

Certificate in Business Management - 4522

RESPONSABLE :

Francis Lévesque
819 874-8728 poste 6518

To register to the course ADM3600E Business Development, Entrepreneurship and Regional Development, students must have completed at least 15 credits in the Certificate in Business Management.

SCOLARITÉ :

30 crédits, Premier cycle

OBJECTIFS :

This program will enable the student to acquire tools and knowledge that will allow them to contribute and even to start business projects by taking into account the specifics of the geographic, political and cultural environments of their community/region, as well as the available human and financial resources.

According to what optional courses block chosen, the student will also be able to explore avenues of development suited to their community/region and to initiate a reflection on the importance of leadership and ethics for a healthy management of development.

The Certificate in Business Management's administrative goal is to enable the student to obtain a Bachelor degree in Administration. To receive such a degree, the student must have successfully completed three 3 certificates and 30 courses (90 credits). The student must also have completed ADM5102E Organizational Strategies.

CONDITIONS D'ADMISSION :

Base études universitaires

Applicants must hold a Certificate in Administration from UQAT or have received a Certificate in Administration from another institution, and have successfully completed the equivalent of the FIN1113E Financial administration and SCO1908E Introduction to Accounting courses. Applicants' files with at least 24 credits in management can be analyzed.

PLAN DE FORMATION :

Mandatory Courses

ADM1014E	E-Business (3 cr.)
ADM3212E	Project Management Fundamentals and Applications (3 cr.)
ADM3600E	Business Development, Entrepreneurship and Regional Development (3 cr.)
ADM5102E	Organizational Strategies (3 cr.) (FIN1113E; MKT1114E ou MKT1124)
ADM5116E	Management and Natural Resources (3 cr.)
GPE2004E	Personnel Management: Planning, Hiring, Assessing (3 cr.) (GPE1128E)
	12 optional courses

Optional courses

To complete the program, the student must choose 12 credits among the following courses:

Bloc A :

ADM1136E	Contemporary Aboriginal Challenges and Issues (3 cr.)
ADM3680E	Leadership, Ethic and Power in Aboriginal Context (3 cr.)
ADM7000E	Directed Activity in Administration Sciences I (3 cr.)
ADM9003E	Tourism Business Management (3 cr.)
MKT1124E	Services Marketing (3 cr.)
SOC2310E	Aboriginal Culture (3 cr.)

Bloc B :

ADM3645E	Socio-Political Environment of Organizations (3 cr.)
ADM3646E	Corporate Ethics and Social Responsibility (3 cr.)
ADM5125E	International Commerce (3 cr.) (MKT1114E)
FIN2113E	Financial Analysis and Planning (3 cr.) (FIN1113E)
FIS2119E	Introduction to Taxation (3 cr.) (SCO1908E)
MKT2310E	Market studies and consumption (3 cr.) (MKT1114E)
SCO1909E	Cost Accounting (3 cr.) (SCO1908E)

* : Disponible à distance

Règlements pédagogiques :

To register to the course ADM5102E Organizational Strategies, students must have completed at least 6 credits in the Certificate in Business Management.

ADM1014E**E-Business**

Objectifs : Understand the main issues related to e-commerce. Know the possibilities and limitations of different e-commerce tools; identify the elements that make up an e-commerce strategy; evaluate the different types of policies and strategies that are appropriate for e-commerce. Understand the behaviors of web users. Provide strategic directions for e-commerce.

Contenu : Introduction to e-commerce: nature and implication of e-commerce; main developments in e-commerce; technological improvements. Business models and concepts associated with e-commerce. Typology of e-commerce, tools, features, success factors and trends. Characteristics of digital products and services. Business and e-commerce strategies and strategic management of information and knowledge. Distribution networks: the effects of technology on distribution networks and the organization of logistics. Payment systems and data security. The development and challenges of the digital economy. The Web 2.0 revolution and its impact on businesses. Measuring the effectiveness of e-commerce: profitability of e-commerce operations; measurement and performance tools.

ADM1136E**Contemporary Aboriginal Challenges and Issues**

Objectifs : Define and analyze current political, economic, social and cultural issues and challenges facing Aboriginal peoples. Understand the foundation of Aboriginal nations' claims. Analyze the impacts of agreements and treaties on Aboriginal and non-Aboriginal communities.

