



ASPIRE  
COLLEGE



# Advanced Diploma in Business Management

COURSE CURRICULUM  
2021

## Table of Contents

<b>1.0 COURSE OBJECTIVE</b> .....	<b>3</b>
<b>2.0 COURSE DURATION</b> .....	<b>3</b>
<b>3.0 ADMISSION REQUIREMENTS</b> .....	<b>3</b>
<b>4.0 COURSE LEARNING OUTCOMES</b> .....	<b>4</b>
<b>5.0 ASSESSMENTS AND GRADING STANDARDS</b> .....	<b>4</b>
<b>6.0 PROGRAM CORE UNITS</b> .....	<b>6</b>
<b>7.0 LEARNING OUTCOMES, TOPICS &amp; LESSON</b> .....	<b>7</b>
7.1 BUSINESS ESSENTIALS .....	7
7.2 PRINCIPLES OF MANAGEMENT .....	8
7.3 ADVANCED TECHNICAL WRITING.....	9
7.4 BUSINESS COMMUNICATIONS .....	10
7.5 BUSINESS ETHICS.....	11
7.6 BUSINESS MATH .....	12
7.7 MICROECONOMICS.....	13
7.8 MACROECONOMICS.....	14
7.9 QUANTITATIVE ANALYSIS .....	15
7.10 PRINCIPLES OF MARKETING .....	16
7.11 PROJECT MANAGEMENT .....	17
7.12 PRINCIPLES OF FINANCE.....	18
7.13 ENTREPRENEURSHIP .....	19
7.14 HUMAN RESOURCES MANAGEMENT .....	20
7.15 INTERNATIONAL BUSINESS .....	21
7.16 FOUNDATIONS OF LEADERSHIP .....	22
7.17 BUSINESS LAW .....	23
7.18 BUSINESS STATISTICS .....	24
7.19 LEADING ORGANIZATIONAL CHANGE .....	25
7.20 MANAGERIAL ACCOUNTING .....	26
7.21 LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR .....	27
7.22 GLOBALIZATION & INTERNATIONAL MANAGEMENT .....	28
7.23 MARKETING RESEARCH.....	29
7.24 FINANCIAL MANAGEMENT.....	30

## 1.0 Course Objective

The Advanced Diploma of Business Management focuses on assisting students in identifying and developing their leadership potential in management and leadership practices through industry and competitive analysis as well as assisting students in being competent in decision-making, flexible and adaptable when change is necessary, and the ability to improve their personal and social resilience.

Students can learn how to execute tasks, find efficiencies, recruit the best employees, and apply their financial skills to make wise, creative, and strategic business decisions. They will concentrate on their development as leaders and decision-makers through experiential learning and realistic assignments that will model real-world business scenarios.

## 2.0 Course duration

The Advanced Diploma of Business Management is a full-time course that is delivered in 4 semesters that include 2400 equivalent instructional hours.

## 3.0 Admission Requirements

- Secondary School Diploma or equivalent, or a mature applicant
- English: Grade 12 - C, or equivalent course
- Mathematics: Grade 12 - C, or equivalent course

For students whose English is not their first language, English language requirements are outlined as follows:

Test	Required Minimum Scores
TOEFL (Test of English as a Foreign Language)	80 (20L,W,S,R) iBT (Internet-based TOEFL) or 550 Paper-based
iTEP Academic**	3.7
IELTS -Academic Module	6 – Overall with no Band below 5.5
PTE A	58 - Overall Minimum Score (49L,W,S,R)
FCE (Cambridge English First)	174 - Cambridge English Scale or FCE B
CAE (Cambridge English: Advanced)	180 - Cambridge English Scale or CAE C
CPE (Cambridge English Proficiency)	200 - Cambridge English Scale or CPE C
CAEL (Canadian Academic English Language)	60 - Overall score with no band below 50

## 4.0 Course Learning Outcomes

Students who complete the Advanced Diploma in Business Management should expect to gain the following competencies:

- Develop strong analytical and theoretical tools and apply them in their respective field of business.
- Demonstrate critical thinking skills
- Perform work in compliance with relevant statutes, regulations and business practices.
- Evaluate the impact of global issues on an organization's business opportunities by using an environmental scan.
- Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
- Use current concepts/systems to support an organization's business initiatives.
- Critically evaluate, design, and conduct research.
- Outline and assess the components of a business plan.
- Use accounting and financial principles to support the operations of an organization.
- Apply marketing and sales concepts used to support the operations of an organization.
- Outline principles of supply chain management and operations management.
- Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
- Demonstrate the ability to communicate arguments and relevant managerial information

## 5.0 Assessments and grading standards

For each course module, the aim is to assess a student's competence in a range of business management skills relevant to the course content and learning outcomes.

Students are required to demonstrate an understanding of key business concepts, the application of skills to real work environments and an ability to conduct independent research and analysis. Here are the following assessment tools utilized by Aspire College:

### Quizzes

Quizzes are meant to test a student's comprehension of all lessons as they progress through the course.

### Assignments

Assignments are intended to assess the student's application, analysis, and critical thinking skills in relation to the concepts you learn in the course. One assignment is required for this course

### Final Exam

The final exam is a cumulative test designed to ensure that students have mastered the material in the course.

The grading standards used by Aspire College are defined in the following charts and apply to all courses unless otherwise stated on the course outline.

Alpha Grade	Grade Point	Low Range	High Range	Description	Guideline
A+	4.00	90	100	Achievement in course outcomes is outstanding and warrants unique and distinguished recognition.	Considerable evidence of original thinking; demonstrated capacity to analyze, integrate and extend concepts; outstanding grasp of subject matter; consistent demonstration of practice with no supervision and guidance.
A	3.75	80	89		
B+	3.50	75	79	Achievement in course outcomes is acceptable and meets above average standards.	Evidence of solid grasp of subject matter; reasonable understanding of relevant ideas; some evidence of critical capacity and analysis; clear connections of ideas and numerous extensions; reasonable demonstration of practice with minimal supervision and guidance.
B	3.00	70	74		
C+	2.50	65	69	Achievement in course outcomes meets average standards.	Evidence of some understanding of subject matter and relevant ideas; ability to develop/apply solutions to simple problems; minimal connections of ideas and extensions; demonstration of practice with periodic supervision and guidance.
C	2.00	60	64		
D	1.00	55	59	Achievement in course outcomes is marginal and meets minimal standards.	Evidence of minimal understanding of subject matter and relevant ideas; minimal connections of ideas; demonstration of practice with constant supervision and guidance.
F	0.00	0.00	54	Achievement in course outcomes is inadequate and fails to meet minimal standards.	Insufficient evidence of understanding subject matter and relevant ideas; inability to connect and extend ideas; inability to demonstrate practice.

