

Business

The business programs at Ashton College are designed to provide students with a solid foundation in business fundamentals. The programs consist of classroom instruction and numerous supplemental activities including group presentations, role-plays and debates. Students will learn current business concepts in the areas of finance, accounting, business law, marketing, communications and project management. These concepts are further illustrated with the integration of real-world examples and business case studies. Specialized organizational training is also incorporated including business computing, decision-making, leadership and human resources. Upon completion of the program, students will have acquired the practical skills needed to establish a successful career in today's dynamic business world.

WHO SHOULD TAKE THESE PROGRAMS

Business managers, employees and aspiring entrepreneurs wanting to expand their professional competencies to acquire the knowledge, skills and acumen that is highly sought-after in today's competitive business world.

DIPLOMA IN BUSINESS MANAGEMENT

Duration: 13 months
Total Credit Hours: 1540

Format

The program extends over a thirteen month period and includes 820 hours of instructional time and 720 practicum hours. Projects and assignments are an integral part of the program to supplement instruction. The projects are based around actual business scenarios, providing students with the opportunity to apply what they have learned to realistic situations. Team projects run concurrent with instructional sessions. The practicum portion provides learners with valuable work experience in business, making them even more attractive to potential employers. Students who complete the practicum portion in addition to the instructional sessions leave with a deep understanding of the demands and qualifications needed to maintain a successful career in business today.

Benefits

Upon completion of the program, students qualify for the Ashton Diploma in Business Management (DBM), the American Management Association Diploma (AMA) and a Certificate in Management and Administration from the Canadian Institute of Management (CIM). Candidates will also be eligible to apply for the C.I.M.

(Certified in Management) designation once they have acquired two (2) years of management/administration experience. In order to be granted the C.I.M. designation, candidates will be required to submit an application along with two letters of reference and a current resume within six (6) years of completing the compulsory studies.

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DIPLOMA IN BUSINESS

Duration: 6 months
Total Credit Hours: 720

Format

The program extends over a six month period and includes 720 hours of instructional time. Projects and assignments are an integral part of the program to supplement instruction. The projects are based around actual business scenarios, providing students with the opportunity to apply what they have learned to realistic situations. Team projects run concurrent with instructional sessions.

Benefits

Upon completion of the program, students qualify for the Ashton Diploma in Business Management (DBUS), the American Management Association Diploma (AMA) and a Certificate in Management and Administration from the Canadian Institute of Management (CIM). Candidates will also be eligible to apply for the C.I.M. (Certified in Management) designation once they have acquired two

CERTIFICATE IN BUSINESS

Duration: 3 months
Total Credit Hours: 360

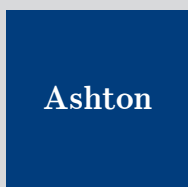
Format

The program extends over a three month period and includes 360 hours of instructional time. Projects and assignments are an integral part of the program to supplement instruction. The projects are based around actual business scenarios, providing students with the opportunity to apply what they have learned to realistic situations. Team projects run concurrent with instructional sessions.

Benefits

Upon completion of the program students qualify for the Ashton Certificate in Business (CBUS).

1



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EDUCATION QUALITY ASSURANCE

Business

COURSE DESCRIPTIONS

Introduction to Accounting

This course offers students the opportunity to learn modern accounting fundamentals from a Canadian business perspective. Students will explore the use of accounting data for practical business applications and will learn to utilize accounting figures when making critical business decisions. Upon completion of this course, students will develop a basic understanding of the preparation of financial statements and related accounting documents, and will be able to apply the concepts of accounting to contemporary business applications.

Strategic Management

This course is the capstone of the DBUS and DBM programs. Material is assembled from a variety of subjects to help students perform strategic planning and make strong recommendations within the corporate framework. Case studies are introduced in order to expose students to relevant strategic issues such as: goal and objective setting, management strategy, organizational structure, measurement and management controls.

Financial Management

This course will help students develop sound awareness of the duties and responsibilities performed by today's financial managers. Students will become more attuned to the importance of financial analysis in the decision making process, taking into account both internal and external factors. Upon completion of this course students will acquire the skills necessary to analyze typical business situations from a financial perspective and develop the ability to make confident decisions based on financial data.

Business Communication

This course covers modern business communication practices with a hands-on approach. Students will explore the various aspects of written and verbal communication according to contemporary business protocol. Topics include: communication within an organization, non-verbal communication, effective listening and public speaking.

This course is designed to provide students with a solid overview of Canadian business law and an understanding of basic legal terminology. Major emphasis is placed upon contract law as contracts are the foundation of all commercial transactions.

Introduction to Management

This course will provide students with an understanding of modern business management theory and the practical functions of management in organizations. Current issues in business ethics, environmental provisions, international management, women in management and political considerations are all examined. Students will be taken through the major stages in the evolution of an organization and the key issues that may arise during each stage of development.

International Studies

This course will provide students with an introduction to international business concepts with special emphasis placed upon the environmental and cultural issues that face modern, global organizations. Contemporary business scenarios, critical measures, class considerations and the impacts of technological change are examined. Topics also include: foreign exchange markets, global marketing and supply chain management.

Project Management

This course covers essential concepts and processes involved in the management of key projects. Topics such as: planning, scheduling, cost control, and team communication techniques are examined. Students will learn to use and apply industry standard software (Microsoft Project) to successfully oversee projects in the workplace. Upon completion of this course, students will be able to develop a project plan, identify the relevant tasks necessary to complete the plan, determine the scope of specific projects and create statement of work process reports.

Fundamentals of Marketing

This course will impart students with the knowledge and skills needed to successfully create, present and implement a business marketing plan. Focusing on marketing strategies, market research techniques and competitive analysis, students are offered valuable

insight into fundamental marketing processes and rationale. Learning methods include group projects, oral presentations, and classroom discussions. Topics of instruction include: SWOT analyses, Porter's Five Forces, environmental scanning, promotional mix and strategy, market segmentation, product life cycles and differentiation.

Leadership, Coaching, and Negotiating

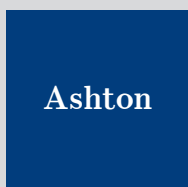
This course examines the notion of successful leadership within modern organizations. Students will explore effective techniques with respect to building strong, cross-functional teams and will learn how to propel them to perform the corporation's core competencies. Students will also examine additional aspects of leadership including: styles of leadership, interpersonal skills, coaching and empowerment, motivation of a diverse workforce, inspiring shared vision and best practices.

Fundamentals of Human Resources

This course will illustrate the role of Human Resources as a supportive mechanism for all aspects of workforce management. Both theoretical and practical in its delivery, this course will provide insight into the organization and function of modern human resources departments. Upon completion of this course, students will gain a deeper understanding of fundamental concepts in human resources such as: professional practices, organizational effectiveness, staffing and training.

Introduction to Management Information Systems

This course will provide students with an introduction to the use of information technology in a business setting. Technical language, concepts, structures, and processes will be examined. Topics of instruction include: the design, implementation, control, evaluation, and strategic use of modern information systems. This course also incorporates an applied component where students utilize modern software to support managerial decisions.



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