

# BUSINESS MANAGEMENT (BSM)

## About the Program

If you are an international student looking to build your business career in Canada, Seneca's new two-year Business Management graduate certificate program is for you. In this program, you will develop a strong foundation to prepare for a range of employment opportunities from various levels of business management and consulting positions. You will develop skills in five essential business subject areas: general management, leadership, finance and sales, human resources and marketing.

Throughout the program, you'll sharpen your communication skills through case studies, industry-related projects and simulations. Experiential learning will be a key component of the curriculum to integrate students into Canadian workplace practices. The program will also include sustainability and the principles of reconciliation and inclusion into the curriculum and learning activities.

The Business Management program will prepare you to become competitive in the Canadian job market and equip you to take on greater responsibilities in your field, explore entrepreneurial opportunities or pursue business management careers.

## Credential Awarded

Ontario College Graduate Certificate

## Duration

4 Semesters (2 Years)

## Starts

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:

- analyze and present financial data to support decision making
- develop and execute project plans with internal and external stakeholders
- collaborate with diverse teams to achieve organizational goals

## Your Career

When you graduate from this program, these are the types of career options you can explore:

- business analyst
- business management consultant
- marketing associate
- marketing team lead
- project co-ordinator
- project manager

## Program of Study

Course Code	Course Name	Weekly Hours
<b>Semester 1</b>		
BSM101	Introduction to Canadian Business	3
BSM130	Research and Market Analysis	3
BSM150	Business Communication	3
BSM160	Fundamentals of Project Management	3
IBS807	Sustainability and Sustainable Development	3
MRK705	Inclusive and Sustainable Business Practices	3
SCM840	Business Analysis	3
<b>Semester 2</b>		
BAB231	Introduction to Business Law	3
BSM210	Business Ethics	3
BSM270	Human Resources Management	3
MKM706	Marketing Fundamentals	4
MRK718	Presenting Complex Material	3
SCM830	Logistics and Supply Chain Management I	3
SCM860	Financial and Management Accounting	3
<b>Semester 3</b>		
BEN801	Business Model Design	3
BSM315	Digital Marketing	3
BSM325	Leadership and Change Management	3
BSM335	Leadership in Responsible and Sustainable Management	3
BSM350	Business Management Career Planning	3
BSM360	Integrated Project Preparation	5
GBD205	Data Analytics and Finance	3
<b>Semester 4</b>		
BSM400	Business Operations Management	3
BSM460	Integrated Project	8
GOM240	Strategic Management of Customer Relationships	3
HRM742	Business Management and Organizational Behaviour	3
MGM721	Seminar in Decision Theory	3
MGS522	Negotiation Strategies for Business	3

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:

- Analyze and present financial data to support decision making for increased profitability.
- Analyze everyday business practices to develop sustainable policies and practices that address the priorities of the organization and interested parties.
- Develop and execute project plans and solutions for growth to support all areas of business, including finance, marketing, and human resources.
- Communicate professionally and collaboratively with internal and external parties to meet business objectives.
- Collaborate with diverse teams to ensure an integrated approach in the achievement of organizational goals.
- Conduct oneself professionally and ethically in accordance with equity, diversity and inclusion principles as well as relevant law, policies and legislation.
- Apply strategies for personal, career and professional development to enhance work performance and compete in their fields.

## Admission Requirements

- Ontario university/college degree, college diploma, advanced diploma or equivalent
- Applicants with a combination of partial postsecondary and/or significant relevant work experience that is the equivalent of the above may be considered. A relevant resume and references must be provided

- English proficiency (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

## 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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