

PROGRAM INFORMATION

Academic Year	2024 – 2025
Credential	Ontario College Diploma
Program Delivery	Full - Time
Length	4 Semesters
Program Codes	B303 - 2 Year Ontario College Diploma

DESCRIPTION

A modern skillset for the leading edge of business. Offered as a two-year diploma, Northern's Global Business, Entrepreneurship & Technology program will allow you to claim your place in the boardroom and beyond.

To excel in the era of digital transformation, you'll enjoy carefully curated courses that provide a solid foundation for your career in management and venture creation. You'll master corporate strategy and the all-important business plan.

You'll learn how geopolitical forces impact global markets and be challenged to find creative out-of-the-box solutions for complex real-world business problems. What's more — as technology continues to reshape our world you'll graduate knowing how to leverage artificial intelligence, virtual reality, robotics and cryptocurrency in the business landscape of the future.

CAREER OPPORTUNITIES

- Business development officer
- Marketing researcher and consultant
- Business management consultant and analyst
- Employed by management consulting firms in the private and public sectors

VOCATIONAL LEARNING OUTCOMES

1. Evaluate the impact of various world matters when managing a global business.
2. Assess and use information technology to increase business efficiency and/or effectiveness.
3. Collect, process, and interpret market research data to confirm trends and develop creative business initiatives and solutions.
4. Select, develop and implement strategies to conduct business with diverse populations using culturally appropriate methods.
5. Apply best practices in management of conflicts, complex family structures, diverse personalities, and difficult relationships.
6. Develop sound business strategies to facilitate trading in the global marketplace.
7. Apply sound financial principles in all business operations.
8. Apply quality control and assurance programs to global business processes and practices.
9. Conduct business in compliance with ethical, professional, and corporate responsibilities in a global business environment.
10. Employ entrepreneurial strategies to maximize the effectiveness of international business initiatives.

11. Communicate accurately, persuasively, and credibly to all stakeholders, to ensure effective business dealings.

PROGRAM COURSES

The following reflects the planned course sequence for full-time offerings of the program. Programs at Northern College are delivered using a variety of instruction modes. Courses may be offered in the classroom or lab, entirely online, or in a hybrid mode which combines classroom sessions with virtual learning activities.

Semester 1		Hours
AC1034	Introduction to Financial Accounting	56
BU1103	Introduction to Human Resources	42
BU1363	Introduction to Business Concepts	42
CM1323	Professional Communications	42
IN1173	Computer Applications for Business I	42
MA1024	Business Math I	56
MR1073	Introduction to Marketing	42
Semester 2		
AC2034	Financial Accounting II	56
BU3113	Organizational Behaviour	42
BU4033	Microeconomics	42
General Education Elective		-
MA2024	Business Math II	56
MR2003	Marketing II	42
Semester 3		
BU3103	Macroeconomics	42
BU3153	Business Planning	42
BU3163	Emerging and Exponential Technologies	42
BU3183	Design and User Experience	42
BU3193	Cross Cultural Competency and International Business	42
BU3213	Global Politics, International Law and Markets	42
BU3233	Technical Entrepreneurship	42
Semester 4		
BU3173	Creativity, Critical Thinking and Problem Solving	42
BU3203	Organizational Strategy and Adaptive Execution	42
BU3223	Global Digital Collaboration and Decentral Organizations	42
BU3243	Innovation and Disruption	42
BU3253	Management of Technology	42
BU3263	Introduction to Computer Science for Technology Managers	42

PROGRAM PROGRESSION

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

Sem 1: Fall 2024
Sem 2: Winter 2025
Sem 3: Fall 2025
Sem 4: Winter 2026

Winter Intake

Sem 1: Winter 2025
Sem 2: Summer 2025
Sem 3: Fall 2025
Sem 4: Winter 2026

ARTICULATION/TRANSFER AGREEMENTS

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program coordinator for specific details if you are interested in pursuing such an option. Additional information can be found at [Articulation Agreements](#).

