

SMALL BUSINESS ADMINISTRATION - 020119

CURRICULUM STARTING FALL

		Book Costs	ISBN #	Book Title
SEM 1	FALL (15 weeks)			
ACC135	Applied Accounting I	121.25	9780071057424	Fundamentals Accounting Principles Canadian Vol 1
BCL130	Microsoft Office I	66.75	9780077218645	Simnet 2007 Suite
BUS105	Introduction to Business	102.75	9780176251864	Basics of Canadian Business
MKT100	Marketing for Business	82.00	9780176501099	Marketing (Canadian Ed)
MTH170	Business Mathematics	105.75	9780135059012	Mathematics of Finance
BUS104	Business Skills	<u>1.00</u>		Our Duplicating Services Course Pack
	Total	479.50		
SEM 2	WINTER (15 weeks)			
ACC184	Managerial Accounting			
BUS195	Organizational Behaviour			
CMM125	College Communication I	126.75	9780176500467	Business Comm: Brief Course Pack
FIN100	Finance I			
MKT150	Marketing II			
SBM226	Entrepreneurial Studies			
SEM 3	FALL (15 weeks)			
BUS155	Personal Effectiveness in Business	77.50	9780321656216	Personal Success/Non-Designer's Presentation Book
LAW230	Business Law	138.25	9780070961371	Fundamentals of Canadian Business Law/Course Pack
BUS275	Customer Service Management	NBR		
MKT311	International Marketing	44.75	No ISBN #	Exporting in a Global Economy
SBM201	Small Business Internal Control Systems	1.00		Record Keeping Made Easy Course Pack
SBM221	Small Business Management	<u>TBA</u>		
	Total	261.50		
SEM 4	WINTER (15 weeks)			
BUS355	Operations Management			
CMM180	Business Writing			
ECN105	Principles of Economics			
MKT203	Professional Sales Skills I			
SBM209	Business Plan			
SBM305	Small Business Simulation - 7 wks compressed			
SEM 5	FALL			
BUS201	Business Research Methods	30.25		Research Methods Course Pack
BUS354	Incubator*	NBR		
BUS384	Work Placement Preparation	NBR		
MKT200	Consumer Behaviour	220.50	9780070980358	Consumer Behavior
MKT206	Advertising	148.00	9781439082706	Creative Strategy in Advertising
MKT253	Retail Merchandising	<u>128.00</u>	9780070974241	Retailing Management
	Total	526.75		
SEM 6	WINTER			
FIRST HALF				
BUS304	Research Project			
MKT356	Branding and Brand Management			
BUS393	Computer Graphics for Business			
SECOND HALF				
BUS385	Work Placement			
	NBR = No Book Required			

“Canadore College has made every effort to ensure the accuracy of this booklist. It remains the responsibility of each student to compare this list against your schedule to ensure that you purchase and secure only the materials that you need.”

“Canadore College has made every effort to ensure the accuracy of this booklist. It remains the responsibility of each student to compare this list against your schedule to ensure that you purchase and secure only the materials that you need.”