Business, Entrepreneurship, Administration, and Management + Internship

PROGRAM OBJECTIVES

The Business, Entrepreneurship, Administration and Management Program equip aspiring entrepreneurs and business professionals with essential skills needed to thrive in today's dynamic and rapidly changing business world. Through a comprehensive curriculum and interactive learning methods, students gain knowledge in courses such as Digital Literacy, Project Management, Accounting, Organizational Behaviour, Digital Marketing, and more. Students also develop strong emotional intelligence through courses like Interpersonal Communication, Client Relations, and Diversity in the Workplace, ensuring effective communication and collaboration in diverse settings. Featuring a hybrid delivery model with synchronous, instructor-led remote classes and built-in self-study periods, this program is designed to support a diverse student body through dedicated self-study time and instructor office hours. Students are prepared for the workplace by learning to leverage AI technology, solve real-world scenarios, and participate in an internship, ensuring they graduate ready to succeed in today's business environment.

Eastern College is proud to be recognized as an Institute of Sales Professionals (ISP) Endorsed Training Provider. This program includes the Customer Service Excellence and Professional Selling course, an ISP Endorsed Training Program that connects students' learning to professional sales standards and the ISP Competency Framework. Graduates who successfully complete the program may also receive advanced standing for ISP programs, supporting their continued growth and credibility within the sales profession.

CAREER OPPORTUNITIES

Careers in finance, banking, marketing, personnel, accounting, and general management are available to those successful graduates who have the right combination of proper academic skills, personal drive, and dedication.

PREREQUISITES

1. Student has Grade 12 or equivalent or meets criteria for Mature Student Status.
2. Mature students must be 19 years of age, pass a qualifying test, and provide a Letter of Intent OR resume that supports their skills and aptitudes to be successful in the program.
3. The approved qualifying test for this program is the Wonderlic test. A passing score for this program is 16.

GRADUATION REQUIREMENTS

A student must obtain an overall grade, in each module of at least 60% in order to graduate and receive a diploma. Students must meet the internship requirements as detailed on this outline.

PROGRAM OVERVIEW

Course	Hours
Student Success Strategies	20
Digital Literacy for Professionals	40
Career Planning & Preparation - Level 1	20
Interpersonal Communication	40
Client Relations	20
Diversity in the Workplace	20
Microsoft Word	40
Microsoft Excel	40
Microsoft PowerPoint	20
Microsoft Outlook	20
Business Communication	40
Introduction to Accounting with QuickBooks	80
Intermediate Accounting with Sage 50	80
Advanced Accounting	80
Fundamentals of Project Management	40
Project Planning and Scheduling	40
Introduction to Business	40
Foundations of Small Business	40
Customer Service Excellence and Professional Selling	40
Entrepreneurship	40
Principles of Human Resources Management	40
Recruitment and Selection	20
Organizational Behaviour	20
Introduction to Management	40
Business Law	40
Introduction to Databases (using Microsoft Access)	20
Advanced Microsoft Excel	60
Introduction to Marketing	40
Digital Marketing Foundations	40
Career Planning & Preparation - Level 2	20
Internship	8 Weeks
TOTAL WEEKS	**65**
TOTAL HOURS	**1,340**

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COURSE DESCRIPTIONS

Student Success Strategies

This course stresses the importance of developing non-technical skills to enhance personal, academic, and career success. The course will address strategies that are important for all adult learners, such as managing finances, maintaining health and wellness, understanding learning styles, setting goals, and honing practical study skills (such as memory, reading, and test-taking techniques). In addition, this course emphasizes strategies needed to succeed in your program, such as navigating technology efficiently, interacting and engaging with peers and facilitators/instructors, and managing learning time and space.

Digital Literacy for Professionals

This course introduces the fundamental concepts and principles of learning and working in a digital environment. This course will cover the following elements: using devices and handling information, creating and editing information, communicating and collaborating, and being safe and responsible online.

Career Planning and Preparation - Level 1

This module will introduce you to and provide practice in using the tools required for a successful job search. The concepts covered in this module will help you maintain a career-focused approach throughout your studies so that you are better prepared to conduct a job search after graduating. Specifically, you will learn how to identify your soft and hard skills and how to articulate your abilities in a clear and concise Elevator Pitch that will appeal to employers and resonate with industry contacts. You will learn about the job search resources available to you including using career websites, creating LinkedIn profiles, accessing the “hidden” job market, and networking. You will examine sample résumés and cover letters and begin the process of creating your own professional résumés and cover letters that align with current conventions for content, organization, and formatting. You will also learn about the role of references, thank you letters, workplace philosophies, and strategies for success including maintaining a professional image and using proper etiquette when communicating with potential employers and industry contacts.

Interpersonal Communication

Effective interpersonal communication is vital for the success of any organization. It impacts working relationships, productivity, and a variety of other business activities. This course introduces the concepts of effective interpersonal communication in the workplace, considering internal and external professional relationships. You will also learn about telephone etiquette, which will prepare you to answer calls with confidence and professionalism, respond to customer/client inquiries effectively, and handle customer/client complaints. You will leave the course prepared to navigate the complexities of interpersonal communication with colleagues and clients.