Contenu : Issues and challenges facing Aboriginal communities, more specifically those in Quebec; Aboriginal points of view on these issues and challenges; Aboriginal rights, land claims, economic development; political autonomy, social development; treaty content and impact; image conveyed by the media, and strategic use of communication tools.

ADM3212E**Project Management Fundamentals and Applications**

Objectifs : Learning about project management and acquiring the main knowledges for exercise of project responsibility.

Contenu : General management processes and project management particulars: conceptual management fundamentals, organizational and strategic project management context. Project management and team: roles and responsibilities. Project life cycle. Project planning and monitoring. Project follow-up and evaluation.

ADM3600E**Business Development, Entrepreneurship and Regional Development (0 crédits du programme doivent être réussis)**

Objectifs : Familiarize oneself with the various theories of local and regional development. Understanding and examining the place of entrepreneurship in local economic development. Understanding the roles of the Aboriginal people in the development of the territory. Situating the process of business pre-startup and startup within the process of local economic development. Initiating and developing a business opportunity. Identifying and examining the relevant elements that should be found in a business plan.

Contenu : Perspectives and limitations of development potential in Abitibi-Témiscamingue. The phenomenon of regional development through the perspective of various disciplines. Local and regional development policies. Entrepreneurship and regional development. The Aboriginal Peoples: economic and sociopolitical players. Business plans. Development, evaluation, and choice of concept. Opportunities and market reviews. Technical, environmental, organizational and financial feasibility.

ADM3645E**Socio-Political Environment of Organizations**

Objectifs : Understand how the Canadian political system works. To be aware of the various kinds of powers in society and their influence on citizen life and on the management of organizations.

Contenu : Power. Power within the organization. Power sources in society: state, media, pressure groups, associations, corporations, lobbies, management. Political power in Canada: federal, provincial and municipal governments. Judicial power. Indigenous governments. Comparing political systems: Canada/U.S. Civic involvement. State aids to businesses and community organizations. State influence of businesses and management practices.

ADM3646E**Corporate Ethics and Social Responsibility**

Objectifs : Become familiar with the ethical issues and the debates surrounding corporate social responsibility. Have a better understanding of the connections between the corporation, its employees, its partners, its social and natural environments. Be aware of the ethical considerations regarding internal organizational activities and regarding relationships in the environment. Develop ethical thought processes and apply this thinking to the business world.

Contenu : Moral fundamentals of ethics. Critique of management and managers. The basics and characteristics of social responsibility and business ethics. Legal

standards, standards of conduct and ethics. Ethics committees and other administrative measures. Respecting the individual within and without the organization. Case studies focussing on problem situations in terms of ethics and responsibility. Various ethical problems and problems related to power struggles, inequity, unfair competition, false advertising, disinformation, factory closures, bankruptcies, pollution, etc. Codes of ethics and codes of conduct. Contemporary issues of multiethnicity, globalization, sustainable development, complexity of the environment. Ethics and morals as central unifiers of a balanced business world, which is respectful of the individual.

ADM3680E**Leadership, Ethic and Power in Aboriginal Context**

Objectifs : Become familiar with the different types of power and leadership. Have a better understanding of the ethical issues and social responsibilities within organizations. Become aware of the ethical considerations in the organisation's internal activities and in its relationship to the environment. Reflect on the importance of sound management in positions of power so as to contribute to the coordinated development of community and nation. Take a critical look at power and leadership.

Contenu : Definitions: leadership, power or any kind of influence. Description and analysis of the different types of power and leadership. Social an ethical responsibility: basics and characteristics. First Peoples' ideas about power and leadership. The main administrative mechanisms in Aboriginal communities. The rights and responsibilities of a leader. Conflict prevention and management. Critical views on the notions of leadership and ethics. Reflections on economic, social and cultural development of Aboriginal communities and nations, and integration of the notions of leadership, ethics and power.

ADM5102E**Organizational Strategies (0 crédits du programme doivent être réussis)**

Objectifs : Integrate the concepts of the different administrative disciplines, while recognizing their interdependence. Increase capacity and ability to analyse, synthesize and to make strategic decisions. Become skilled at using acquired knowledge and aptitudes to make a strategic diagnosis and formulate strategic recommendations. Be able to evaluate strategic management of organizations.

