

# Business Management (General Management Major) - Diploma



## Description

Olds College Business Management Diploma program prepares graduates for career positions in a wide variety of business areas with an emphasis in rural business. Instruction of the program follows a project based methodology in a group work setting to enhance critical thinking and problem solving skills.

## Program Learning Outcomes

Upon successful completion of this program, students will be able to:

1. Communicate with stakeholders to achieve personal and organizational objectives.
2. Apply strategic leadership skills to achieve organizational objectives.
3. Analyze business information to make strategic decisions.
4. Apply resource management skills to achieve organizational objectives.
5. Apply critical thinking skills to achieve organizational objectives.
6. Apply professional standards to achieve personal and organizational objectives.
7. Apply ethical standards to achieve personal and organizational objectives.
8. Apply the marketing process to achieve organizational objectives.
9. Utilize business technologies to perform workplace duties.
10. Apply project management principles to achieve organizational objectives.

## Requirements:

### TERM 1

			Course Credits (Total Credits:15)
<b>FIN</b>	<b>2130</b>	<b>Small Business Finance (3-0-0 hrs)</b>	<b>3</b>
<p>This course introduces the learner to financial decision-making and analysis as they relate to a rural business. Use of budgets and cash management will be applied. Concepts will be applied to a specific business within an integrated case study.</p> <p>Pre-requisite : ACT - 1012 :</p>			
<b>HRM</b>	<b>1010</b>	<b>Human Resources Management (3-0-0 hrs)</b>	<b>3</b>
<p>This course provides an overview of the fundamentals of human resource management including a foundation in theory and practice for areas such as human resources planning, recruitment and selection of staff, training and development, and compensation.</p>			
<b>MGT</b>	<b>2110</b>	<b>Operations Management (3-0-0 hrs)</b>	<b>3</b>
<p>Operations management examines the processes that transform inputs into finished outputs of goods and services. This course examines how an organization can best manage its business processes to serve its customers. The operation management function takes a systematic approach to the wealth creation processes of a business and how an organization can efficiently achieve its vision and mission. Operations management functions as an important strategic element in the organization by helping to improve productivity and overall quality. Students will learn critical thinking, decision making and problem solving skills in a wide variety of everyday situations.</p>			
<b>MGT</b>	<b>2120</b>	<b>Risk Management (3-0-0 hrs)</b>	<b>3</b>
<p>This course introduces the learner to risks associated with small business along with risk mitigation strategies. Key legal, financial, and operational elements significant to rural business relationships will be covered. Concepts will be applied to a specific business within an integrated case study.</p>			
<b>MKG</b>	<b>2150</b>	<b>Marketing and Sales (3-0-0 hrs)</b>	<b>3</b>
<p>This course develops an understanding of marketing concepts, principles, and practices, as well as selling to an intended audience. Students will examine marketing objectives and strategy, the</p>			

influence of environment factors on the marketing process, the characteristics of a marketing mix, branding and promotion, and the development of sales skills and professional presentations.

**TERM 2**

Course Credits  
(Total Credits:15)

<b>BUS</b>	<b>2220</b>	<b>Research and Data Management (3-0-0 hrs)</b>	<b>3</b>
This course introduces fundamental research principles and strategies, specifically the planning, collecting and analyzing of data relevant to business decision-making processes. Students will work with a private company in performing research and analysis within their business.			
<b>COM</b>	<b>2250</b>	<b>Strategic Communications (3-0-0 hrs)</b>	<b>3</b>
In this course, students will focus on client relations and communications, including analysis of responsible communication through social media. Writing instruction will include more advanced examination of grammar, creating personal reflections, and the preparation of proposals, case analyses, and formal reports. Students will also gain experience in preparing formal presentations, and examining how the use of communications can be an important part of business strategy planning.			
Pre-requisite : COM - 1020 :			
<b>MGT</b>	<b>2210</b>	<b>Entrepreneurship (3-0-0 hrs)</b>	<b>3</b>
This course will expose students to key success factors of entrepreneurs within a rural business. Opportunity identification, assessment and start-up will be emphasized. Students will work with a private company in the application of these principles within a real-life business environment.			
<b>MGT</b>	<b>2240</b>	<b>Innovation and Strategy (3-0-0 hrs)</b>	<b>3</b>
This course will provide an integrative framework to encourage students to synthesize knowledge and experiences from previous business courses and life experiences which they will apply to a real-life project. This course aims to equip students with an understanding of the role and main issues in the management of innovation and business strategy for small business. Students will be introduced to key concepts and tools that lead towards business success. Students will work on a project with a private company to implement innovation and strategy with their business.			
Pre-requisite : FIN - 2130 :			
Pre-requisite : HRM - 1010 :			
Pre-requisite : MGT - 2110 :			
Pre-requisite : MGT - 2120 :			
Pre-requisite : MKG - 2150 :			
<b>MGT</b>	<b>2400</b>	<b>Introduction to Project Management (3-0-0 hrs)</b>	<b>3</b>
This course provides students with a basic understanding of the generally accepted knowledge and practices of project management. The course follows the methodology of managing projects as recommended by the Project Management Institute, (PMI). Students will develop a working level competency in all of the project management knowledge areas, in addition to the tools and techniques that are used for managing projects successfully in a team environment.			

## Graduation Requirements

- Completion of 60 credits
- Completion of all required courses and credits as per Program of Study
- Cumulative program G.P.A. of 2.00 or better
- Satisfactory completion of occupational experience and/or assignment, if required
- Completion of 30 credits from a Certificate program in a related field

### Changes to this Program

Every effort has been made to ensure that information in this program is accurate at the time of publication. The College reserves the right to change programs if it becomes necessary so that program content remains relevant. In such cases, Olds College will provide clear and timely notice of the changes.

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