## 6.0 Program Core Units

<b>SEMESTER 1</b>	<b>SEMESTER 2</b>
Business Essentials	Microeconomics
Principles of Management	Macroeconomics
Advance Technical Writing	Quantitative Analysis
Business Communications	Principles of Marketing
Business Ethics	Project Management
Business Math	Principles of Finance

<b>SEMESTER 3</b>	<b>SEMESTER 4</b>
Entrepreneurship	Leading Organizational change
Human Resources Management	Managerial Accounting
International Business	Leadership and Organizational Behaviour
Foundations of Leadership	Globalization and International Management
Business Law	Marketing Research
Business Statistics	Financial Management

## 7.0 Course Objectives, Learning Outcomes & Course Topics

### 7.1 Business Essentials

<b>Course Objective</b>	The Business Essentials course objective is to study the basics and essentials of business including global markets, leadership, human resources and business operations.
<b>Learning outcomes</b>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"><li>• Analyze the nature of business and entrepreneurship</li><li>• Evaluate how the economy, law, technology, competition and society impact businesses and the global market</li><li>• Differentiate the forms and types of business ownership</li><li>• Summarize organizational management in terms of management and leadership levels, skills and roles</li><li>• Assess the importance of employee motivation and performance reviews</li><li>• Break down the cycle of business production and sales</li><li>• Investigate risk management through learning about ways to manage it and insurance coverage options</li><li>• Describe the role of money in business, including accounting, securities and financial institutions</li></ul>
<b>Course topics</b>	<ol style="list-style-type: none"><li>1. The Dynamic Business Environment</li><li>2. Practicing Social Responsibility and Ethical Behavior in Business</li><li>3. Economics and Business</li><li>4. Business in Global Markets</li><li>5. Forms of Business Ownership</li><li>6. Entrepreneurship and Small Business</li><li>7. Managing and Leading in Business</li><li>8. Leadership Styles in Business</li><li>9. Organizational Management</li><li>10. Business Production and Operations</li><li>11. Workplace Productivity &amp; Motivation</li><li>12. Basics of Human Resources</li><li>13. Managing the Employer-Worker Relationship</li><li>14. Business Marketing Basics</li><li>15. Product Development and Retailing</li><li>16. Product Distribution &amp; Supply Chain Management</li><li>17. Pricing Strategy in Marketing</li><li>18. Product Promotion in Business</li><li>19. MIS Basics in Business</li><li>20. Implications of Information Technology</li><li>21. Risk Management in Business</li><li>22. Accounting Basics</li><li>23. Financial Management in Business</li><li>24. Securities Markets and Business</li><li>25. Money and Financial Institutions</li></ol>

## 7.2 Principles of Management

<p><b>Course Objective</b></p>	<p>The Principles of Management course objective is to gain an understanding of business management, including historical and current management theory, types of managers and roles of managers in an organization.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Compare and contrast the levels, roles, and functions of management</li> <li>• Distinguish between modern theories of management, including quality management and systems management theory</li> <li>• Break down quantitative management and the roles of branches such as operations management</li> <li>• Illustrate the types of planning and its function in management</li> <li>• Model different types of organizations, including centralized and decentralized organizations</li> <li>• Examine leadership and its role in organizations and the difference between a manager and a leader</li> <li>• Analyze the role of motivation in the workplace and how managers affect motivation</li> <li>• Illustrate the communication process and the role of organizational communication</li> <li>• Investigate controlling and its function in management</li> <li>• Analyze the decision-making process and describe tools used to make informed decisions</li> <li>• Relate the managerial functions in international organizations and characteristics of an international manager</li> <li>• Outline the importance of business ethics in contemporary business</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Management Basics</li> <li>2. Classical School of Management</li> <li>3. Behavioral School of Management Theory</li> <li>4. Contemporary and Future School of Management Theory</li> <li>5. Organizational Change</li> <li>6. Organizing in Business Management</li> <li>7. Work Teams</li> <li>8. Leading in Organizations</li> <li>9. Leadership Theory</li> <li>10. Motivation in the Workplace</li> <li>11. Communication in the Workplace</li> <li>12. Controlling in Organizations</li> <li>13. Human Resources</li> <li>14. Strategic Management and Managerial Decision Making</li> <li>15. Production and Quality Assurance</li> <li>16. International Management and Contemporary Issues</li> </ol>



## 7.3 Advanced Technical Writing

<p><b>Course Objective</b></p>	<p>The course objective is to give you a thorough introduction to technical communication and its purpose. You will learn the steps in the technical writing process, from rhetorical awareness to writing manuals and proposals.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Define technical communication and examine its characteristics.</li> <li>• Choose the right tone and select the best words for a message using nondiscriminatory language, active verbs, and active voice in business communication.</li> <li>• Understand the purpose of messages and adapt messages for the selected audience with a focus on the different channels of communication, primary and secondary research, and methods for assessing validity of sources.</li> <li>• Determine how to achieve clarity in technical communication and identify five patterns of organization used for clarity.</li> <li>• Distinguish between formal and informal reports and compare different report types (e.g., progress reports, research and lab reports, incident reports, recommendation reports, feasibility reports, and evaluation reports).</li> <li>• Contrast technical descriptions and definitions and outline the purpose of introductions, conclusions, and recommendations.</li> <li>• Assess the different types of correspondence and communication (e.g., e-mails, print communication, memos, instant and text messaging).</li> <li>• Evaluate types of resumes and the purposes for letters of employment.</li> <li>• Demonstrate how to follow the writing process to create instructions and evaluate technical instructions.</li> <li>• Differentiate between different types of manuals (print vs. e-manual), assess standard operating procedure, and demonstrate how to follow the writing process to create manuals.</li> <li>• Analyze the content and structure of proposals and compare the different proposal types.</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Basics of Technical Writing</li> <li>2. Prewriting for Technical Documents</li> <li>3. Writing Technical Documents</li> <li>4. Technical Editing &amp; Rewriting</li> <li>5. Elements of Technical Documents</li> <li>6. Usability Testing &amp; Technical Writing</li> <li>7. Informal Technical Reports</li> <li>8. Formal Technical Reports</li> <li>9. Business Reports and Proposals</li> <li>10. Technical Correspondence</li> <li>11. Technical Writing in Business Correspondence</li> <li>12. Technical Resumes &amp; Cover Letters</li> <li>13. Technical Instructions</li> <li>14. Writing Technical Manuals</li> <li>15. How to write proposals</li> </ol>