WORK INTEGRATED LEARNING OPPORTUNITIES

N/A

ADDITIONAL INFORMATION

N/A

PROGRAM SPECIFIC REQUIREMENTS

N/A

ADMISSION REQUIREMENTS

- Ontario College Diploma: 2 Years/4 Semesters (B303)
- Ontario Secondary School Diploma (OSSD)
- Grade 11 Math (C, U)
- Grade 12 English (C, U)
- Or equivalent

Academic prerequisites for this program may be obtained free of charge through [Academic Upgrading](#). Applicants who do not have a high school diploma or equivalent and will have reached the age of 19 years on or before the start of the program must undergo academic testing and may be required to complete [Prior Learning Assessment & Recognition \(PLAR\)](#) process to demonstrate equivalency of admission requirements prior to admission into a program. For more details, please contact the Admissions Office at 705-235-7222 or admissions@northern.on.ca.

Additional Requirements for International Students

In addition to the general admission requirements, international students must have proof of English Proficiency and meet the requirements below:

1. Ontario College Diploma: 2 Years/4 Semesters (B303)
2. Proof of Senior High School Diploma/Certificate
3. English Proficiency (we will require one of the following):
 - IELTS Academic– International English Language Testing System: a minimum overall score of 6.0 must be achieved with no individual band score under 6.0; however, we will accept one band at 5.5.
 - TOEFL (Test of English as a Foreign Language): Computer-based overall minimum score of 79
 - PTE (Pearson Test of English) Academic – Graduate Diploma: 58+

If your country of citizenship has English as its official language, we may accept alternate proof of English Proficiency. All educational documents must be submitted in English and will be dependent on the country of citizenship. For more information, please contact admissions@northern.on.ca.

GRADUATION REQUIREMENTS

- 24 Program Courses
 - 1 Communications Course
 - 1 General Education Course

GRADUATION ELIGIBILITY

To graduate from this program, a student must attain a minimum of 60% or a letter grade of CR (Credit) in each course in each semester unless otherwise stated on the course outline. Students should consult departmental policies and manuals for additional detail and exceptions.

GRADUATION WINDOW

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

CONTACT INFORMATION

For questions about being admitted into the program, please contact Northern College Admissions at admissions@northern.on.ca or by phone at 705-235-3211 ext. 7222. For questions about the content of the program, contact the Program Coordinator.

Mikayla Lachance, Program Coordinator
Email: lachancem@northern.on.ca

COURSE DESCRIPTIONS

Semester 1

AC1034 Introduction to Financial Accounting

In this course, students will be introduced to the accounting cycle and the preparation of financial statements. Topics include recording entries, preparing financial statements and accounting for merchandising activities. This course will be essential for further study in financial accounting.

BU1103 Introduction to Human Resources

In this course, students will learn how proper recruitment/selection strategies, and training and development methods, maintain an organization's competitive advantage. The integral role of job design and analysis in affecting compensation management and performance appraisal decisions will be examined. Students will investigate a variety of employment and health and safety laws as they relate to managing a diverse workforce. In addition, the fundamental principles of the union-management framework will be explored.

BU1363 Introduction to Business Concepts

In this course, students will be introduced to business in Canada, focusing on introductory topics for those interested in employment in a business management role. Topics of study will include the relationships between the areas of finance, human resources, marketing, and operations within an organization, business ethics and social responsibility, management concepts and practices, and an exploration of the entrepreneurial spirit.

CM1323 Professional Communications

In this course, students will learn essential skills for success in college and the workplace. This course focuses on developing and strengthening oral and written communication skills, and critical thinking ability. During this course, students will engage in a variety of forms of communication with a focus on upholding the principles of academic integrity. Students will develop the skills necessary to create discipline-specific documents, practice business etiquette and professionalism, and apply critical thinking strategies to practical scenarios. Upon successful completion of this course, students will be able to plan and draft concise, coherent and well-organized writing assignments that are tailored to specific audiences and purposes.

IN1173 Computer Applications for Business I

In this course, students will gain practical experience with Microsoft Excel for Windows. Excel will be used to prepare various reports, presentations and applications which directly correlate to the critical-thinking requirements of the workplace. Students will gain practical experience working with formulas and functions, developing, and enhancing financial reports, organizing data with charts, data lists, and tables, managing multiple work sheets, workbooks, and external data sources, developing macros, using conditional functions, working with financial tools and functions, and performing what-if analysis.

