

# BUSINESS MANAGEMENT DIPLOMA

## Overview

School of Business  
MacEwan.ca/Management (<http://macewan.ca/Management/>)

The Business Management diploma is a comprehensive general business program that prepares students to take on any business challenge. Using more than traditional books and theory, this program teaches through lectures, individual and group case-studies and real-world examples.

To help develop and demonstrate the potential of our students to become managers, administrators, entrepreneurs and leaders, we emphasize the integration of soft skills such as professionalism, interpersonal relations, teamwork and communications with quantitative and strategic decision-making abilities.

Students choose from the following:

- Business Management certificate
- Business Management diploma
- Aviation Management major
- Insurance and Risk Management major

With the exception of Insurance and Risk Management, these programs require that students carry and use a laptop computer for most classes.

MacEwan University recognizes that every student has unique demands on their time, so we offer a range of scheduling choices. The Business Management certificate and diploma are available on a full-time or part-time basis as follows:

- Traditional school year: September through April over two years.
- Flexible route: complete classes over a longer period of time. This option offers courses year round that may be taken on a full- or part-time basis. Begin in September.

## Career Potential

The Business Management program appeals to people who want to pursue a career in business and/or management and want a balance of theory and practical experience. The program is ideal for a wide range of possible careers in business including starting your own business, sales, marketing, hospitality management and financial services. It is also well suited to those wanting to pursue further post-secondary studies, either immediately upon graduation or at some point in the future.

Graduates of this diploma are eligible for the Certified in Management designation with the Canadian Institute of Management. Visit [www.cim.ca](http://www.cim.ca) for more information regarding membership and designation.

## Contact Information:

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E: [Business@MacEwan.ca](mailto:Business@MacEwan.ca) ([business@macewan.ca](mailto:business@macewan.ca))

## Program Requirements

The following program requirements are needed to complete the credential. Refer to the Student Plan as this plan identifies the usual course schedule.

**Complete 60 credits (20 courses) from this list:**

Code	Title	Credits
BUSN 201	Introduction to Sustainable Business	3
ECON 101	Introduction to Microeconomics	3
ENGL 102	Analysis and Argument	3
or WRIT 101	First Year Writing	
ACCT 311	Introductory Accounting	3
ACCT 322	Managerial Information and Control Systems	3
FNCE 301	Introductory Finance	3
HRMT 200	Management of Human Resources	3
LEGL 210	Business Law I	3
MARK 301	Fundamentals of Marketing	3
MGMT 240	Business Research and Report Writing	3
MGTS 103	Introduction to Business Statistics	3
MGTS 107	Business Computing	3
MGTS 113	Introduction to Quantitative Decision-Making	3
ORGA 201	Introduction to Management	3
ORGA 316	Contemporary Organizational Behaviour and Theory	3
ORGA 330	Managerial Skill Development	3
Open Electives	Choose 9 credits (3 courses) from any subject	9
Business Elective	Choose 3 credits (one course) from ACCT, BUSN, FNCE, INTB, HRMT, LEGL, ORGA, MARK, MGTS, MGMT, SCMT courses	3
<b>Total Credits</b>		<b>60</b>

The minimum passing grade for a course at MacEwan University is a D unless otherwise noted next to the appropriate course in the program of study.

## Student Plan

Students must follow the Student Plan (listed below) to complete this credential in the year(s) indicated by the plan. Students must consult with a program Academic Advisor regarding any deviation from the Student Plan, as this may extend the time it takes to complete the program.

Year 1			
Term 1	Credits	Term 2	Credits
ECON 101		3 ACCT 311	3
WRIT 101 or ENGL 102		3 MGMT 240	3
BUSN 201		3 MARK 301	3
MGTS 113		3 MGTS 107	3
ORGA 201		3 MGTS 103	3
		<b>15</b>	<b>15</b>
Year 2			
Term 1	Credits	Term 2	Credits
HRMT 200		3 ORGA 330	3
ACCT 322		3 FNCE 301	3
ORGA 316		3 LEGL 210	3
Open Elective: Choose any subject		3 Open Elective: Choose any subject	3

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Open Elective: Choose any subject	3 Business Elective	3
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	15	15
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Total Credits 60		

## Admission Requirements

Applicants may be admitted to one of the following:

### Regular Admission

*To be evaluated through the Office of the University Registrar*

Applicants must have a minimum overall average of 65 percent, with no course grade lower than 50 percent, in the following high school courses:

1. ELA 30-1 or ELA 30-2
2. Mathematics 30-1 or Mathematics 30-2
3. Three subjects from Group A, B, C, or D

#### Notes:

- Applicants are strongly encouraged to present a broad range of subjects in order to benefit from the breadth of learning and to increase flexibility of future program and course choices.
- A maximum of two Group B subjects may be presented; they must be from different disciplines.
- A maximum of one Group D subject may be presented. Group D subjects used for admission must be 5-credit or any credit combination of at least 5 credits (e.g., two 3-credit subjects).

Applicants with nine or more post-secondary level credits must also present a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale.

### Mature Admission

*To be evaluated through the Office of the University Registrar*

Applicants must be 20 years of age or older and have been out of full-time high school at least one year by the beginning of the intake term. Applicants must have a minimum overall average of 65 percent, with no course grade lower than 50 percent, in the following high school courses:

1. ELA 30-1 or ELA 30-2
2. Mathematics 30-1 or Mathematics 30-2

Applicants with nine or more post-secondary level credits must also present a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale.

### Previous Post-Secondary Admission

*To be evaluated through the Office of the University Registrar*

Admission in this category does not imply or guarantee the transfer of any coursework and/or credential unless a block transfer agreement (internal or external) is in effect and published in the Calendar by the Office of the University Registrar. In addition, transfer of coursework does not imply or guarantee that an applicant will be admitted.

Applicants must present a minimum of 24 post-secondary credits with a minimum Admission Grade Point Average (AGPA) of 2.0 on the 4.0 scale and must have completed the required core courses listed under the Regular or Mature Category.

## Additional Admission Criteria

All applicants must meet the following:

## 1. English Language Proficiency

*To be evaluated through the Office of the University Registrar*

### Applicable to All Admission Categories

All applicants must meet an acceptable level of English language proficiency. We will require official documents such as high school or post-secondary transcripts or proof of successful completion of standardized language evaluation. Full details are available in MacEwan University's academic calendar or online at [MacEwan.ca/ELP](http://MacEwan.ca/ELP) (<http://MacEwan.ca/ELP/>).