## 7.4 Business Communications

<p><b>Course Objective</b></p>	<p>The course objective is to equip you with communication tools and resources for the workplace, from everyday correspondence to special presentations. You will learn successful workplace communication methods in terms of writing, speaking, and more.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Upon completion of this course, student will be able to:</li> <li>• Identify the types of communication common in the workplace</li> <li>• Communicate appropriately with different social and cultural groups</li> <li>• Understand the roles of listening, nonverbal communication, and verbal communication in group settings</li> <li>• Describe how business theories, ethics, and management styles help supervisors communicate effectively with employees</li> <li>• Plan, develop, and finalize messages appropriate for the workplace</li> <li>• Use appropriate visuals to enhance and strengthen workplace communication</li> <li>• Draft proper business reports and proposals that are ready for publication</li> <li>• Evaluate business presentations using common technological tools</li> <li>• Write a resume and cover letter customized to fit a particular job opening</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Communicating in the Workplace</li> <li>2. Communication and Diversity</li> <li>3. Communicating in Groups</li> <li>4. Interpersonal &amp; Group Communication</li> <li>5. Leadership in Management</li> <li>6. Roles and Responsibilities of the Supervisor</li> <li>7. Communication as a Supervisor</li> <li>8. Messaging in Business Communication</li> <li>9. Planning to Communicate in the Workplace</li> <li>10. Developing Your Message in the Workplace</li> <li>11. Completing Your Message in the Workplace</li> <li>12. Using Visuals in Workplace Communication</li> <li>13. Communicating with Technology in the Workplace</li> <li>14. Business Reports and Proposals</li> <li>15. Delivering Business Presentations</li> <li>16. Resumes and Cover Letters</li> </ol>

## 7.5 Business Ethics

<p><b>Course Objective</b></p>	<p>The Business Ethics course objective is to gain an understanding of business management, including historical and current management theory, types of managers and roles of managers in an organization.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Evaluate theories of ethics and factors affecting ethical behavior in the workplace</li> <li>• Analyze how employees, managers, and stakeholders function within a company</li> <li>• Assess how businesses, the government, and the economy impact one another</li> <li>• Evaluate techniques for managing different types of diversity in the workplace</li> <li>• Explain the interdependence between business and community</li> <li>• Analyze the impact of the media industry and journalism on businesses</li> <li>• Compare ethical and unethical marketing and advertising</li> <li>• Evaluate factors in outsourcing and the impact of international business</li> <li>• Identify strategies social activists and businesses use against each other</li> <li>• Consider the stages involved in becoming an ecologically sustainable organization</li> <li>• Break down the ethical issues with international business, globalization, and domestic and international trade policy</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Introduction to Business Ethics</li> <li>2. Employees, Stockholders, &amp; Corporate Governance</li> <li>3. The Relationship Between Business, Government &amp; Society</li> <li>4. Public Relations for Business</li> <li>5. Diversity in the Workforce</li> <li>6. Business-Government Relations</li> <li>7. Business' Influence on the Political Environment</li> <li>8. Corporate Social Responsibility &amp; Citizenship</li> <li>9. Business &amp; the Community</li> <li>10. The Media's Impact on Business</li> <li>11. Consumer Rights &amp; Regulations</li> <li>12. Ethics in Advertising</li> <li>13. Strategies of Special Interest Groups</li> <li>14. Technology, Business, &amp; Society</li> <li>15. Environmental Issues in Business</li> <li>16. The Global Business Environment</li> <li>17. Individual Integrity &amp; Ethics</li> </ol>

## 7.6 Business Math

<b>Course Objective</b>	<p>In this course, you will learn business math concepts, including linear equations, inequalities, and financial analysis.</p>
<b>Learning outcomes</b>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Compare and convert percentages, fractions, mixed numbers, and decimals</li> <li>• Graph and solve 1- and 2-variable linear equations and quadratic functions using a variety of methods</li> <li>• Compute slopes, midpoints, and distances using formulas</li> <li>• Calculate probabilities for simple and compound events</li> <li>• Identify and calculate statistical values such as mean, median, mode, range, and standard deviation</li> <li>• Compute depreciation and report it on balance sheets</li> <li>• Compare common terms pertaining to credit, interest, and purchases</li> <li>• Solve interest, markups, markdowns, annual rates, and other financial equations</li> <li>• Distinguish and calculate types of costs, ratios, stocks, and bonds</li> <li>• Demonstrate understanding of gross pay, net pay, taxes, and exchange rates</li> </ul>
<b>Course topics</b>	<ol style="list-style-type: none"> <li>1. Business Sense</li> <li>2. Linear Equations and Inequalities</li> <li>3. Graphing and Evaluating Equations And Functions</li> <li>4. Quadratic Equations and Functions</li> <li>5. Probability and Statistics For Business</li> <li>6. Depreciation and Salvage Values</li> <li>7. Interest and Purchases</li> <li>8. Math for Financial Analysis</li> <li>9. Business Math Applications</li> <li>10. NES Middle Grade Math: Money and Consumer Math</li> </ol>