MA1024 Business Math I

In this course, students will begin with a review of basic arithmetic and algebraic manipulations, continuing topics that include ratios, proportions and percentages, math of merchandising that include mark-ups and mark-downs, various payroll scenarios, and the evaluation and calculations using simple interest.

MR1073 Introduction to Marketing

This course is an informative introduction into marketing. Students will become acquainted with current Canadian marketing concepts, terminology and practices, examine strategies to apply them to contemporary marketing situations, and gain an understanding of how they affect an organization's profitability. Students will also explore consumer and business marketing, product planning, building customer relationships and creating customer value. This course provides a basic understanding of Canadian marketing structures and techniques including defining and segmenting target markets and interpreting market research data.

Semester 2**AC2034 Financial Accounting II**

In this course, students will examine, in more depth, select assets and liabilities found on the balance sheet as well as learn to account for equity transactions involving partnerships. Assets examined include cash, accounts receivable, notes receivable, plant, property, and equipment and intangibles. Liabilities studied will include short and long term notes payable, warranty liabilities and payroll liabilities.

BU3113 Organizational Behaviour

In this course, students will be introduced to managing and navigating organizational behaviour in a professional Canadian business environment, at the same time keeping in mind the increasingly interdependent nature of globalization. This course examines management and group dynamics from the manager as well as employee point of view, both in an professional setting. There is significant emphasis on how OB research into the area of workplace experience of managers and employees contributes to the productivity of the organization. The course brings in numerous examples of practical applications with the involvement of the learners from real-life situations and personal experiences to analyze the concepts discussed. There is also key emphasis on developing awareness towards corporate social responsibility and the relation between ethical practices and organizational behaviour.

BU4033 Microeconomics

This course is designed to introduce the student to the study of economics, beginning with the field of microeconomics. The course will use scientific theory in order to better understand the relationship and consequence of economic and business decisions. Additionally, this course will use mathematical procedures in order to predict and practically use economic models in real world settings. As oppose to Macroeconomics, Microeconomics will focus on the effects of business decisions on an industry or a single business specifically. Topics include: supply and demand, elasticity, consumer choice, and production costs in the short and long run.

General Education Elective

General Education Courses are selected online each semester by the student from a list provided and exposes students to a related area of study outside of their immediate academic discipline. Certain programs have predetermined electives.

MA2024 Business Math II

In this course, students will develop their business mathematics skills expanding them to compound interest scenarios that include single cash flows of future value and present value, ordinary simple annuities, ordinary general annuities, simple and general annuities due, deferred annuities, perpetuities and perpetuities due. Throughout the course, students will not only evaluate the requirements but also use their critical thinking skills

to evaluate appropriate investments to make and aspects of a variety of loans to consider all in a business environment whether that be in the private, public or not-for-profit sectors of industries.

MR2003 Marketing II

In this course, students will follow the accepted concepts of marketing, current marketing principles/practices, and their applications as functional decision-making management tools. Topics will include all aspects of product/service marketing and management, price determination and pricing strategies, distribution-related strategies, marketing communications strategies (including advertising, personal selling, sales promotions, event marketing and sponsorship, public relations and direct marketing) and non-profit marketing and global marketing. This course builds on the foundation of MR1073 Introduction to Marketing I. Students will continue to examine current Canadian material on marketing and determine strategies for developing new products and services that are consistent with evolving marketing needs and principles of sustainability. Students will apply their knowledge in producing a marketing plan where they will set marketing objectives, develop a marketing mix, along with developing marketing strategies. Budgetary considerations will be taken into account, and evaluation criteria identified. Students will also contribute to the development of pricing strategies and participate in conducting market research to provide information needed to make marketing decisions.

Semester 3**BU3103 Macroeconomics**

In this course, students will discuss large-scale economic phenomena to gain an understanding of the role and relevance of economics in business studies. Students will examine the behaviours of individual nations in a global economics context. This course will present the Economic Problem and discuss such concepts as scarcity, choice, opportunity cost as well as efficiency & unemployment. You will examine demand & supply and understand how and why economists measure the economy, while learning about GDP, national income and inflation. Further, students will explore business cycles and the aggregate expenditures model. They will review explanations for such things as prices and output in aggregate demand and supply from a macroeconomics perspective. And finally, students will consider federal government's fiscal policy, examine technological change, global trade and the effect of tariffs.

