

# Business

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| <b>Program Locations:</b> | Peterborough  |
| <b>Program Code:</b>      | GBE   |
| <b>Co-ordinator:</b>      | Lloyd Clive   |
| <b>Credential:</b>        | Ontario College Diploma   |
| <b>Start Dates:</b>       | September 04, 2012 - January 07, 2013                           |
| <b>Tuition Fees:</b>      | \$1,864.70 per semester.<br>Tuition and fees subject to change. |



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**Fleming's flexible Business program offers a wide variety of business and related courses so you can discover and explore your personal career goals.**

## Program Highlights

Get on the road to success. This two-year Business diploma program provides:

- First-hand exposure to the business world
- Business experience from real-life situations of a work placement, as well as from classroom, group, and independent studies
- Courses include financial management, communications, marketing, business, math, developing business plans, human resources and operations management

## Why Choose Fleming

Want to fast-track into the working world? Begin your studies in January and you can study straight through the summer to complete your diploma faster and graduate sooner.

This program will prepare you for a career in today's ever-changing world. The **EDGE** focus within the Faculty of Business, Computing and Hospitality is founded on 4 principles:

- **Environmental Responsibility:** Learn how to contribute to a sustainable future. Ensure your career leaves a green footprint.
- **Diversity:** Work with a variety of people from faculty, administration, students and members of the community. Learn how to be creative and innovative.
- **Global Perspective:** Learn to compete on a level playing field in the global market.
- **Experience:** Gain real experience in your field through case studies, simulations, placements and applied projects.

Develop your **EDGE** at the Faculty of Business, Computing and Hospitality.

## Work Experience

Put your studies to work. As part of your program, you will complete a minimum of 70 hours of field placement. Field placement provides an opportunity to gain actual work experience while studying, and is mandatory for all business diploma programs. You'll arrange your field placements with the support of your program co-ordinator. This experience in a business or industry will also provide valuable contacts and a network for future employment.

## Is this You?

You will succeed in this program and career if you possess:

- Curiosity about business
- Problem-solving skills
- Analytical and creative thinking ability
- An entrepreneurial spirit
- Strong work ethic

## Career Opportunities

Choose the career direction you want to pursue with your Business diploma. With your understanding of key business functions, you will be a good candidate for many different positions. You will likely develop a proficiency in one or more areas, such as Human Resources or Marketing, which may lead you into a career in a business specialty.

## Minimum Admission Requirements

OSSD with the majority of credits at the College (C) and Open (O) level, including:

- 2 College (C) English courses (Grade 11 or Grade 12)
- 1 College (C) Math course (Grade 11)

When (C) is the minimum course level for admission, (U) or (U/C) courses are also accepted.

### **Recommended (but not required for admission):**

- Grade 12 College (C) Math

## Mature Students

If you are 19 years of age or older before classes start, and you do not possess an OSSD, you can write the Canadian Adult Achievement Test to assess your eligibility for admission. Additional testing or academic upgrading may be necessary to meet specific course requirements for entry to this program.

**\* Students starting in January are required to attend classes over the summer semester.**

## Related Programs

If you decide part-way through your program, that you really want to specialize in a specific business area, you can easily switch to another business program of your choice without loss of credits.

## Additional Costs

Approximately \$1,000 per year for books and supplies.

## Transfer Agreements

We are committed to providing students and graduates with flexible options to get maximum recognition of their college studies. Through joint programs and transfer agreements with the following universities, you can apply the learning you acquire at Fleming College to earn a related degree in less time, and at less cost.

- Athabasca University
- University of Lethbridge
- University of Lethbridge
- University of New Brunswick
- University of Ontario Institute of Technology
- University of Windsor

## Curriculum for Business

### Semester 1

| Code     | Course Name   | Hours |
|----------|---|-------|
| ORGB 3   | Business Essentials - A Survival Course                           | 45    |
| COMM 78  | College Communications for Business and Hospitality Professionals | 37    |
| ACCT 72  | Introductory Accounting   | 45    |
| COMP 345 | Introductory Computing  | 45    |
| MKTG 14  | Marketing   | 45    |
| MATH 11  | Math Fundamentals for Business Studies                            | 45    |

### Semester 2

| Code     | Course Name  | Hours |
|----------|--|-------|
| MGMT 159 | Cash and Investment Decisions                                    | 45    |
| COMM 148 | Communicating at Work for Business and Hospitality Professionals | 45    |
| MGMT 7   | Human Resources Administration                                   | 45    |
| INTL 4   | International Trade  | 45    |
| BUSN 20  | Operations Management  | 45    |
| ORGB 13  | Developing Effective Teams                                       | 45    |

## Semester 3

| <b>Code</b>           | <b>Course Name</b>             | <b>Hours</b> |
|-----------------------|--------------------------------|--------------|
| LAWS 4                | Business and Contract Law      | 45           |
| MKTG 8                | Effective Sales Techniques     | 45           |
| BUSN 11               | International Business         | 45           |
| BUSN 13               | Macroeconomics                 | 45           |
| <b>Choose TWO of:</b> |                                |              |
| INTL 1                | Basics of Importing            | 45           |
| MKTG 5                | Consumer Behaviour             | 45           |
| ORGB 7                | Contemporary Management Skills | 45           |
| BUSN 62               | Customer Service Management    | 45           |
| ORGB 9                | Negotiating Skills             | 45           |
| BUSN 61               | New Ventures                   | 45           |

## Semester 4

| <b>Code</b>           | <b>Course Name</b>   | <b>Hours</b> |
|-----------------------|--|--------------|
| MGMT 66               | Corporate Social Responsibility: Ethical Conduct of Business | 45           |
| FLPL 136              | Field Placement I (BAD/GBE)                                  | 70           |
| COMP 103              | Intermediate Computer Applications                           | 45           |
| MKTG 27               | Retail Essentials  | 45           |
| GENED                 | General Education Elective                                   |              |
| <b>Choose TWO of:</b> |  |              |
| ORGB 8                | Effective Problem Solving                                    | 45           |
| MKTG 12               | Internet/Direct Marketing                                    | 45           |
| MKTG 22               | Principles of Buying   | 45           |
| COMM 31               | Speaking Effectively to Groups                               | 45           |

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