## 7.7 Microeconomics

<p><b>Course Objective</b></p>	<p>In this course, you will learn microeconomic concepts, including supply and demand, resource allocation, consumer behavior, market structures, and government impact.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Describe fundamental economic theories, models and concepts like economic scarcity and resource allocation</li> <li>• Understand how price elasticity and income elasticity impact demand, and survey the forms of government intervention used to influence supply</li> <li>• Recognize the significance of consumer choice in economics, and examine theories explaining consumer preference and decision making</li> <li>• Assess the impact of budget lines, normal and superior goods, the rate of transformation, and other factors on supply and demand</li> <li>• Consider how an assessment of fixed, variable, and total costs is used to make short-run production decisions; differentiate these costs from those associated with long-run production</li> <li>• Differentiate between economic and accounting costs and understand how implicit, explicit, opportunity and sunk costs tie into cost-benefit analysis and decision making</li> <li>• Identify conditions for perfect market competition, as well as the conditions of monopolies and oligopolies; discover how these market structures affect producers and consumers, and pinpoint the characteristics of a command system</li> <li>• Understand how game theory and the Nash equilibrium relate to economics</li> <li>• Discuss the roles of producers and consumers in marketplaces designed to exchange labor, capital, and natural resources; understand the methods for measuring the labor market</li> <li>• Examine barriers to trade and consider their impact on demand</li> <li>• Describe U.S. tax structure, investigate the effects of value-added, progressive, and flat tax types. Study rulings on key anti-trust legislation and assess the effect of anti-trust legislation, government deregulation and regulation on the economy</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Introduction to Microeconomics</li> <li>2. Supply and Demand in Microeconomics</li> <li>3. Consumer Behavior &amp; Microeconomics</li> <li>4. Producers in Microeconomics</li> <li>5. Business Structures &amp; Barriers to Entry</li> <li>6. Accounting &amp; Economic Costs</li> <li>7. Market Structures in Economics</li> <li>8. Scarce Economic Resource Markets</li> <li>9. Business Technology, Research &amp; Development</li> <li>10. Government Issues in Microeconomics</li> </ol>

## 7.8 Macroeconomics

<p><b>Course Objective</b></p>	<p>The course objective is to have you examine macroeconomic concepts and perform macroeconomic calculations, such as solving opportunity cost and wage inflation equations. You will also examine basic functions of money and categories of financial assets.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Analyze economic scarcity, choice, and calculating opportunity cost</li> <li>• Identify market demand schedule, market supply schedule, and interpret market equilibrium</li> <li>• Examine unemployment rates, inflation, gross domestic product, and the consumer price index</li> <li>• Compare financial asset types and financial market categories</li> <li>• Describe the basic functions of money, the fractional reserve system, money demand, and interest rates</li> <li>• Demonstrate the time value of money and the money supply</li> <li>• Explain foreign currency exchange, how fiscal policies affect the exchange rate, and how currency changes affect imports and exports</li> <li>• Summarize net exports, capital flows, trade balance, markets, and trade restrictions</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>16. Scarcity, Choice, and the Production Possibilities Curve</li> <li>17. Comparative Advantage, Specialization and Exchange</li> <li>18. Demand, Supply and Market Equilibrium</li> <li>19. Measuring the Economy</li> <li>20. Inflation Measurement and Adjustment</li> <li>21. Understanding Unemployment</li> <li>22. Aggregate Demand and Supply</li> <li>23. Macroeconomic Equilibrium</li> <li>24. Inflation and Unemployment</li> <li>25. Economic Growth and Productivity</li> <li>26. Money, Banking and Financial Markets</li> <li>27. Central Bank and the Money Supply</li> <li>28. Fiscal and Monetary Policies</li> <li>29. Foreign Exchange and the Balance of Payments</li> <li>30. Inflows, Outflows, and Restrictions</li> </ol>

## 7.9 Quantitative Analysis

<p><b>Course Objective</b></p>	<p>In this course, you will learn how managers use data to help them make well-informed business decisions as well as some insight as to why managers might use these along with other decision-making models and simulations to solve problems associated with everything from purchasing and production to inventory and project management.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to apply the following:</p> <ul style="list-style-type: none"> <li>• Decision-making models and approaches</li> <li>• Static and dynamic simulation</li> <li>• Approaches to inventory management</li> <li>• Queuing theory and waiting line models</li> <li>• Probability data and decision analysis</li> <li>• Project planning stages and scheduling</li> <li>• Applications of linear programming</li> <li>• Transportation and assignment problems</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Quantitative Decision Making and Risk Analysis</li> <li>2. Simulation in Quantitative Analysis</li> <li>3. Inventory Models</li> <li>4. Waiting Line Models &amp; Queueing Theory</li> <li>5. Decision Analysis in Business</li> <li>6. Project Scheduling &amp; Management</li> <li>7. Integer Programming</li> <li>8. Linear Programming</li> <li>9. Sensitivity Analysis in Business</li> <li>10. Linear Program Applications</li> <li>11. Distribution &amp; Network Models</li> </ol>

## 7.10 Principles of Marketing

<p><b>Course Objective</b></p>	<p>The course objective is to examine the principles of marketing, including marketing philosophies, research, marketing channels, consumer behavior theory and pricing strategy.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Diagram and analyze the 4 Ps of marketing: product, place, price, and promotion</li> <li>• Explain and evaluate marketing philosophies, including market and sales orientation</li> <li>• Illustrate how marketers establish and analyze competitive advantage</li> <li>• Analyze global marketing and diagram concerns about marketing in foreign markets</li> <li>• Model consumer behavior theory and the decision-making process</li> <li>• Differentiate between business and consumer marketing</li> <li>• Diagram product life cycles and the process for creating new products</li> <li>• Demonstrate comprehension of and differentiate between services and goods</li> <li>• Differentiate between promotion, advertising, and public relations</li> <li>• Distinguish between relationship selling and traditional methods</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Marketing Philosophies and Ethics</li> <li>2. Competitive Advantage</li> <li>3. The Marketing Environment</li> <li>4. International Marketplace</li> <li>5. Consumer Decision Making</li> <li>6. Business Marketing and Marketing Research</li> <li>7. Segmentation and Product Marketing</li> <li>8. Managing a Product and Retailing</li> <li>9. Services Marketing, Marketing Channels &amp; Supply Chain Management</li> <li>10. Promotion, Advertising and Public Relations</li> <li>11. Selling and Pricing Strategy</li> </ol>



