Course Outline - Diploma in Business Management

Academic Period: **2023 - 2024**

Applicable NOC Code: **Business management consulting (NOC 11201), Business Administration (NOC 1452, 1415)**

Credential Awarded - **Diploma**

Prerequisites - **Ontario Secondary School Diploma or equivalent**

Program Duration - **48 Weeks**

Avg Hourly Income in Toronto Region - **As high as $67.31 per hour**

Course Rationale -

The Diploma in Business Management program is designed to provide students with a comprehensive understanding of essential business principles, practices, and skills. It aims to develop their knowledge and competencies in areas such as business management, marketing, human resources, accounting, and office procedures. The program prepares students for successful careers in a variety of professional settings by equipping them with the necessary skills for effective planning, organizing, directing, controlling, and evaluating departments.

Course Description -

The Diploma in Business Management program is a 48-week training program that covers a wide range of topics in business management and related disciplines. Students will acquire knowledge and practical skills in areas such as business strategy, marketing techniques, human resource management, project management, financial accounting, and office procedures. The program emphasizes the development of critical thinking, problem-solving, and decision-making abilities necessary for effective business leadership.

Modules covered in the course -

1. **Business Management**: Gain a comprehensive understanding of key management principles and practices, including strategic planning, organizational behavior, leadership, and decision-making.
2. **Marketing**: Learn about marketing concepts, market research, consumer behavior, and develop skills in creating and implementing marketing strategies.
3. **Managing Human Resources**: Understand the role of human resource management in organizations, including recruitment, training, employee development, performance management, and labor relations.
4. **Microsoft Project**: Develop project management skills using Microsoft Project software to plan, schedule, and control projects, including resource allocation and project monitoring.
5. **Business English**: Enhance communication skills in a business context, focusing on grammar, vocabulary, business writing, and effective presentation techniques.
6. **Business Communication**: Develop effective oral and written communication skills for various business settings, including interpersonal communication, professional correspondence, and business presentations.
7. **Office Procedures**: Understand and apply standard office procedures, including document management, record-keeping, and office etiquette, to support efficient workflow.
8. **Fundamentals of Accounting**: Learn the basics of financial accounting, including the preparation of financial statements, budgeting, and financial analysis.
9. **Sage 50** (Formerly Known As Simply Accounting): Gain hands-on experience in using Sage 50 software for bookkeeping, financial management, and generating reports.
10. **QuickBooks**: Develop skills in using QuickBooks software for various accounting tasks, including invoicing, payroll, inventory management, and financial analysis.
11. **Windows Operating System**: Gain proficiency in using the Windows operating system, including file management, system customization, and troubleshooting.
12. **Office 365**: Utilize Microsoft Office 365 tools, including Word, Excel, PowerPoint, and Outlook, for various business-related tasks such as word processing, data analysis, presentations, and email management.
13. **Outlook**: Learn how to effectively use Microsoft Outlook for email organization, calendar management, task tracking, and communication.

Learning Outcomes -

Upon successful completion of the program, students will be able to:

1. Apply fundamental business management principles and concepts to analyze and solve complex business problems.
2. Develop and implement effective marketing strategies to promote products and services in diverse markets.

3. Understand and apply principles of human resource management, including recruitment, training, performance management, and employee relations.

4. Utilize Microsoft Project software to plan, execute, and monitor business projects effectively.

5. Communicate professionally and effectively in a business environment, both orally and in writing.

6. Employ office procedures and protocols to ensure efficient workflow and support organizational effectiveness.

7. Understand and apply fundamental accounting principles to manage financial records and analyze financial information.

8. Utilize accounting software such as Sage 50 (formerly known as Simply Accounting) and QuickBooks to process financial transactions and generate reports.

9. Demonstrate proficiency in using Windows operating systems and Office 365 tools for business-related tasks.

10. Utilize Microsoft Outlook for effective email management, scheduling, and communication.

Note: The learning outcome may vary based on every individual's learning objectives and focus on the program.

These course outcomes highlight the practical skills, knowledge, and competencies that students will acquire during the Diploma in Business Management program. The program aims to prepare students for successful careers in various administrative roles and provide them with a solid foundation for further studies or professional development in the field of business management.