

Certificate
Programs in

Business & Management



Certificate in Business Management

Certificate in Financial Management

Certificate in Human Resource Management



**DALHOUSIE
UNIVERSITY**

Inspiring Minds

**College of
Continuing Education**

COLLEGE OF CONTINUING EDUCATION

The Dalhousie University College of Continuing Education is dedicated to assisting adults build competencies that will enable them to shape their lives, organizations and communities.

The College recognizes in its mission the practical concerns of the new life long learner—the need for recognition and relevant skill development on a flexible schedule.

Certificate programs offer a graduated and in-depth approach to theory and practical application. A focus on prior learning assessment offers the individual the opportunity to have previous courses evaluated and recognized at the appropriate post-secondary level.

The programs and services offered by the College reflect this new way of thinking and a commitment to our vision for the future of education: one of co-creating new and relevant programs responsive to your needs.

We look forward to serving your needs and to building our collective ability to shape the future.

To find out about other professional development programs offered please go to: www.continuinged.dal.ca

Please note: Although we strive for accurate and up-to-date information, the contents of this publication are subject to revision. Every attempt will be made to notify you in advance of any changes affecting your studies.

The College reserves the right to cancel any course and to adjust the registration fees from those amounts shown in this publication.

LEARNING BY DISTANCE

PROGRAM STRUCTURE

Enrollment is open to all who want advanced business education, regardless of previous educational background or the time that has elapsed since your last formal educational experience. Course delivery is designed to provide maximum benefit and flexibility through home study.

All courses in the Certificate Programs in Business & Management are offered in both Spring and Fall. Materials are distributed for the Spring term in early April and for the Fall term in early October. Usually, students are advised not to take more than one course per term, however a maximum of two may be taken at the same time. Course requirements include the completion of ten assignments and a final comprehensive examination.

The first assignment is due the end of April or October, for the Spring or Fall terms, respectively. Assignments are due every other Monday.

Because the successful progress of a course requires the efficient turnaround of each assignment, you are asked to adhere to course schedules as closely as possible. Late assignments are accepted only under exceptional circumstances.

On average, you should be prepared to devote 6 to 12 hours of study per course per week.

You will be required to submit assignments via BLS, fax or e-mail. PDF format is preferred.

DISTANCE EDUCATION VIA THE INTERNET (BLS)

BLS (Blackboard Learning System) is a means to allow students to communicate with the course advisor and each other at your convenience. Primarily, it encourages discussion using computers.

COURSE MATERIALS

At the beginning of each course, you will receive a binder containing printed lessons, assignment questions, and a schedule of due dates. You will also receive any required readings, such as textbooks, manuals, reports and the like.

EXEMPTIONS

Exemptions for a maximum of three courses may be granted for courses that have been taken from a recognized post-secondary institution. The courses must be equivalent in content as well as difficulty to the courses for which credit is sought, and a mark of at least 70% (or B) must have been received in the course. Application for exemptions, including a transcript of marks and detailed course outline, must be made in writing to the Program Manager.

CERTIFICATE REQUIREMENTS

You can receive one of the Certificates in Business & Management by completing six courses.

You may take courses in any order, but it is recommended that you start with Introduction to Business Administration and finish with Strategic Management.

Please note that the courses you complete in order to earn one of the Certificates in Business & Management are not applicable toward an additional certificate.

After successfully completing all the requirements of a Program, you will receive an overall certificate signed by the Dean of the College and the President of Dalhousie University.

REGISTRATION AND PAYMENT

In order to secure enrollment, applications for registration must be received by the end of March for the Spring term, and the end of September for the Fall term. Applications received after these dates will be accepted on a space-available basis.

All course fees are \$650.00 (all inclusive).

Payment can be made by credit card, money order or cheque. If your organization is going to make payment directly to the College of Continuing Education, an authorization letter or a purchase order must accompany the registration.

Course fees are payable upon registration.

WITHDRAWALS AND REFUNDS

If you withdraw from a course, there will be a full refund less a 20% administration charge, provided we receive notification prior to course materials being shipped. (These are sent out the first week of April for the Spring Session and the first week of October for the Fall Session.) If notification is received after the course material is sent out, the refund is 50% of the tuition. There is no refund for withdrawal after the start of the course.

CERTIFICATE IN...

BUSINESS MANAGEMENT

The Certificate in Business Management has been offered through distance education by the College since 1975. Over the years, thousands of students from around the world have improved their skills and enhanced their chances for career advancement through this program. The Certificate in Business Management provides maximum flexibility in course selection; students are free to explore areas of interest or need.

