss the coverage provided in a Commercial Property Broad Form.			

**MKTG 225 - Public Relations**

You will consider the role of marketing in the strategic direction of organizations. You will develop the skills and knowledge to engage clients and marketing professionals in strategic discussions and make critical strategic marketing decisions. You will apply a broad knowledge of marketing concepts to the delivery of a comprehensive strategic marketing plan.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Explain how corporate planning provides direction for marketing planning and implementation.			
2. Develop a strategic market assessment to identify and choose market opportunities.			
3. Apply the frameworks, concepts and methods used in the development of effective marketing strategy.			
4. Plan branding strategies for integrated marketing activities.			
5. Demonstrate strategic team building skills to facilitate an integrated approach to the development and execution of marketing strategies.			
6. Apply skills in verbal and written persuasion to influence management decisions.			
7. Create a strategic marketing plan.			



## INS 203 – Insurance Against Liability

You will develop a basic understanding of the Canadian legal systems and their relationship to liability insurance. Your studies will include how different types of liability arise, how legal concepts apply to liability insurance, and how policies and coverages are available for liability exposure. The course content will outline basic underwriting considerations for various types of liability exposure.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Explain insurance against liability.			
2. Explain the components of negligence.			
3. Explain what defenses might be available against an allegation of negligence.			
4. Explain the principle of extra contractual liability contained within the Civil Code of Quebec.			
5. Discuss defenses available in Quebec.			
6. Identify general legal principles related to insurance against liability.			
7. Analyze products liability and its effects.			
8. Describe the insuring agreements and exclusions of the Commercial General Liability Policy.			
9. Identify aspects of the CGL declarations and Employers Liability coverage.			
10. Review emerging trends in liability insurance.			

## INS 208 – Introduction to Loss Adjusting

You will review concepts addressed in other insurance courses from a claims viewpoint. Studies will include a review of the Canadian legal systems, contract law, and other areas pertinent to insurance claims. The course content includes the standards of conduct that apply to claims adjusters.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe the legal and corporate environment of claims.			
2. Explain how federal/provincial governments, and other stakeholders, can influence claims practices.			
3. Employ insurance policy contract analysis to determine coverage for a loss.			
4. Describe the process of reporting a loss.			
5. Demonstrate strategies for communication with claim participants.			

### INS 209 – Fundamentals of Loss Adjusting

You will explore the practices of a typical claims adjuster, from receiving a notice of loss, investigating a claim, and negotiating a settlement. Students will have an opportunity to apply this knowledge in the context of an automobile physical damage loss, a residential property claim, and a comprehensive personal liability claim.

**Credit unit(s):** 3.0  
**Prerequisites:** INS 208  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Discuss the essential elements of investigating a loss.			
2. Apply claims property evaluation knowledge and the negotiation process.			
3. Apply knowledge of claims settlement.			
4. Review automobile physical damage claims.			
5. Apply adjusting knowledge to the settlement of residential property claims.			
6. Discuss liability claims under a typical personal lines insurance policy.			

## MKTG 216 – Fundamentals of Design and Branding

You will develop an understanding of the fundamental principles of design and how they can be applied to build an effective brand identity. You will consider the use of colour, typography and graphic elements to shape brand images and learn techniques to utilize design to effectively appeal to a brand’s target market. You will apply your knowledge in design to produce a comprehensive brand style guide and visual brand identity.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss principles of design and colour theory.			
2. Examine the importance of copyright law in design and branding.			
3. Prepare target audience profiles and personas to guide brand strategies.			
4. Analyze how to effectively use copywriting and typography in building a brand identity.			
5. Create graphic elements and patterns to enhance brand image.			
6. Design engaging digital content to support brand experiences.			
7. Compose a visual brand identity and brand style guide.			

## MKTG 217 – Creative Design Marketing Comm

You will build an understanding of the role that design has in the development and delivery of an organization’s communications and marketing strategy. You will develop skills in imagery, typography and graphic design, learn techniques to write and create effective communications messages, and apply these competencies across various digital and print media. You will produce a portfolio showcasing your skills learned throughout the course.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** MKTG 216  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Examine the importance of design and colour theory to marketing.			
2. Demonstrate the principles of design when producing marketing communications documents.			
3. Design creative content optimized for mobile and social media channels.			
4. Compose audio and video elements to effectively deliver marketing messages.			
5. Apply content, design and layout principles to web channels.			
6. Demonstrate the use of design for emerging technologies.			
7. Create an integrated portfolio that highlights design and marketing communication skills.			

## MKTG 218 – Marketing Management

You will develop skills critical to planning and coordinating the major marketing functions. You will consider the roles of environment and business analysis, planning, and performance measurement in marketing decision-making. You will apply your knowledge through case analyses and a simulation to demonstrate how to effectively formulate, implement and monitor marketing tactics, considering the importance of ethical guidelines for professional conduct and the fundamental responsibilities of working within the marketing field.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** MKTG 219  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss fundamental marketing concepts.			
2. Explain the role of professionalism in marketing.			
3. Explain how ethics and law apply to marketing related decision making.			
4. Prepare a situational analysis considering internal and external factors to assist in determining a competitive advantage.			
5. Propose marketing decisions based on the results of financial analysis.			
6. Apply the concepts of market segmentation, target marketing, and positioning.			
7. Choose marketing mix strategies to create a competitive advantage.			
8. Apply the case analysis format to fundamental marketing decision-making.			

## MKTG 219 – Marketing Strategy

You will consider the role of marketing in the strategic direction of organizations. You will develop the skills and knowledge to engage clients and marketing professionals in strategic discussions and make critical strategic marketing decisions. You will apply a broad knowledge of marketing concepts to the delivery of a comprehensive strategic marketing plan.

**Credit unit(s):** 3.0  
**Prerequisites:** None  
**Corequisites:** MKTG 218  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Explain how corporate planning provides direction for marketing planning and implementation.			
2. Develop a strategic market assessment to identify and choose market opportunities.			
3. Apply the frameworks, concepts and methods used in the development of effective marketing strategy.			
4. Plan branding strategies for integrated marketing activities.			
5. Demonstrate strategic team building skills to facilitate an integrated approach to the development and execution of marketing strategies.			
6. Apply skills in verbal and written persuasion to influence management decisions.			
7. Create a strategic marketing plan.			

**MKTG 220 – Retail Strategy and Development**

You will learn to recognize the multi facets of retailing and the importance of these in any business. The course content includes the conceptual and analytical foundations needed to understand all aspects of retail management. Your studies will also focus on a logical sequence targeted towards the development of a strategy for a retail firm and or product. You will learn the skills necessary to budget, plan and manage inventory.

**Credit unit(s):** 4.0  
**Prerequisites:** None  
**Corequisites:** None  
**Equivalent course(s):** None

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Discuss the role and importance and its impact on the Canadian economy.			
2. Demonstrate the relationship between the consumer buying process and the factors that influence the process.			
3. Recognize how retailers develop and implement communication programs with customer appeal.			
4. Apply the principles of customer service and customer relationship management.			
5. Compare retail locations based on organizational strategy, trade area decisions, and site assessment.			
6. Apply the principles of interior layout, space planning, design, merchandise presentation, and atmospherics.			
7. Prepare a sales forecast and merchandise plan based on organizational and merchandise objectives.			
8. Demonstrate how retailers build a competitive advantage by developing and managing their human resources.			
9. Explain how developing relationships with vendors will ensure effective and efficient buying.			
10. Apply principles of pricing strategy, approaches to pricing, and pricing adjustments.			
11. Develop a strategic retail plan.			