Contenu : Main concepts and elements related to strategic management: diagnosis and analysis of the organization and its environment; profile and values of managers; organizational social responsibility, methods and techniques for making strategic choices; implementation, evaluation and control of the strategy. Strategic management and particularities of small- and medium-sized businesses.

ADM5116E**Management and Natural Resources**

Objectifs : Become aware of administrative differences and characteristics of businesses operating in the primary materials sector. To become familiar with the macroenvironment of the natural resources sector and trends of demand.

Contenu : Multidisciplinary view on renewable and non-renewable natural resources. Optimal management criteria; national and international regulations; ecological environment; cost-benefit and multicriteria analysis. Mining, forestry and agri-food industries around the world and in the region, their technologies, financing accounting and fiscal characteristics, commercialization, their economic repercussions. Fixing of prices; competition; connected industry, providers, transport and transformation.

ADM5125E**International Commerce**

Objectifs : To familiarize to the main economic theories of international commerce. To know about the practices of international trade. To become familiar with the company's ability to market its products in external markets. To raise awareness on the importance of foreign trade in the Canadian economy. To know the tools and organizations that can help a company do international business.

Contenu : The basics of international economics and commerce. Economic agreements. Regulatory bodies. Main markets for Quebec and regional products. Export opportunities for SME's. Financial, legal, cultural and logistic aspects of exportations. Foreign market set-up strategies and action plan. Threats. Regional and national actors of international commerce. Abitibi-Témiscamingue exporting companies.

ADM7000E**Directed Activity in Administration Sciences I**

Objectifs : Deepening one's knowledge of a subject or specific area in management, and developing one's critical thinking, analytical ability and capacity for synthesis.

Contenu : This course encourages the student to seek a deeper knowledge of academics or the development of management skills in a subject or area of administrative sciences not dealt with in regular courses. It is an opportunity to put skills as a researcher to the test, and to demonstrate one's ability to think critically, analyze and synthesize. Particular rule for ADM7000: The subject or area of focus is chosen by the student in consultation with a teacher who specializes in the field of activity concerned. The said teacher conducts the course in a tutoring role. It is the student's responsibility to find a teacher who agrees to take charge of this tutorial activity. The student is also responsible for preparing the course project. The module director, at the request of the

Description des cours

student, helps the student take the necessary steps. The tutor and the student determine the course plan and work schedule. The work is evaluated by the tutor as well as a teacher designated by the module director. With regard to practical training (or intervention) in an organization, the course plan preparation, work schedule development, and evaluation methods must comply with the module policy. A report of some fifty pages written according to the rules of the discipline in question must be submitted to the tutor in triplicate at the end of the course. The module director authorizes course registration in view of course objectives, required prerequisites and practicum policy, if any.

ADM9003E

Tourism Business Management

Objectifs : First, to identify the major trends of the tourism industry and their effect on the strategies of businesses in this sector and second, to become familiar with the operation of the tourism industry in terms of management.

Contenu : Economic, political, administrative and legal environment of the tourism industry. Tourism sector activities (hotel and restaurant management, activities, outdoor sports) and the idea of tourism products. The management of a tourism business (planning, organization, management, control) at a human resources management level, operations and financial management. Strategic marketing of the tourism business: conception of the product, market evaluation, setting prices, the communications plan, the provision of services, evaluation of satisfaction.

FIN2113E

Financial Analysis and Planning

Objectifs : Deepen knowledge of financial analysis and project assessment. Be aware of the implications of choices relative to investment projects and funding types. Carry out a review of the financial knowledge acquired through a case study. Be informed of the latest economic and financial events, both nationally and internationally.

Contenu : Investments in certainty and uncertainty contexts. Relative choices of investments. Project assessment in a national and international context. Risk vs. return relationship. Capital cost. Capital structure. Dividend policy. SME aid programs. Funding types for SMEs and large businesses.

FIS2119E

Introduction to Taxation

Objectifs : To develop analytical skills. To develop professional judgement and become aware of the ethical dimensions surrounding fiscal choices. To know in detail the majority of the tax measures applying to individuals and to be able to apply them appropriately to common situations. To learn about the notions of corporate tax. To solve some practical

problems for personal income tax and tax planning.

