

# CERTIFICATE IN BUSINESS EXPERIENCE

- Receive a certificate after completing just three business courses
- Learn from highly qualified instructors with several years of professional industry experience
- Flexible monthly start dates to suit your study needs, certification goals and schedule

## Campus

Vancouver

## Program Length

Daytime: 12 weeks\*

*\*Schedules will be adjusted in December to accommodate public holidays.*

## 2019 Start Dates

Jan 2, Jan 28, Feb 25, Mar 25, Apr 22,  
May 21, Jun 17, Jul 15, Aug 12, Sep 9, Oct  
7, Nov 4, Dec 2

## 2019 Fees

Registration fee:	<b>\$150</b>
Tuition:	<b>\$4,680</b>
Material fee:	<b>\$375</b>

*All fees are in Canadian dollars.*

## Entry Requirement

- Students who are interested in attending Greystone College must have a secondary school diploma, GED or mature student status.
- All applicants whose first language is not English must demonstrate Advanced 1 level of English with Greystone College's online written and speaking test.

*The online written and speaking test is exempt if iBT 80, IELTS 6.5, or ILSC Advanced 1 is presented. The online test is exempt if ILSC's English for Business Management Mastery, or International Business English Mastery is completed.*

*If an applicant fails to meet the minimum requirements, they cannot be waived by either the institution or the student.*

## Program Description

This flexible program allows students to focus on business topics most relevant to their needs or interests in order to earn a Certificate in Business Experience. Students can choose any three consecutively running business courses offered at Greystone College and focus on areas like communication, management, HR, financial management, and international business.

## Program Schedule

12 WEEKS ACADEMIC STUDY		
TIME	MON-THUR	FRI
9:00 AM-12:00 PM	Class	Class
12:00-1:00 PM	Lunch	No class
1:00-2:30 PM	Class	

## 2019 Start Dates

Each course is 4 weeks in length, Monday to Thursday 9:00 am-2:30 pm (with a lunch break from 12:00-1:00 pm) and Friday 9:00 am-12:00 pm. Students choose three courses from the following suite of Business courses. Course choices must run consecutively.

COURSE NAME	START DATES
INTERNATIONAL BUSINESS	Jan 28, Jul 15
MARKETING	Feb 25, Aug 12
ORGANIZATIONAL BEHAVIOUR	Mar 25, Sep 9
MANAGERIAL COMMUNICATIONS	Apr 22, Oct 7
INTRODUCTION TO MANAGEMENT	May 21, Nov 4
BUSINESS LAW	Jun 17, Dec 2
HUMAN RESOURCES *	Jan 28, May 21, Sep 9
MANAGERIAL ACCOUNTING *	Feb 25, Jun 17, Oct 7
FINANCIAL MANAGEMENT *	Mar 25, Jul 15, Nov 4
STRATEGIC ANALYSIS *	Jan 2, Apr 22, Aug 12, Dec 2

*\* Courses run subject to enrolment. Financial Management and Strategic Analysis courses require basic accounting experience as a pre-requisite. Additionally, Introduction to Management is recommended before taking Strategic Analysis.*

COURSE NAME	DESCRIPTION
INTERNATIONAL BUSINESS	This course introduces students to globalization and to the value-adding activities of businesses in the current global economy. We discuss the impact of national cultures on doing business globally. In addition, we examine the external forces that impact businesses, international organizations, legal and labour forces in the global context. The course touches on strategic alliances and the impact of rapid environmental changes on strategic planning for international business.
MARKETING	This course is designed to provide students with an introduction to marketing concepts and terminology. It examines the importance of marketing within organizations and society in general. Students will study the major components of a marketing plan, the marketing mix and consumer relationships. They will learn how to address the basic needs of companies in planning, developing, and managing products, distribution channels, promotion and pricing.
ORGANIZATIONAL BEHAVIOUR	This course introduces students to the concepts of organizational behaviour and their application in today's business environments. Students will develop insights into how the behaviour of individuals and groups impact organizations. Further, they will learn to apply the theories and concepts of organizational behaviour to develop effective managerial competencies in such areas as teamwork, motivation, decision making and leadership.
MANAGERIAL COMMUNICATIONS	The ability to communicate well is an essential requirement for all employees of an organization. In this course we explore the importance of communication in business and cross-cultural environments; students also compose various forms of written communication and prepare and deliver a formal business presentation.
INTRODUCTION TO MANAGEMENT	This course introduces students to the concept of management by exploring the roles and functions of managers in a business environment. The purpose of the course is to enhance the students' understanding of the elements of the management processes of planning, organizing, directing and controlling organizational activities. The course is designed to build a foundation of knowledge needed in future management courses.
BUSINESS LAW	The course provides students with an overview of business law and an understanding of basic legal terminology. Since contracts form the heart of business operations, a significant portion of the course is dedicated to contract law and various legal issues arising from contract disputes. Class topics and discussions will draw on examples from current news media reports on legal cases. Knowledge of the court system includes field trips to the law courts.
HUMAN RESOURCES MANAGEMENT	This course introduces theory, principles and applications of human resources from a managerial perspective. Operational issues such as HR planning, recruiting, job analysis, performance management and employee development are some of the practical issues covered. The course ends with a look at international issues in HR management for companies operating in the global environment.
MANAGERIAL ACCOUNTING	This course introduces the student to the theory, principles and applications of fundamental business accounting. The course begins by introducing the student to the standard, time-honoured accounting principles. The course will advance to apply accounting principles to specific financial statements, and detailed accounting transactions. The course finishes by familiarizing the student with the skills necessary to efficiently classify relevant business accounts culminating in the completion of the basic accounting cycle.
FINANCIAL MANAGEMENT	This introductory course is designed to expose students to financial issues and concerns of general managers in modern business. Focusing on how to use financial management to make decisions, this course provides students with all of the practical skills needed to succeed in business. Content includes examples of how Canadian companies adapted financial policies to recent financial crisis; as well as coverage of such topics as break-even analysis, shareholder value and financial statements. <b>Prerequisite:</b> Basic Accounting
STRATEGIC ANALYSIS	This course is designed to expose students to the issues and concerns of general managers in modern business. The course content builds on foundation concepts from the Introduction to Management course. Using case studies, students will analyze corporate strategies focusing on opportunities and problems in the context of the external and internal environments of companies. Important element of the analysis is how managers make strategic decisions for the success of the organization. <b>Prerequisite:</b> Basic Accounting; Introduction to Management recommended

*\*The curriculum is subject to change.*



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