BU3153 Business Planning

Entrepreneurs starting new enterprises or entrepreneurs working to establish new projects within larger organizations require the essential skill of business planning to create effective strategic and operational plans, for both internal and external stakeholders. In this course the learner will be instructed in the business planning process in detail, with the goal of creating business professionals who can rapidly produce high quality plans.

BU3163 Emerging and Exponential Technologies

The world of the next decade will be shaped irreparably by the invention and democratization of emerging and exponential technologies. The business professional of the future will require a high level of understanding about the trends of technological development in order to help their organization act and re-act to fundamental changes. The theory of accelerating returns to technology and the nature of exponential change will form the guiding principles for an understanding of the following topics: artificial intelligence, machine learning, virtual reality, genetic manipulation, robotics, nanotechnology, block chains, cryptocurrency, and quantum computation.

BU3183 Design and User Experience

In the evolving business world of today design thinking is of special importance. This course explores the principles of design as it applies to the creation of new products, services and technologies. It explores design as both a conceptual framework and in terms of practical implementation. The process and importance of crafting user experiences will be discussed in detail.

BU3193 Cross Cultural Competency and International Business

Societies worldwide have never before been so interdependent or interconnected. Further, our societies are becoming increasingly multicultural. This course provides the learner with essential knowledge about a variety of world cultures and their business practices so that the learners can develop fluency in the conduct of business across national borders in both meet space and online.

BU3213 Global Politics, International Law and Markets

With the context of business becoming increasingly global and multinational the modern business professional needs an understanding of the broader political forces, the operation of law on an international basis, and the impact of world markets. This course will survey global political systems and their impact on business. Legal considerations for doing business across borders will also be considered. Finally, the function of markets with global importance will be discussed.

BU3233 Technical Entrepreneurship

Technical entrepreneurship is the form of entrepreneurship practiced by those leading technology focused companies. These companies are often involved in developing new technologies, but they may also be selling a technology product or service. Due to the highly technical nature of such ventures the skillset required of these individuals is distinct from traditional entrepreneurship. This course will cover some traditional entrepreneurial skills but will focus on the key skills needed for those wanting to found and lead companies of a technical nature. The skills taught can also be applied as an intrapreneur inside an existing organization, for the purpose of digital transformation.

Semester 4

BU3173 Creativity, Critical Thinking and Problem Solving

Solving business problems in the next decade will require a range of thinking skills including: the ability to generate and apply creative solutions, think laterally about problems, and applying engineering thinking to complex business situations. This course teaches the fundamental creative and critical thinking skills while emphasizing the discovery of novel approaches to real world business problems.

BU3203 Organizational Strategy and Adaptive Execution

The ability of companies to implement effective corporate strategies on ever shrinking time-scales differentiates winning companies of all sizes. This course provides the learner with both a theoretical overview of corporate strategy formulation and a practical skill set to execute strategy quickly while adapting to changing circumstances.

BU3223 Global Digital Collaboration and Decentral Organizations

The way in which modern organizations conduct business is becoming increasingly mediated by advanced telecommunications technology and online tools. Further, the very nature of organizations is dematerializing and being replaced at least partially by networked individuals and teams operating as decentralized

organizations. This course provides the learner with the skills to utilize advanced tools for collaborating in teams large or small.

BU3243 Innovation and Disruption

Business history of the last half-century has revolved around fundamental changes to society caused by innovation in technology and the disruption of old business models and markets. This trend is sure to continue well into the next decades. The course provides the learner with an understanding of the process of innovation and knowledge to apply innovative thinking to new problems. Further, the context of industry disruption will be discussed in detail with a look through the historical data and trends for the future.

BU3253 Management of Technology

Modern business professionals are often required to manage projects with some form of technological implementation or technological development effort. This course provides the framework by which projects of a technological nature can be managed effectively. The course will discuss systems thinking, technology readiness level, technology forecasting, technology scouting, and engineering management.

BU3263 Introduction to Computer Science for Technology Managers

The importance of understanding the basics of computer science and programming is today as important as reading, writing and arithmetic. This course is split into two parts: The first is a focus on computers and information technology from a systems perspective; The second is a practicum whereby learners will be exposed to the basics of the python programming language and run their code on a Raspberry Pi.