## 7.11 Project Management

<p><b>Course Objective</b></p>	<p>The course objective is to discover the intricacies of project planning, including initiating, planning, and executing projects.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Create a project by diagramming business cases, project feasibility studies, and calculations of opportunity cost</li> <li>• Analyze the steps involved in project planning, such as resource management, work breakdown structure, and contingencies</li> <li>• Outline the creation and evaluation of project proposals</li> <li>• Assess management of time and cost on a project, risk management, procurement and resource leveling, and the creation of status reports</li> <li>• Formulate the metrics of project management, the procedure for closing a project and the compilation of a report, and post-project customer review</li> <li>• Estimate the cost of a project, value of work, cost variance, efficiency, and cost control</li> <li>• Compare the variables in, and types of, supplier contracts and vendors</li> <li>• Evaluate team goals, objectives, and conflicts while comparing the benefits of virtual teams and methods of effective communication</li> <li>• Consider contemporary organizational designs, the functional structure, and the matrix structure</li> <li>• Appraise the methods and tools of system development, life cycles, development of a graphical user interface, application development, and project roles for system development</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Project Management Fundamentals</li> <li>2. Initiating a Project</li> <li>3. Planning a Project</li> <li>4. Project Cost Planning &amp; Budget</li> <li>5. Tools for Project Planning &amp; Management</li> <li>6. Project Proposals</li> <li>7. Creating Contracts with Vendors</li> <li>8. Executing a Project</li> <li>9. Monitoring &amp; Controlling a Project</li> <li>10. Closing a Project</li> <li>11. The Project Team</li> <li>12. Project Management Organizations &amp; Certification</li> </ol>

## 7.12 Principles of Finance

<p><b>Course Objective</b></p>	<p>The Principles of Finance course objective is to give you a mastery of complex financial principles and the ability to apply knowledge to financial activities, such as examining financial statements and calculating interest rates.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Recognize and explain types and goals of financial management, business organizations, and agency relationships</li> <li>• Examine types of financial documents, including balance sheets and financial statements, and determine changes in cash flow</li> <li>• Diagram the financial planning process, growth rates, and planning models</li> <li>• Calculate valuation of money, investments, and compounding interest</li> <li>• Compute returns and distributions using various formulas</li> <li>• Explain the financial life cycle in regards to selling procedures, underwriting, and dilution of stock ownership</li> <li>• Describe cash and stock dividends and how stocks can be repurchased or split</li> <li>• Decide how to manage cash disbursements by considering cash float, cash collection, and investment models</li> <li>• Analyze the foreign currency exchange, purchasing power, forward rates, and international budgeting and finance</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Introduction to Corporate Finance</li> <li>2. Financial Statements, Taxes &amp; Cash Flow</li> <li>3. Financial Statement Basics</li> <li>4. Long-Term Financial Planning &amp; Growth</li> <li>5. Introduction to Valuation Methods</li> <li>6. Discounted Cash Flow Valuation</li> <li>7. Interest Rates &amp; Bond Valuation</li> <li>8. Stock Valuation</li> <li>9. Net Present Value &amp; Investment Basics</li> <li>10. Capital Investment Decisions</li> <li>11. Accounting Risk &amp; Return</li> <li>12. Return, Risk, &amp; the Security Market Line</li> <li>13. Options &amp; Corporate Finance</li> <li>14. Cost of Capital</li> <li>15. Financial Leverage &amp; Capital Structure</li> <li>16. Dividends &amp; Dividend Policy</li> <li>17. Short-Term Financing &amp; Planning</li> <li>18. Cash &amp; Liquidity Management</li> <li>19. Credit &amp; Inventory Management</li> <li>20. International Corporate Finance</li> </ol>

## 7.13 Entrepreneurship

<p><b>Course Objective</b></p>	<p>The Entrepreneurship course objective is to gain an understanding of business management, including historical and current management theory, types of managers and roles of managers in an organization.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Understand how to translate a personal vision into a business vision</li> <li>• Explain what entrepreneurs are and their shared skills and personal characteristics</li> <li>• Describe how to identify the best fit customer for a product or service</li> <li>• Summarize the key steps in starting your own business</li> <li>• Describe the different methods for delivering a product or service to market</li> <li>• Explain the purpose and key components of a business plan.</li> <li>• Identify the range of marketing options available to an entrepreneur</li> <li>• Identify the environmental trends that are instrumental in creating business opportunities.</li> <li>• Compare and analyze the methods used for sustained growth in a business</li> <li>• Describe the key ethical and legal considerations for entrepreneurs</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Entrepreneurship in the Economy</li> <li>2. Business Basics for Entrepreneurs</li> <li>3. Starting a Business Overview</li> <li>4. Types of Business Structures</li> <li>5. Teams in Business</li> <li>6. Business Plans for Entrepreneurs</li> <li>7. Understanding Customers as a New Business</li> <li>8. Dynamic Business Environments</li> <li>9. Growth &amp; Opportunity for Entrepreneurs</li> <li>10. Marketing &amp; Sales Strategies</li> <li>11. Business Pitches for Entrepreneurs</li> <li>12. Business Financing for Entrepreneurs</li> <li>13. Understanding Business Taxes</li> <li>14. Financial Planning for Entrepreneurs</li> <li>15. Overview of Business Ethics</li> </ol>

## 7.14 Human Resources Management

<p><b>Course Objective</b></p>	<p>The Human Resources Management course objective is to gain an understanding of business management, including historical and current management theory, types of managers and roles of managers in an organization.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Summarize the primary objective of human resource management, how it fits within an organization, ethics and study its history</li> <li>• Categorize the Classical Scientific School of Management and Fayol's theories on worker satisfaction and staff management</li> <li>• Analyze the definition of job design and how empowerment and job design are connected</li> <li>• Review hiring and staffing, recruitment, common selection methods, how to assess an organization's training needs and find out about the different types and methods of employee training programs and new hire orientation</li> <li>• Examine the benefits and uses of appraisals, performance appraisal types and the uses of reliability and validity in assessment</li> <li>• Compare and contrast direct and indirect compensation, common compensation systems, compensation equity and mandatory and voluntary benefits</li> <li>• Explain at-will employment, privacy, work-life balance, workplace stress, wage and income regulations and safety</li> <li>• Distinguish the four global staffing approaches and expatriate staffing</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Overview of HRM Field</li> <li>2. Organizational Theories &amp; Human Resources</li> <li>3. Job Analysis and Design</li> <li>4. Staffing in Organizations</li> <li>5. Training and Development in Organizations</li> <li>6. Performance Appraisals</li> <li>7. Employee Compensation Issues</li> <li>8. Employment Law &amp; Employee Rights</li> <li>9. Labor Relations</li> <li>10. International Human Resource Management</li> <li>11. Current Issues and Trends in HRM</li> </ol>

