



# Business Management

## PROGRAM OUTLINE

### PROGRAM DETAILS

The Business Management Diploma at A1 Global College provides students with the practical skills and foundational knowledge required to succeed in today's dynamic business landscape. This career-focused program covers key areas including **Sales & Marketing, Digital Marketing, Human Resources, Finance, and Professional Communication.**

Through hands-on training and industry-relevant coursework, students gain the tools needed for career growth and workplace success. Whether launching a new career or advancing in your current role, this program equips you with the skills employers' value most in today's competitive job market.

### ADMISSION REQUIREMENTS

- Grade 12 Diploma or equivalent GED
- Minimum 18 years or older
- English Language Proficiency

Note: For the most accurate and up-to-date admission requirements, we recommend contacting our college campus directly or visiting our website. Please note that meeting the minimum requirements do not guarantee admission, as certain programs may have limited availability.

### EMPLOYMENT PROFILE

Professionals in **Business Management** play a crucial role in supporting the daily operations of organizations across various industries. Their responsibilities, which depend on education and experience, encompass a blend of operational, strategic, and leadership functions focused on enhancing efficiency and productivity. Key duties involve **coordinating day-to-day business operations, developing streamlined processes,** and implementing standard procedures to ensure smooth workflows. They also conduct **market research** to inform business decisions, prepare **analytical reports,** and manage **business communications** through phone, email, and written correspondence.

### CAREER OPPORTUNITIES

Graduates are qualified for a range of entry-level to mid-level positions in business management such as:

- **Business Manager**
- **Operations Manager**
- **Human Resources Manager**
- **Sales/ Marketing Manager**
- **Account Manager**
- **Entrepreneur/Small Business Owner**

Annual Salary	\$41k - \$89k
Hourly Rate	\$20/hr - \$43/hr

*\*According to jobbank.gc.ca (NOC code 10022)*

### PROGRAM DURATION

Total program hours	1344 Hours
Total program length	64 Weeks

### PROGRAM OUTLINE

The **Business Management Program** at **A1 Global College** is designed to equip students with the comprehensive skills and practical knowledge required to succeed in today's competitive business environment.

Here are the program's core focus areas:

- Marketing & Sales
- HR Management
- Business Law & Ethics
- Entrepreneurship
- Management Principles
- Professional Communication

Gain valuable experience through **real-world projects, and hands-on learning,** in the Business Management Program at A1 Global College, preparing you for success in a variety of industries with confidence and professionalism.

### PROGRAM SUMMARY

This table will display a summary of total Instructional hours, delivery format and percentage weight for every type of learning entered in the List of Subjects. The Ministry, Career College and any subject or education assessors may refer to this section for a general understanding of the components of the program.

Type of Learning	Total Instruction Hours	Delivery Format	% Weight
Theory	917.00	Online	68.22
Practical	427.00	Online	31.78
<b>Total Program Hours</b>	<b>1344.00</b>		<b>100</b>



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### List of subjects with the time allocation for each

#	Subject	Instruction Hours	Delivery Format
1	Computer Fundamentals	35.00	Online
2	Windows Operating System	35.00	Online
3	Keyboarding and Speed Development	35.00	Online
4	MS Word: Word Processing	55.00	Online
5	MS Excel: Numerical Processing	55.00	Online
6	MS Outlook: Electronic Communications	55.00	Online
7	MS PowerPoint: Useful Office Presentations	55.00	Online
8	Communications/ Customer Service	50.00	Online
9	Bookkeeping and Accounting Essentials	55.00	Online
10	QuickBooks	55.00	Online
11	SAGE 50 Accounting Level 1	54.00	Online
12	SAGE 50 Accounting Level II	54.00	Online
13	SAGE 300 (ERP Accpac): GL	34.00	Online
14	SAGE 300 (ERP Accpac): AP	34.00	Online
15	SAGE 300 (ERP Accpac): AR	34.00	Online
16	SAGE 300 (ERP Accpac): Payroll	34.00	Online
17	Business Concepts	75.00	Online
18	Management Principles	70.00	Online

19	Business Law & Business Ethics	70.00	Online
20	Organizational Behavior & Culture	70.00	Online
21	HR Management	70.00	Online
22	Micro & Macro Economics	70.00	Online
23	Career Management	50.00	Online
24	Principles of Marketing	65.00	Online
25	Entrepreneurship & Business Planning	75.00	Online
	<b>Total Hours</b>	<b>1344.00</b>	

*\*The course content may be changed as per Industry standards*

### Please Note:

- a) Course order may differ from the sequence shown in this outline.
- b) Program fees include all textbooks, supplies, and required certifications.
- c) Some program components may be delivered online, through computer-assisted learning, or a blended format with instructor support.
- d) The College may update program content, schedules, materials, instructors, or technology as needed to support ongoing improvement. Changes take effect upon implementation.