Client Relations

In this course, you will learn the fundamentals of how a strong relationship with clients is developed and maintained. Professionalism, the importance of living up to obligations, and the various forms of prompt and attentive communication are discussed. The course will also provide you with the skills you need to articulate organization image and how to identify and adapt to specific client behavior styles and how to

measure and take corrective actions to provide client satisfaction and ensure positive relations. The course also introduces practical techniques needed to deal with clients that are angry and upset and explains the significance of maintaining and encouraging the loyalty of clients.

Diversity in the Workplace

This course introduces diversity and its strengths in the workplace. Among the topics covered are the strengths of diversity, its occasional challenges, how to manage diversity in the workplace, and the value of diversity training. Diversity in group dynamics is also addressed, with an emphasis on the strengths of a heterogeneous group and types of diversity.

Microsoft Word

This Microsoft Office Word course is created for you to build and validate the skills businesses need to succeed in today's information economy. It also provides you with the skills and knowledge you need to use Microsoft Office Word effectively in all aspects of your personal and professional lives. Word is the world's most popular word processing software. Learning how to create, edit, format and print documents, enhance work with formatting, use bullets and numbering, add simple borders, tables, headers/footers, organizing data columns, and styles, are the foundational skills needed to perform in many positions. This course is computer intensive and demands basic computer proficiency and a basic understanding of word processing software. The course combines Theory/demonstration by an instructor with readings, trainings, projects, and a final exam for you to work on in a simulation-based environment. You are expected to ensure you meet proficiency requirements for working in this environment.

Microsoft Excel

This Microsoft Office Excel course is created to help you build and validate the skills needed to succeed in today's economy. It will also provide you with the skills and knowledge you need to use Microsoft Office Excel effectively in all aspects of your personal and professional lives. Excel is the world's most popular spreadsheet software. Whether you are managing a household or running a small business, Excel will help you develop useful techniques to help business processes. This course is computer intensive and demands basic computer proficiency and a basic understanding of spreadsheet software. You are expected to make arrangements to meet proficiency needs as necessary.

Microsoft PowerPoint

This course will show you how to create and modify basic presentations by using Microsoft Office PowerPoint. You will explore the PowerPoint environment and create a presentation; you will format text on slides to enhance clarity and visual appeal; and you will also add and modify graphical objects in order to finalize and deliver a presentation. This course is computer intensive and demands basic computer proficiency and a basic understanding of PowerPoint software. You are expected to ensure you meet proficiency requirements for working in this environment.

Microsoft Outlook

This Microsoft Outlook course builds and validates the skills businesses need to succeed in today's information economy. It will also provide you with the skills and knowledge you need to use to effectively manage emails, contacts, calendars, and tasks. Outlook has become the corporate standard electronic

personal organizer. These are the foundational skills needed to communicate using Outlook in a variety of positions within an organization. This course is computer intensive and demands basic computer proficiency and a basic understanding of email software. You are expected to make arrangements to meet proficiency needs.

Business Communication

This course is designed to provide a basic understanding of communication skills in business environments. Focus will be placed on both written and spoken communications. You will review the basic writing process with emphasis on the mechanics of writing. You will also learn the importance of effective spoken communication, deliver an oral presentation, and participate in a mock meeting.

Introduction to Accounting with QuickBooks

This course introduces basic accounting concepts and procedures. This course addresses double-entry accounting, analysis of source information, classes of transactions, and the accounting cycle. Using these critical concepts, accounting skills are applied and integrated to record transactions using proper procedures and forms in both a manual and computerized accounting system, QuickBooks.

Intermediate Accounting with Sage 50

This course continues the exploration of accounting procedures in payroll, petty cash, and bank reconciliations. Central to this course is the merchandising firm and its accounting cycle, appropriate valuation of inventory, and cost of goods sold calculations. This material will be applied in both a manual and computerized accounting system, Sage 50.

Advanced Accounting

In this course, you will build on principles learned in the intermediate accounting courses. You will be introduced to more advanced concepts regarding assets and liabilities including accounting for bad debt, depreciation and long-term assets, cash flow analysis, and temporary and long-term investments. In addition, you will learn how to record the effects of partnership and corporate activity and analyze financial statements for decision-making.

Fundamentals of Project Management

This course will guide you through essential project management principles, offering comprehensive insights into concepts, tools, and crucial behavioral skills necessary for success in meeting project objectives. You will be equipped to achieve goals within specified timeframes, budgets, and performance standards, efficiently utilizing allocated resources. The ultimate goal is to ensure that project outcomes are accepted and valued by both customers and stakeholders.

Project Planning and Scheduling

This course introduces skills and techniques required to plan and schedule resources throughout the project life cycle by using professional project management tools and techniques and deploying computer programs. The core topics include planning, estimating, budgeting, scheduling, monitoring and controlling the project, and allocating resources to implement the project. Other essential techniques taught in this

course are scope planning, development of the WBS, developing schedules, network diagrams, allocation and leveling of project resources, and earned value analysis.