## 7.15 International Business

<p><b>Course Objective</b></p>	<p>In this course, you'll study topics including international trade, global economic development, currency and exchange rates. You'll also examine global marketing, the impact of globalization on business and business ethics on a global scale.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the concept of globalization in the 21st century</li> <li>• Analyze the major impacts of globalization on economies at different stages of development</li> <li>• Explain the concept of Cultural Intelligence (CQ) and the importance of cultural considerations in global business communication</li> <li>• Identify the financial, legal and political factors to be taken into consideration by international businesses</li> <li>• Explain how the major international financial and trade organizations and agreements affect global business</li> <li>• Compare and contrast the different strategies for international business market entry</li> <li>• Describe the strategies for and components of international market opportunity assessment and planning</li> <li>• Explain how currency exchange rates affect economies and business decisions</li> <li>• Compare and contrast the different approaches to international business organization</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Introduction to International Business</li> <li>2. How Culture Affects International Business</li> <li>3. Communication &amp; Decision-Making in Global Business</li> <li>4. Global Economic Development</li> <li>5. Key Factors in International Trade</li> <li>6. International Trade Management &amp; Regulation</li> <li>7. Exchange Rates &amp; Currency Changes</li> <li>8. International Finance &amp; Accounting</li> <li>9. International Market Entry Strategies</li> <li>10. Global Marketing and R&amp;D Strategies</li> <li>11. International Operations Management</li> <li>12. Management &amp; Human Resources in International Business</li> <li>13. Impact of Globalization on Organizations</li> <li>14. Impact of Globalization on Countries</li> <li>15. Global Business Ethics</li> <li>16. Future of Globalization</li> </ol>

## 7.16 Foundations of Leadership

<b>Course Objective</b>	Learn about different leadership styles, management functions, conflict resolution and the traits of effective leaders.
<b>Learning outcomes</b>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Understand and evaluate the characteristics and the role of leadership in the business environment.</li> <li>• Analyze business leadership management methods, styles and strategies utilized in effective business leadership.</li> <li>• Assess leadership practices, controls, communication skills and decision-making skills.</li> <li>• Identify the relationship between business leadership and management in business.</li> <li>• Evaluate leadership in international and culturally diverse business environments.</li> <li>• Describe how leaders resolve workplace conflict in a business setting.</li> <li>• Identify the ethical, legal, and social responsibilities in leadership management.</li> </ul>
<b>Course topics</b>	<ol style="list-style-type: none"> <li>1. Basics of Leadership in the Workplace</li> <li>2. Leadership Styles &amp; Traits</li> <li>3. Leadership &amp; Management Functions</li> <li>4. Effective Leadership &amp; Leadership Theories</li> <li>5. Decision-Making in Leadership &amp; Business</li> <li>6. Communication in Leadership</li> <li>7. Ethical, Social &amp; Legal Responsibilities of Leadership</li> <li>8. Leading Work Groups &amp; Teams</li> <li>9. Managing Conflict &amp; Conflict Resolution</li> <li>10. International Business Leadership</li> </ol>

## 7.17 Business law

<b>Course Objective</b>	<p>The course objective is to explore the history of constitutional law and learn about employment and international business law.</p>
<b>Learning outcomes</b>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Investigate how Canadian law began, the Constitution, and the branches of government</li> <li>• Compare and contrast the legal systems in the Canadian court functions, civil vs. criminal law, substantive law vs. procedural law and what happens when a lawsuit begins</li> <li>• Outline the basics and capacity of contracts including termination, types, contracts and issues with minors, third-part beneficiaries, and assignment and delegation of rights and duties.</li> <li>• Examine the Statute of Frauds</li> <li>• Explain certainty of terms, rules of interpretation and construction, implied terms, the parol evidence rule, conditions and excused conditions</li> <li>• Paraphrase types of breaches, anticipatory repudiation, remedies for breaches of contracts, defenses to enforcement of a contract, how a contract can be discharged and concepts related to torts</li> <li>• Examine topics that include legal ethics, securities and antitrust law, trademarks, patents, copyrights and trade secrets</li> <li>• Differentiate the rights of creditors, product liability, consumer and credit protection, privacy protection, and unfair competition</li> <li>• Hypothesize how to create the agency relationship and liability of the principal and liability of the agent</li> <li>• Analyze how to create a partnership and corporation, tax structure, and liability of corporations</li> </ul>
<b>Course topics</b>	<ol style="list-style-type: none"> <li>1. The Canadian Constitution &amp; Business</li> <li>2. The Basics of Contract Law</li> <li>3. Legal Requirements to Form a Contract</li> <li>4. Third Party Rights in Contracts</li> <li>5. Breach of Contract &amp; Remedies</li> <li>6. Discharge of Contracts</li> <li>7. Sales Contracts</li> <li>8. Introduction to Tort Law</li> <li>9. Product Liability &amp; Consumer Protection</li> <li>10. Debtors' &amp; Creditors' Rights</li> <li>11. Agency's Role in Business Law</li> <li>12. The Canadian Legal System &amp; Sources of Law</li> <li>13. The Legal &amp; Ethical Environments of Business</li> </ol>