The objectives of the Certificate in Business Management are to:

- * provide practical knowledge and skill across a range of current business subjects
- * create an opportunity for students to design their own program of study.
- * prepare students for promotion and/or new positions and careers.

CERTIFICATE REQUIREMENTS

Required (2):

- * Introduction to Business Administration
- * Strategic Management

Elective (4 of the following courses):

- * Introductory Accounting
- * Managerial Accounting
- * Introductory Finance
- * Business Law
- * Economics of Business
- * Marketing Management
- * Organizational Behaviour
- * Interpersonal Communications
- * Managerial Skills

FINANCIAL MANAGEMENT

The Certificate in Financial Management is a six-course program offered through distance education by the College. Courses required for this program were selected to provide an opportunity to focus on financial aspects of business/organizational management. The program will cover a wide range of competencies required of people who have financial responsibilities within their organizations.

The objectives of the Certificate in Financial Management are to:

- * provide a comprehensive introduction to all aspects of business administration
- * develop analytical problem-solving skills in accounting, economics and finance
- * provide an in-depth, functional ability in financial matters.

This program will be of particular interest to those who would like a greater understanding of finance and accounting and/or to those who currently have or anticipate financial responsibilities as a part of their role in their organization. Graduates of this program will have a sound knowledge and understanding of the practices and procedures of financial management.

CERTIFICATE REQUIREMENTS

- * Introduction to Business Administration
- * Introductory Accounting
- * Managerial Accounting
- * Introductory Finance
- * Economics of Business
- * Strategic Management

HR MANAGEMENT

The Certificate in Human Resource Management is a six-course program offered by the College. Courses required for this program were selected to provide an opportunity to focus on people as the primary resource of management. The program will cover a wide range of competencies required by those who are responsible for understanding and managing people at work.

The objectives of the Certificate in Human Resource Management are to:

- * provide insights into human and group interaction
- * assist in the development of interpersonal understanding and relations
- * develop management skills which focus on the human aspect of management

Anyone with managerial or supervisory responsibility will find this program valuable. Exploration of motivation, structure, leadership, communication, along with many other relevant topics, will add significantly to an understanding of organizational dynamics. The greater the understanding of a particular resource, the greater the probability of realizing its potential.

CERTIFICATE REQUIREMENTS

- * Introduction to Business Administration
- * Marketing Management
- * Organizational Behaviour
- * Interpersonal Communications
- * Managerial Skills
- * Strategic Management

COURSE DESCRIPTIONS

Introduction to Business Administration (required)

This course is designed to provide a framework for analysis of the problems encountered by the general manager. You will be introduced to the concepts and techniques used by managers in both day-to-day operations and long-range planning.

Strategic Management (required)

The role business plays in society; the economic, social, legal, and political environment in which firms operate; the effect of these environmental constraints and opportunities on business decisions; the way in which business decisions are made and implemented; and management practices are explored.

Introductory Accounting

In this course, emphasis is on financial statement accounting and reporting. You will be introduced to the principles and practices used by accountants in processing and reporting information, financial accounting methodology and related problem-solving skills, and to the theoretical framework upon which financial statement accounting is based. This course will enable you to develop an understanding of the information content of conventional financial statements, and the inherent limitations of accounting information.

Managerial Accounting

This course explores the use of accounting information, especially cost analysis, by management in the planning and controlling of organizations. Topics include budgeting, cost systems, reports and information. You must take Introductory Accounting before Managerial Accounting.

Introductory Finance

This course will introduce you to the problems faced by business in the acquisition and effective use of the firm's financial resources and analytical concepts for evaluating financial decisions. Methods of achieving successful interaction with its external environment and making an appropriate contribution to the operation of the economy are also considered.

Economics of Business

This course will introduce you to the basic principles of microeconomics. It will provide you with an understanding of the microeconomic issues facing us as individuals and as a society, and will also provide a knowledge of the tools of microeconomic analysis. Many of these microeconomic concepts are applicable to everyday problems of choice.

Business Law

Designed to familiarize you with the basics of law which govern the Canadian business community, this course identifies and discusses the more common legal problems encountered by managers.

Marketing Management

This course will provide you with a basic understanding of the character and scope of marketing and its role in business operations. You will be introduced to the concepts and techniques a business must employ to anticipate and satisfy consumer needs. Emphasis is placed on the tools available to the marketing manager and the problems to be confronted.

Organizational Behaviour

In this course you will be given an insight into human behaviour in organizations and the capacity for objective analysis. Research and text material drawn from the fields of sociology, anthropology, and psychology are used in the development of understanding and objectivity. Case materials and substantive data from the behavioural sciences are also considered.

