

## Course Information Sheet

# The Extended Study Path

## Modules

### Year 0: Introduction to Business

This module is a study of business environment and functions, methods of business operation, types of business ownership, business finance, production, and the role of business organizations in contemporary society. Also included are the HRM considerations in business management. This module is designed as the first study of business for students. Both theory and practical application will be addressed. This module will be assessed via a midterm assignment and a final project.

### Year 0: Academic Research and Writing

This basic composition module covers the areas of sentence structure, non-sequiturs, logic flow, and voice. Additionally students will become familiar with the writing processes and disciplines associated with good writing practices. The research portion of the module will introduce the concept of rhetoric, objective and subjective perspectives, thesis support, referencing methodologies and formats, and electronic research and documentation. Throughout the modules the student will be required to do weekly writing exercises and parallel reading in support of the in class activities. There will be both a mid-term and a final assessment for this module.

### Year 0: Quantitative Methods

This module is intended to supplement and/or remind students of the basic information about working with numbers. The module is intended for students who have not previously specialised in mathematics but who require basic quantitative skills in order to progress their studies in business, accounting, economics and marketing. Included are lessons on decimals, fractions, statistics, and formulas. A strong emphasis will be placed on the use of mathematical skills in business education and the methodology will be practical problem solving in work groups. Each week will require homework or an in-class formative assessment.

### Year 0: Business Communications

This module is designed to maximize each student's ability to benefit from his or her university experience and focuses on enhancing writing skills that can be directly applied in the classroom as well as on the job. In this instructor led yet seminar format you will learn and practice writing techniques that are effective in typical business situations. A formal business report and a portfolio that includes an application letter and resume are required. You will also write a variety of business letters with emphasis on expressing ideas effectively to achieve specific purposes. Throughout this module you will amplify, enhance, and extend your skills in business writing. Emphasis is placed on clearness, conciseness, coherence, correct word choice, correct number usage, spelling, punctuation, and capitalization. Included are time management, collaborative learning, teamwork strategies, research and study skills, conflict resolution, personal financial management, and professional development.

### Year 0: Understanding Business

This module provides an introduction to how business relates and interacts with the outside world. You will consider how the political, economic, social, technological, ethical, legal and environmental factors impact business decision making. Special emphasis will be placed on topical events and issues throughout the module. Students will follow the developments of particular issues as they relate to the business world as the semester progresses.

### Year 0: Building a Business

This module covers a rational approach to setting up a competitive business and focuses on understanding opportunities, unique selling points and targeting markets in a modern society. Additionally, students will become familiar with the promoting of their business. The research portion of the module will involve electronic research and examining case studies. Throughout the module students will be required to do weekly exercises and parallel reading in support of the in-class activities. There will be both a group presentation and a final individual assessment for this module.

### Year 0: Introduction to Computer-Based Technologies

This module explores and examines the many technologies which make up the modern business world and simultaneously provides the student with an introduction to computing skills. The student will be introduced to computer terminology, hardware and software, and basic computing skills to assist them in their higher educational experience. The module then progresses on to explore the potential role of networked computers in the business community. This module takes an interdisciplinary approach, blending critical thinking and imagination, theory and practice, reading and hands-on experience. Previous knowledge of computers is not assumed.

Although students develop computer skills such as searching the Internet for information, the primary focus of the module is not skill training. The main objective of this module is to help students find appropriate roles for information technologies in business applications, and to encourage students to think critically about the "revolution" in information technology. There are two pieces of summative assessments in this module.