## 7.18 Business Statistics

<p><b>Course Objective</b></p>	<p>The course objective is to introduce you to more advanced business statistics concepts such as probability, sampling, categorical data, hypothesis testing and regression analysis, and how these concepts can be utilized to make strategic business decisions.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Apply statistics in business decision making, forecasting, management control, and data analysis.</li> <li>• Calculate descriptive summary measures for a population or frequency distribution including mean, median, mode, and standard deviation.</li> <li>• Use the spread or dispersion of a set of numbers to understand risk, price volatility, market homogeneity, and other business applications.</li> <li>• Properly present and interpret data visualizations including graphs, data plots and charts.</li> <li>• Apply probability concepts including Bayes Theorem to analyze possible outcomes.</li> <li>• Use binomial, Poisson, and hypergeometric distributions to solve business problems.</li> <li>• Select and apply the most appropriate sampling technique and determine the sample size needed to ensure valid statistical predictions for specific business situations.</li> <li>• Design and analyze experiments to test hypotheses about the population mean, variance and proportion.</li> <li>• Apply nonparametric methods for statistical analysis using chi-square testing and contingency tables.</li> <li>• Identify when to use and how to perform a Linear Regression Analysis, and how to develop and use Multiple Regression Analysis.</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Introduction to Business Statistics</li> <li>2. Introduction to Categorical Data</li> <li>3. Descriptive Statistics: Measurement</li> <li>4. Descriptive Statistics: Representation</li> <li>5. Measures of Dispersion in Business</li> <li>6. Measures of Association &amp; Correlation in Business</li> <li>7. Probability for Business Statistics</li> <li>8. Probability Distributions for Business Statistics</li> <li>9. Sampling Methods for Statistics</li> <li>10. Confidence Intervals</li> <li>11. Hypothesis Testing in Business</li> <li>12. Analysis of Variance</li> <li>13. Nonparametric Methods in Statistics</li> <li>14. Regression Analysis</li> <li>15. Understanding Business Forecasting</li> <li>16. Using Control Charts in Business</li> </ol>



## 7.19 Leading Organizational Change

<p><b>Course Objective</b></p>	<p>The objective of this course is to understand how communication, corporate vision, company culture and globalization all affect the ways that leaders approach organizational change.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Analyze the meaning of leadership, how leaders function leaders as change agents and their role in organizational change.</li> <li>• Evaluate the major internal and external factors that drive organizational change.</li> <li>• Compare and contrast the key leadership theories and their relevance to organizational change.</li> <li>• Describe the barriers to change within an organization and strategies to address them.</li> <li>• Explain the concept of corporate culture and its effect on organizational change.</li> <li>• Compare and contrast leadership styles and how they align with effective organizational change.</li> <li>• Analyze the concepts of vision and mission in the context of organizations.</li> <li>• Explain the meaning of organizational change and models of change.</li> <li>• Explain the role of communication in successful organizational change.</li> <li>• Connect the effects of globalization and global change to organizational change.</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. How Leadership Affects Organizational Change</li> <li>2. Leadership Theories &amp; Organizational Change</li> <li>3. Types of Leadership in Business</li> <li>4. Power &amp; Leadership in Business Organizations</li> <li>5. Choosing Organizational Structures</li> <li>6. Change Factors in Organizations</li> <li>7. Management Functions &amp; Organizational Change</li> <li>8. Organizational Change Theories</li> <li>9. Strategies for Implementing Changes in Business</li> <li>10. Communicating Change in Business</li> <li>11. Organizational Change &amp; Company Culture</li> <li>12. Corporate Vision, Mission &amp; Change</li> <li>13. Issues in Leading Organizational Change</li> <li>14. Globalization &amp; Organizational Change</li> </ol>

## 7.20 Managerial Accounting

<b>Course Objective</b>	The objective of this course is to give you a foundational understanding of accounting. You will learn to identify and describe various accounting methods as well as how to use and interpret basic accounting tools such as budgets, cost and profit analyses, the activity-based costing process, financial statements, income statements, and balance sheets.
<b>Learning outcomes</b>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"><li>• Define and compare managerial accounting functions, processes and responsibilities</li><li>• Distinguish between cash management, auditing and financial reporting methods</li><li>• Understand cost classifications and formulas, and calculate cost and profit analyses</li><li>• Evaluate cash flow, income statements and inventory and costing systems</li><li>• Describe the activity-based costing process</li><li>• Identify and distinguish between the components of budgets and standard cost evaluations</li><li>• Examine accounting reporting tools and reporting responsibilities</li><li>• Learn how to analyze and make decisions regarding costs, investments, budgeting, spending and cash flow</li><li>• Explain how financial statements, income statements, balance sheets and cash flow statements are prepared and used</li><li>• Interpret and analyze various types of financial statements</li></ul>
<b>Course topics</b>	<ol style="list-style-type: none"><li>1. Overview of Managerial Accounting</li><li>2. Cost Types</li><li>3. Cost Behavior Analysis &amp; Cost-Volume Profit</li><li>4. Job-Order Costing &amp; Process Costing</li><li>5. Basics of Activity-Based Costing</li><li>6. Budgeting &amp; Standard Costs</li><li>7. Reporting Systems &amp; Structures in Accounting</li><li>8. Short &amp; Long-Term Decision-Making in Accounting</li><li>9. Basics of Financial Statement Analysis</li></ol>

## 7.21 Leadership and Organizational Behaviour

<p><b>Course Objective</b></p>	<p>In this course, you will learn to analyze the role of leadership as a part of organizations and organizational behavior, with special focus on management, personality, motivation, communication, conflict, and change.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Classify and analyze effective leadership, trustworthy leadership, contingency theory, positional power, and personal power</li> <li>• Illustrate the benefits and challenges of managing a diverse workforce surrounding issues of gender, age, disability, and culture</li> <li>• Differentiate personality types, attitudes, and perceptions, and consider how they affect job satisfaction and workplace behavior</li> <li>• Break down and distinguish motivational theories, reward systems, empowerment, and involvement programs</li> <li>• Discuss and generalize about group vs. individual behavior, decision making, thinking, performance, and problem solving</li> <li>• Dissect sources and types of conflict, conflict resolution, mediation and arbitration, and the five steps of negotiation</li> <li>• Outline and compare organizational structures and designs, including boundary-less organizations and lean organizations</li> <li>• Consider the ethical issues surrounding social responsibilities and business decision within an organization</li> <li>• Evaluate and explain factors that cause change, how to overcome barriers to change, and apply Lewin's 3-stage model of change and Kotter's 8-step change model to an organization</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Overview of Organizational Behavior</li> <li>2. Leadership in Organizations</li> <li>3. Management Process &amp; Strategy</li> <li>4. Diversity &amp; Social Issues in Leadership</li> <li>5. Personality in Organizations</li> <li>6. Attitudes &amp; Values in Organizations</li> <li>7. Perception &amp; Attribution in Organizations</li> <li>8. Employee Morale &amp; Motivation</li> <li>9. Motivation Theory</li> <li>10. Types of Workplace Communication</li> <li>11. Work Teams &amp; Group Behavior</li> <li>12. Team Decision Making</li> <li>13. Conflict in Organizations</li> <li>14. Organizational Structure &amp; Design</li> <li>15. Job Design in Organizations</li> <li>16. Organizational &amp; Company Culture</li> <li>17. Business Ethics &amp; Issues</li> <li>18. Change in Organizations</li> <li>19. Globalization &amp; Organizational Behavior</li> </ol>