Interpersonal Communications

This course examines the components of the interpersonal communication process and communication in different settings. It is designed to enable you to improve your skills as communicators and focuses on how better communication between individuals can improve one's function as a manager.

Managerial Skills

This course is designed to help managers and employees learn the skills that are essential to success in today's workplace. The course is designed to be relevant and practical so that students can easily apply new skills and techniques in their jobs. It covers topics such as interpersonal communication, planning and goal setting, creating teams, and managing stress and conflict.



REGISTRATION FORM

- new student
- re-enrolling student
- CUIIC student

Please complete all sections of this form.

First Name: _____ Middle: _____ Last: _____

Employer: _____ Job Title: _____

Home Tel: () _____ Work Tel: _____ Cell: _____

Fax: () _____ E-mail: _____

Address (We require a street address for courier delivery): Work Home

Street: _____ City: _____

Province _____ Postal Code: _____

Check a Term: Fall Spring

Course Selection

| Name of Course | Study Term | | Fee \$650.00 |
|--|--------------------------|--------------------------|--------------------------|
| | Fall Term | Spring Term | |
| <input type="checkbox"/> Introduction to Business Administration | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Strategic Management | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Introductory Accounting | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Managerial Accounting | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Introductory Finance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Economics of Business | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Business Law | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Marketing Management | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Organizational Behaviour | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Interpersonal Communications | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Managerial Skills | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Total Fees \$ _____

In which Certificate Program are you enrolling (enrolled)?

- Business Management Financial Management Human Resource Management None

Is this the last course required for your Certificate? Yes No

Method of payment:

Cheque or Money Order: (enclosed to follow) for \$ _____ (Payable to: Dalhousie University)

Please bill my employer (ensure letter of authorization or purchase order is attached)

Please charge my Personal credit card Corporate credit card

VISA MasterCard AMEX

Card Number: _____

Expiry Date: ___ / ___

I have read and understood the Financial Information section and agree to adhere to the regulations therein. I also understand that this program is governed by regulations developed and administered by Dalhousie University.

Please return this form to:

Cathy M. Lee, Program Manager

Dalhousie University

College of Continuing Education

2201-1459 LeMarchant Street

P. O. Box 1500

Halifax, Nova Scotia

B3H 4R2

For further information:

Phone: (902) 494-7197

Fax: (902) 494-3662

E-Mail: cathy.lee@dal.ca

Signature _____

Date _____

DALHOUSIE UNIVERSITY

Dalhousie University is a non-denominational co-educational university, with more than 15,000 students, enrolled full-time and part-time, in a wide variety of undergraduate, professional and graduate programs. University facilities include buildings for teaching and research, libraries, residential housing for students, a Student Union Building, an Arts Centre for music, theatre and an art gallery, and facilities for physical recreation. Dalhousie has over 2000 annual class offerings, eight faculties, 11 schools, 16 institutions and centres, and is affiliated with seven hospitals. It is the largest university in Nova Scotia and the major centre for graduate and professional studies in Atlantic Canada.

Dalhousie's professional schools and faculties enjoy a reputation for excellence that extends far beyond the borders of the region and helps to attract students from many parts of the world.



“The Introductory Accounting course was very inspirational. I was apprehensive about taking the course at first, thinking it was going to be too hard. It was challenging in places but it gave me a sense of accomplishment every time I got an assignment back in the mail. Completing this course has raised my self-esteem and I realize that I can work at my own pace and keep learning. I plan to take other courses in the future.”

Wendy Cook
Accounting Clerk
Coastal Financial Credit Union
Yarmouth, NS

“I would highly recommend this Certificate Program available through Dalhousie University’s College of Continuing Education. This program offers value for the costs, quality material, support from staff in a timely manner and the convenience of learning on your own time. The content of the course was very conducive to the scheduled assignments deadlines. In my experience, employers are impressed with the Certificate Program and reputation of Dalhousie University’s College of Continuing Education. Thanks for everything!”

Julie A. Young
Financial Needs Assessor
Province of New Brunswick
Fredericton, NB

“I enjoyed the flexibility that learning at home provides. With four children, a husband and working full-time it meant I didn’t have to leave my home. My employer really recognized the hard work and focus required to complete the courses and attain my Certificate.”

Anne Marie Ellis
Executive Assistant
Island Tel
Charlottetown, PE

“This course has put me on the right track toward job opportunities within my organization and beyond. I learned a lot through these materials. Excellent courses. I will take more very soon.”

Mark Brown
Constable
Royal Canadian Mounted Police
Burlington, ON



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For further information contact:

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P. O. Box 15000
Halifax, NS
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E-Mail: cathy.lee@dal.ca