

**BUSINESS INSTITUTE COURSES**

**FOUNDATIONS OF BUSINESS**

***Description & Objectives:***

Trainees will study and apply a broad range of business concepts. They will learn the basic roles and responsibilities of managers in the major functional areas of business including human resources, industrial relations, information systems, operations, marketing, accounting and finance. Trainees will also get an overview of economic systems, forms of business ownership, general management principles, business law and ethics.

***Target Audience:***

- This training course has been created for investors, business owners, directors, managers, executives and financial analysts
- College students who are currently enrolled in a traditional foundation of business course and who would like some additional materials to review.

***Course Materials:***

***Training Period:***

- 30 hour

BUDGET AND FINANCIAL MANAGEMENT
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**Description:**

This course will help you understand the "macro" big picture and "micro" line item context and trends of finance - as well as the mechanics of developing budgets. It will give you the necessary tools to make sound financial decisions for your business unit. Whether your goal is to stay on budget, increase overall cost savings or meet specific profitability targets, real-world exercises will help you become familiar with standard financial documents, and use budget and estimating methods and tools more effectively.

**Objectives:**

The trainees learn how to:

- Ask the right questions to successfully create, present, monitor and manage a budget
- Persuasively negotiate for financial resources
- Communicate financial information and results to stakeholders, executives, colleagues and project teams
- Correlate budget success with its presentation in financial reports
- Recognize the relationships between primary financial statement line items by calculating and examining relevant financial ratios

**Target Audience:**

- This training course has been created for investors, business owners, directors, managers, executives and financial analysts
- College students who are currently enrolled in a traditional budget and financial management course and who would like some additional materials to review.

**Course Materials:**

**Training Period:**

- 30 hour

DEVELOPMENT OF BUSINESS PLANS
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***Description & Objectives:***

This offering is designed for both mature business trainees and business practitioners having an interest in small and medium enterprise development. Participants should enter the course with advance knowledge and/or experience in Canadian business fundamentals, marketing concepts, and accounting principles. Topics range from strategic planning to survival and growth techniques, while the main focus is on the step-by-step approach to developing an effective business plan. A combination of lectures, readings, and case discussions are used in tandem with the week-by-week formulation of individual plans.

***Target Audience:***

- This training course has been created for investors, business owners, directors, managers, executives and financial analysts
- College students who are currently enrolled in a traditional Development of Business Plans course and who would like some additional materials to review.

***Course Materials:***

***Training Period:***

- 30 hour

BUSINESS LAW
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***Description & Objectives:***

A review of the meaning, sources, and administration of commercial law, plus a more detailed examination of the law of contract with particular reference to business situations. Trainees will gain an understanding of contract law, their rights and responsibilities as citizens, utilization of financial transactions, employment and agency relationships, and the understanding of the regulations governing different types of business organizations.

***Target Audience:***

- This training course has been created for investors, business owners, directors, managers, executives and financial analysts.
- College students who are currently enrolled in a traditional Business law course and who would like some additional materials to review.

***Course Materials:***

***Training Period:***

- 30 hour

ADVERTISING
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**Description:**

This course introduces the field of contemporary advertising and promotion. The client/agency relationship is analyzed and the current theory and practice of developing an overall communications program is examined.

**Objectives:**

This course aims to provide students with a thorough understanding of current debates in advertising and promotion theory and how these debates affect management decisions.

Also by the end of this course student will:

- Discuss different promotion theories and their implications for decision makers.
- Demonstrate understanding of the limitations of media vehicles and the research relating to these.
- Recognize the role played by “below the line media” in promotion mix decisions and their effectiveness.
- Demonstrate understanding of the measures used to evaluate promotion and the limitations of these measures.

Discuss the ethical and legal factors that constrain promotion

**Target Audience:**

- This training course has been created for investors, business owners, directors, managers, executives and financial analysts.

**Course Materials:**

**Training Period:**

- 30 hour

WRITE BUSINESS DOCUMENTS

**Description:**

The course presents the basics of outlining, structure, tone, formatting, punctuation, grammar, and rewriting. Through lectures, exercises, and analyses, your business writing skills improve.

**Objectives:**

Become a document architect and learn how to:

- Improve writing skills
- Write better documents in less time
- Get to the point with the Pyramid Paradigm

**Target Audience:**

- This training course has been created for investors, business owners, directors, managers, executives and financial analysts.

**Course Materials:**

**Training Period:**

- 30 hour