











GN1443 Indigenous Culture and Awareness

history, sovereignty, land titles, cultural history and current critical issues. Topics addressed include the content of Indigenous rights, economic and social development, community and political processes, and business law and policies, justice & social services. Canadian Indigenous History and Relations is a general education course that has been incorporated into all programs at Northern College.

MA2024 Business Math II

In this course, students will develop their business mathematics skills expanding them to compound interest scenarios that include single cash flows of future value and present value, ordinary simple annuities, ordinary general annuities, simple and general annuities due, deferred annuities, perpetuities and perpetuities due. Throughout the course, students will not only evaluate the requirements but also use their critical thinking skills to evaluate appropriate investments to make and aspects of a variety of loans to consider all in a business environment whether that be in the private, public or not-for-profit sectors of industries.

MR2003 Marketing II

In this course, students will follow the accepted concepts of marketing, current marketing principles/practices, and their applications as functional decision-making management tools. Topics will include all aspects of product/service marketing and management, price determination and pricing strategies, distribution-related strategies, marketing communications ~~6272eWb-3(an)3(ag)3(em)JTEQ.0000092~~ ~~6272eW*nBTm/F61.04~~



facility. Assess the impact of quality control and quality assurance systems and programs to support the

making involved in the day-to-day operations of a business. Appreciate the scope of subjects and knowledge necessary for effective and efficient management of business operations, and to optimize the customer value created. Understand the connection between the different types of decisions made by operations managers, and the different types of mathematical models available to support management decision making. Communicate clearly the results of analysis and the application of quantitative methods to operational decisions to the managers involved.

BU3103 Macroeconomics

In this course, students will discuss large-scale economic phenomena to gain an understanding of the role and relevance of economics in business studies. Students will examine the behaviours of individual nations in a global economics context. This course will present the Economic Problem and discuss such concepts as scarcity, choice, opportunity cost as well as efficiency & unemployment. You will examine demand & supply and understand how and why economists measure the economy, while learning about GDP, national income and inflation. Further, students will explore business cycles and the aggregate expenditures model. They will review explanations for such things as prices and output in aggregate demand and supply from a macroeconomics perspective. And finally, students will consider the federal examine technological change, global trade and the effect of tariffs.

General Education Elective

General Education Courses are selected online each semester by the student from a list provided and exposes students to a related area of study outside of their immediate academic discipline. Certain programs have predetermined electives.

MR3023 Consumer Behaviour

This introduction to consumer behaviour shows how the behavioural sciences help answer questions about why people choose one product or brand over another, how they make their choices, and how organizations use this knowledge to develop, evaluate and implement effective marketing strategies and to create value for the consumer. In addition, actual applications of consumer behaviour concepts to marketing situations are designed and executed by the students. As well, on a macro level, students will examine the social/cultural environment and will debate and discuss the ethical concerns that consumers have about behavioural marketing applications.

MR3033 Marketing Research

Marketing research provides organizations with information that can be used to make more informed marketing decisions. This course will examine the process of designing, gathering, analyzing, and reporting information that can be used to solve a specific marketing problem or opportunity. Students will apply their knowledge in conducting a marketing research project for an organization.

MR3063 Professional Selling

This course will explore the world of building relationships in the sales field. Students will examine the steps in the preparation, presentation and the follow up of a professional sale. This course deals with a hands-on approach to developing the tools to be successful in most selling situations. Emphasis is placed on building a relationship based on rapport and trust. Students learn and practice the fundamentals of the sales process including, needs analysis, preparing sales presentations, handling objectives, confirming, and closing the sale and the strategic importance of follow-up and providing exceptional customer service. Throughout the course



role playing and case studies will be utilized to allow students to apply sound reasoning skills to solve sales challenges.

Semester 4



