

BUSINESS ADMINISTRATION – MANAGEMENT (BAG)

About the Program

In this three-year advanced diploma program, you will gain fundamental skills and knowledge to deal with the challenging and sometimes fast-paced situations within the management function of an organization.

You will learn to research, analyze, plan and assess current situations: contribute to strategies, and lead and work effectively within teams.

You will also learn to use applications and technologies to support your organization's business goals.

You will build a practical understanding of contemporary management theory through innovative approaches to learning, including seminars, value-added presentations, case competitions, and applied research projects. Your learning will be further advanced by current and industry expert faculty members.

As a student of this program, you will benefit from an expert team of professors and external speakers who have industry currency and academic expertise.

Credential Awarded

Ontario College Advanced Diploma

Duration

6 Semesters (3 Years)

Starts

January, May, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Leadership
- Decision-making
- Ethics
- Strategy formulation
- Project management
- Communication
- Teamwork

Your Career

Graduates of the program can explore the following career options:

- Business analyst
- Sales representative
- Office manager
- Product manager
- Executive assistant
- Personnel manager

Accreditation

Accreditation Council for Business Schools and Programs

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
BAM101	Introduction to Business Administration	3
COM101 or COM111	Communicating Across Contexts Communicating Across Contexts (Enriched)	3
MBF100 or MBF101	Mathematics of Business and Finance ¹ Mathematics of Business and Finance	3
PPS100	Professional Presentation Skills	3
SDG101	Introduction to Sustainable Business	3
SMS202	Business Computer Applications	3
Semester 2		
ACC106	Accounting I	3
MAN200	Innovation and Entrepreneurship	3
MRK108	Introduction to Marketing	3
OBR250	Organizational Behaviour	3
SMS310	Data Analysis Tools for Business	3
SOC135	Global Economic Issues	3
	plus: General Education Course (1)	3
Semester 3		
CSS300	Customer Service Solutions	3
EAC594	Business Communication for the Digital Workplace	3
ECN501	Introduction to Principles of Economics - Micro	3
HRA701	Introduction to Human Resources Management	3
OPM400	Production and Operations Management - Manufacturing and Services	3
QNM223	Business Statistics	3
	plus: General Education Course (1)	3
Semester 4		
ACC212	Managerial Accounting	3
BUS400	Business Economics	3
CAP500	Career Planning	1
CRM400	CRM and Selling	3
MAN400	Introduction to Project Management	3
MGS350	Management Studies: Canadian Business Law	3
	plus: General Education Course (1)	3

Semester 5		
MGS521	Business Ethics and Values	3
MGS522	Negotiation Strategies for Business	3
MGS524	Effective Leadership	3
MSC510	Decision Analysis II	3
SIB575	Introduction to Finance	3

Semester 6		
IBM600	International Business Management	3
ECN501	Introduction to Principles of Economics - Micro	3
MAN600	Developing Business Plans	3
MGS410	Management Studies	3

plus: Professional Options (3)

Professional Options

Course Code	Course Name	Weekly Hours
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Select three courses from ONE of the following four streams:

International Business		
BMI501	International Trade Finance	3
BMI502	Global Sourcing Procurement I	3
LSP101	World Geography	3

Management		
BAB906	Project Management II	3
BMT540	Business to Business Marketing	3
BMT550	Management for Non-Profit and Social Enterprises	3

Marketing		
MRK513	Buyer Behaviour	3
MRK526	Management of Marketing Channels	3
MRK644	Digital Marketing II	3

Human Resources		
CSR600	Corporate Social Responsibility	3
HRA822	Human Resources Planning and Development	3
HRA845	Industrial Relations	3

¹ Students will be placed in the appropriate level of mathematics depending on their math skills assessment results. Students who are placed in MTH158 Introduction to Mathematics (Algebra) will be required to complete this course before taking MBF100 Mathematics of Business and Finance.

Note: The following courses will not fulfil a General Education requirement: ECN501 Introduction to Principles of Economics - Micro, ECN502 Introduction to Principles of Economics - Macro and ECN550 Economics: An Overview.

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Evaluate the impact of global issues on an organization's business opportunities by using an environmental scan.
- Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
- Assess and use current concepts/systems and technologies to support an organization's business initiatives.
- Conduct and present research to support business decision making.
- Plan, implement and evaluate projects by applying project management principles.
- Perform work in compliance with relevant statutes, regulations and business practices.
- Apply human resource practices to support management objectives and the organization's goals.
- Use accounting and financial principles to support the management and operations of an organization.
- Assess marketing and sales concepts and strategies and apply them to the needs of an organization.
- Outline principles of supply chain management and operations management and assess their impact on the operations of an organization.
- Participate in the development of a business plan.
- Develop strategies for ongoing personal and professional development to enhance work performance in the business field.
- Outline strategies used to manage risks in an organization's business activities.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course
- Mathematics: Grade 12 C or U, or Grade 11 U or M, or equivalent course

Canadian citizens and permanent residents may satisfy the English and/or mathematics requirements for this program through successful Seneca pre-admission testing. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)

Recommended upgrading for applicants who do not meet academic subject requirements (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>).

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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