

Certificate
Programs in

Business & Management



Certificate in Business Management

Certificate in Financial Management

Certificate in Human Resource Management



**DALHOUSIE
UNIVERSITY**

College of
Continuing Education

DALHOUSIE UNIVERSITY COLLEGE OF CONTINUING EDUCATION

Integrity, community, creativity, accountability,
excellence, understanding, respect.

The Dalhousie University College of Continuing Education assists adults to build competencies that 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.

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: <http://dal.ca/cce>

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 our learning management system (LMS).

DISTANCE EDUCATION VIA THE INTERNET (LMS)

Our LMS is a means to allow students to:

1. view the course manuals online (as well as any supplemental learning materials for your course)
2. communicate, using the discussion board, with the course instructor to ask questions on your assignments or to learn from other students' discussion posts
3. submit assignments
4. view marked assignments and your grades
5. view solutions to compare with your graded work.

Instructions on using our LMS will be sent to you when you enrol.

COURSE MATERIALS

At the beginning of each course, you will receive a study manual, assignments and an Online Instruction Manual. You will order textbooks directly from the publisher and instructions for doing this will be emailed to you once you are enrolled.

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.

Tuition is \$750.00; textbook(s) are extra.

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; we prefer corporate credit cards if available.

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 the deadline for registrations. There is no refund for withdrawals 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

Please complete all sections of this form.

- ☐ new student
☐ re-enrolling student
☐ CUIC student

First Name: _____ Middle: _____ Last: _____

Employer: _____ Job Title: _____

Home Tel: _____ Work Tel: _____ Cell: _____

Fax: _____ E-mail: _____

Date of Birth (month/day/year): _____

Address: ☐ Work ☐ Home

Street: _____ City: _____

Province: _____ Postal Code: _____

Course Selection

Check a Term: ☐ Fall ☐ Spring

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 ☐

Name of Course

Fee \$750.00

- ☐ Introduction to Business Administration
☐ Strategic Management
☐ Introductory Accounting
☐ Managerial Accounting
☐ Introductory Finance
☐ Economics of Business
☐ Business Law
☐ Marketing Management
☐ Organizational Behaviour
☐ Interpersonal Communications
☐ Managerial Skills

Total Fees \$

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Method of Payment:

- ☐ Cheque or Money Order: (☐ enclosed ☐ to follow)
(Payable to: Dalhousie University)
☐ Please bill my employer (ensure letter of authorization or
purchase order is attached; corporate credit card preferred)
☐ Journal Entry (Dalhousie University Employees only)

Please charge my

- ☐ Personal credit card ☐ Corporate credit card
☐ VISA ☐ MasterCard ☐ AMEX

Card Number: _____

Name on Card: _____

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.

Signature

Date

Please return this form to:

Cathy M. Lee, Program Manager

Dalhousie University
College of Continuing Education
2201-1459 LeMarchant Street
P. O. Box 15000
Halifax, Nova Scotia
B3H 4R2

For further information:

Phone: (902) 494-7197

Fax: (902) 494-3662

E-Mail: cathy.lee@dal.ca

I work full-time and also have 2 teenagers at home. As a parent you have many demands on your time and having the option to upgrade your education at a time that is convenient for your schedule is awesome. The bi-weekly assignment submission also provides sufficient time to complete your readings and assignments while still tending to all of the daily demands I have on my time as a parent and full-time employee. Thank you!

Tiffany Coolen-Jewers
Halifax, NS

All courses contained within the Human Resources Certificate Program have been most educational and have truly assisted me in my current and future roles and responsibilities. The material is well laid out and topic selections enable students to explore risk areas within HR and management. Upon completion of the program students can develop effective strategies for preventing HR violations and ensure a pleasant and challenging workplace.

Sylvie Corriveau
Ottawa, ON

I was both nervous and excited about starting a course. It has been over thirty years since I was involved in my own studies. The course is well designed and user-friendly. Help is just a click away. I look forward to my next course and would recommend this style of learning to anyone.

Leslie Routledge
Sydney, NS

I value the structure of this learning model and appreciate the opportunity to learn at my own pace with the support provided. I know that I am effective at work because of the knowledge gained with the courses in the Business Management Certificate Program.

Terri Anderson
Breadalbane, PE

This was a very good course to take for anyone wanting to advance their company or strive to become a better leader in industry.

Jason R. Whenham
Mitchell, MB



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For further information contact:

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