Contenu : History and structure of the Income Tax Act. Subject persons. Net income. Income from an office or employment. Property income. Business income. Introduction to the notions of capital gain or loss. Capital cost allowance. Intangible property. Other income and other deductions. Various deferred income plans. Determination of taxable income. Calculation of an individual's income tax. Introduction to corporate tax. Income tax return. Tax planning.

GPE2004E

Personnel Management: Planning, Hiring, Assessing

Objectifs : Acquiring a better understanding of the strategic dimensions of corporate human resources management. Getting familiar with contemporary human resources management policies and practices. Converting main personnel planning, hiring and assessing tools to one's use.

Contenu : Human resources planning and career planning: procedures and tools. Legislation on labor recruitment, selection, and movement management. Recruitment: internal and external sources, job offering, corporate policies. Selection: preliminary stages, selection tests, interviews, other methods. Hiring decision and contract. Welcome and integration of new employees. Access to equality programs. Labor movement management. Personnel assessment and assessment tools.

MKT1124E

Services Marketing

Objectifs : Enabling the students to learn about fundamental concepts necessary to understand marketing, its principles and operations in the services sector. Bringing them to understand the role of marketing in the achievement of corporate objectives, and to catch and incorporate the spirit of marketing into their administrative practice.

Contenu : Definitions. Marketing philosophy or technique. Concept of exchange, concept of services marketing, variables of marketing mix in the services sector. Market analysis. Consumer behaviour. Segmentation – concept of differentiation. Services: types, life cycle, development, particulars and characteristics. Services management. Sales enhancement management. Marketing communication. Distribution channels. Pricing. Marketing planning.

MKT2310E

Market studies and consumption

Objectifs : Develop the capacity to analyze and critically interpret secondary data about markets. Understand the mechanisms (consumer intentions, perceptions and concerns) underlying the decision-making process (consumer behavior). Analyze and interpret secondary data. Communicate research findings.

Contenu : Documentary research for internal and external secondary data. Delineate potential target markets. Market dynamics analysis. Competitive environment and its players. Customer decision-making process. Attitude, personality, values and lifestyles. Social, cultural and situational influences. Social trends and globalization.

SCO1909E

Cost Accounting

Objectifs : Understanding how manufacturing business accounting works. Getting the students to make the difference between various types of costs; being able to make a performance analysis of a business and to control it. Using the costing structure and control in order to make decision. Choosing products, fixing sale prices, acceptability of requisitions. Knowing about new trends in management accounting (activity accounting, cost, target, J.A.T.). Preparing budgets for decentralized companies. Understanding the performance measure per responsibility centre: investment centre, profit centre, cost centre, control centre and pricing centre.

Contenu : Manufacturing business accounting. Charging; indirect manufacturing cost control. Forecasts: standard costs. Indirect manufacturing cost analysis. Calculation of product costs and performance measure. Typology of costs. Dynamic cost management, decision making. Accounting of decentralized business concerns. Budgets for multi-product business concerns. New trends in cost management and business control.

SOC2310E

Aboriginal Culture

Objectifs : Identify traditional and contemporary Aboriginal ways of life in the Abitibi-Témiscamingue and Northern Quebec regions. Define and distinguish between terms related to Aboriginal cultures. Analyze intercultural relationships in relation to Aboriginal identity. Develop attitudes of open-mindedness and understanding with regard to cultural differences. Be conscious of myths and prejudices in order to understand Aboriginal people and develop relationships with them.

Contenu : Definition of the major Aboriginal cultures and linguistic families in Quebec, Abitibi-Témiscamingue and Northern Quebec; traditional and contemporary life; beliefs and values; rites and ceremonies; lifestyles of families including children, women, men and elders; food; arts and crafts; music; spirituality and religion; hunting, fishing and agriculture; traditional teachings (transmission of knowledge); the sharing circle and the holistic approach (health, four elements of nature and of the human being - physical and psychological soul, body, spirit and heart); myths and prejudices; Aboriginal identity (definition of identity), the need to belong and the reinforcement of Aboriginal identity, as well as the role of the notion of identity in cross-cultural relationships.