## 7.22 Globalization & International Management

<b>Course Objective</b>	<p>The course objective is to understand, analyze, and apply the concepts of business, management skills, and market strategies on the international and global scale</p>
<b>Learning outcomes</b>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Consider how the global business environment affects businesses, factoring in competition, marketing strategies, and outsourcing</li> <li>• Evaluate the requirements for leading and managing a diverse workforce and assess the characteristics of international managers</li> <li>• Compose and lead a team of remote workers, and apply strategies to communicate and collaborate effectively</li> <li>• Assess the effects of globalization on organizations, taking into account diverse structures and cultures, as well as the challenges human resource management will face</li> <li>• Connect business law, government, and society with global trade and business</li> <li>• Analyze the foreign currency exchange, exchange rates, currency depreciation and appreciation, the balance of trade and payments, purchasing power, the Big Mac Index, and the costs of doing business abroad</li> <li>• Summarize the role of culture and ethics in international management, focusing on Hofstede's cultural dimensions theory as well as on negotiating cultural conflicts and making ethical business decisions</li> <li>• Break down the history of social responsibility, levels of corporate social responsibility, the concept of serving the bottom of the pyramid, different points of view on global sustainability, and triple bottom line framework</li> <li>• Judge how worldwide changes will affect business globalization and the global marketplace.</li> </ul>
<b>Course topics</b>	<ol style="list-style-type: none"> <li>1. Global Business Environments</li> <li>2. Global Leadership &amp; Management</li> <li>3. Virtual Teams &amp; Project Management</li> <li>4. Effect of Globalization on Organizations</li> <li>5. Global Trade &amp; Business Law</li> <li>6. Global Business, Government &amp; Society</li> <li>7. Foreign Exchange Market &amp; Purchasing Power</li> <li>8. Global Marketing Basics</li> <li>9. Crisis Management and International Business</li> <li>10. Culture &amp; Ethics in International Business</li> <li>11. Social Responsibility in Corporations</li> <li>12. Changes in the Global Marketplace</li> </ol>

## 7.23 Marketing Research

<p><b>Course Objective</b></p>	<p>In this course, you will learn the purpose, execution and analysis of marketing research. This includes topics such as research methodology, data analysis, and current marketing trends.</p>
<p><b>Learning outcomes</b></p>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Compare the different methods and processes involved in exploratory marketing research: qualitative and quantitative research, the literature review process, observational research, methods of gathering data, and ethnographic research</li> <li>• Facilitate survey marketing research and distinguish between the different methods and styles of descriptive research, including sampling methods, social research data &amp; external market research</li> <li>• Outline the process and methods involved in causal marketing research, including the causal effect, causal &amp; relational hypotheses, and using experiments to collect social research data</li> <li>• Categorize and evaluate the different types and methods of data analysis and data analytics tools, and collect that data within a formal report</li> <li>• Assess trends and issues within marketing research, including: mobile marketing, customer experience and retention, ethics, and data-driven business decisions</li> <li>• Design and report on market research performed through four phases of the information research process, including determining the problem, selecting the research design, executing the research design, and communicating the research results</li> </ul>
<p><b>Course topics</b></p>	<ol style="list-style-type: none"> <li>1. Foundations of Marketing Research</li> <li>2. The Marketing Research Process</li> <li>3. Qualitative Research in Marketing</li> <li>4. Quantitative Research in Marketing</li> <li>5. Causal Research in Marketing</li> <li>6. Secondary &amp; Syndicated Research in Marketing</li> <li>7. Basics of Data Analysis</li> <li>8. Data Analysis in Marketing Research</li> <li>9. Data Patterns in Marketing Research</li> <li>10. Trends &amp; Issues in Marketing Research</li> <li>11. Marketing Research Reports &amp; Presentations</li> </ol>

## 7.24 Financial Management

<b>Course Objective</b>	<p>In this course, you will gain you a comprehensive understanding of financial management, including capital structure, payout policy, financial planning and valuation.</p>
<b>Learning outcomes</b>	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the implementation of a financial management system and the role of a financial manager.</li> <li>• Calculate present values of investments, investment performance and overall valuation of investments</li> <li>• Determine how to make investment decisions based on the CAPM, interest rates and cost-benefit analysis</li> <li>• Analyze cash flow to prepare a cash flow statement for decision making and calculate the cost of capital</li> <li>• Understand capital requirements, bonds and fixed assets, and how they influence market conditions.</li> <li>• Explain dividend yields, stock repurchases, rate of returns and systematic &amp; unsystematic risks</li> <li>• Describe the process of creating a financial plan and budget for a business, including capital budgeting and cash budgeting</li> <li>• Evaluate financial statements using important fiscal ratios, valuation and forecasting</li> </ul>
<b>Course topics</b>	<ol style="list-style-type: none"> <li>1. Framework of Financial Systems</li> <li>2. Introduction to Valuation</li> <li>3. Rules for Making Investment Decisions</li> <li>4. Real Options Valuation</li> <li>5. Cash Flow Analysis</li> <li>6. Cost of Capital Overview</li> <li>7. Financing &amp; Capital Structure</li> <li>8. Payout Policy</li> <li>9. Capital Structure &amp; Investment Decisions</li> <li>10. Financial Planning &amp; Budgeting</li> <li>11. How to Analyze Financial Statements</li> </ol>