Introduction to Business

This course builds understanding of the competitive business environment and the strategies businesses employ to succeed amidst changes in the dynamic business landscape. You will gain insights into ethical issues and economic challenges, the role of leadership, and the importance of enterprise in any business structure. You will also engage in HRM systems and identify factors that motivate and demotivate workers. You will learn the importance of focusing on customer needs to develop a marketing mix that effectively appeals to target customers.

Foundations of Small Business

This course introduces the contemporary management skills required to manage small businesses. Students will examine the role of management, identify effective management, and explore techniques aimed at improving management skills in an ever-changing business environment.

Customer Service Excellence and Professional Selling

In the contemporary market, excelling at customer service is crucial in gaining a competitive advantage. Simply offering a quality product or service is just the starting point. With this course, you will explore the advantages of crafting effective service plans, delivering excellent customer service, and incorporating awards and assessments in a service-oriented culture. Additionally, this course aims to offer insights into developing successful sales presentation skills, emphasizing pre-selling activities, employing techniques for sales interactions, and making use of post-sales strategies to meet customer needs and desires.

Entrepreneurship

This course introduces the nature of business and entrepreneurship. You will obtain an overview of entrepreneurship and the entrepreneurial process then expand into key concepts including business types, customers, marketing, financials, and human resources.

Principles of Human Resources Management

In this course, you will explore the theory and practice of managing human resources and learn about the fundamental functions and competencies needed by HR practitioners and supervisors today. You will discover the employee life-cycle from job design, recruitment, and orientation to training and career development, discipline, and performance management. HRM provides an understanding of the systems and processes needed to develop and use the talents and energies of employees for the firm to gain a competitive advantage.

Recruitment and Selection

In this course, you will be supported in crafting and assessing recruitment strategies, covering aspects like recruitment, interviewing, and orientation. You will acquire skills for creating selection processes, utilizing valid assessment tools, and aligning recruitment and selection practices with organizational goals. The curriculum also encompasses effective advertising methods to attract candidates.

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Organizational Behaviour

In this course, you will assess the impacts of human behaviour on organizational performance through the study of personal values and perceptions, motivational techniques, effective utilization of teamwork, conflict resolution options, negotiation processes, leadership styles, approaches to decision-making, options for organizational structure, and change management. You will learn to predict potential impacts of human resources policies and practices on employee behaviour as well as recommend management practices to effectively address specific employee behaviours.

Introduction to Management

This course provides a foundation in the essentials of front-line management and supervision. The focus will be on practical supervisory management skills and day-to-day problem management by addressing the key functions of management and ethical decision-making. Topics include leadership, controlling, planning and organizing, team management, motivation, strategy, processes, style, and information.

Business Law

This course provides a study of the Canadian legal system and its effect on business and business organizations. Topics include business law, contracts and sales, torts, consumer protection issues, employment issues, the regulation of business organizations, finance, and debtor and creditor law. On completion, you will know about the various important areas of law impacting business and be able to apply the same in day-to-day decisions.

Introduction to Databases (using Microsoft Access)

This course covers the basic functions and features of Access. You will learn how to design and create databases; work with tables, fields, and records; sort and filter data; and create queries, forms, and reports.

Advanced Microsoft Excel

This course is aimed at students who have completed the Intermediate Excel course who need to learn more complex functions, data manipulation, templates, advanced formulas and functions, securing and sharing tools, pivot tables, and analysis tools.

Introduction to Marketing

In this course you will learn and understand the importance, impact, and role of marketing and marketing activities and the internal and external factors that will impact a marketing plan. You will learn how to effectively plan marketing activities strategically, based on conducting marketing research. You will also learn how to identify target customers and their needs.

Digital Marketing Foundations

This course provides a solid foundation in the strategic, tactical, and creative essentials of digital marketing. You will be introduced to many core concepts related to marketing communications and learn the fundamentals of digital marketing, including how it is different from traditional marketing. This course

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includes budgeting and its considerations. You will also have the opportunity to create a brand style guide and an analytics dashboard.

Career Planning and Preparation - Level 2

This module builds on concepts and skills introduced in the Career Planning and Preparation Level 1 module. In this subsequent module, you will update and refine your résumé and LinkedIn Profile. You will continue writing cover letters and learn the value of customizing cover letters to specific job postings. You will have the opportunity to apply this knowledge as you conduct a job search and write a cover letter tailored to an ideal job post. Through research, you will create a list of top employers and target current industry opportunities. You will learn about current methods for applying to job postings using technology. You will also gain an understanding of the job interview process, typical interview questions and possible responses, and expectations of both the interviewer and interviewee. In addition, you will engage in practical application of the interview process through role-play. Topics such as negotiating salary, self-management, and on-the-job success for placements and post-graduate employment will be also covered.

Internship

On successful completion of the classroom hours of this program, you will be placed in a 200-hour internship at an outside organization. You will have the opportunity to apply your newly developed knowledge and skills in a real-world environment.