

OPEN CONCENTRATION

Is this option for you?

Would you prefer more flexibility in your selection of courses? Is there more than one area of business that interests you? This method of study in your second year allows you to pick amongst the various courses available to you on campus, via Online Learning and/or through collaborative classrooms where available. You create your own distinct mix of courses to prepare you for your career in business. This can be a dynamic way to meet your Portfolio learning goals while also providing you with a wide breadth of skills to meet employer needs.

There are criteria that have to be followed to meet the qualifications for graduation. Your Faculty Advisor or Academic Chair or Campus Registrar will help you through the course selection process to ensure you obtain the requirements necessary for graduation.

This option is available at the following NSCC Campuses:

Burrige Campus	Yarmouth
Cumberland Campus	Amherst
Digby Learning Centre*	Digby
Kingstec Campus	Kentville
Lunenburg Campus	Bridgewater
Marconi Campus	Sydney
Pictou Campus	Stellarton
Strait Area Campus	Port Hawkesbury
Truro Campus	Truro
Waterfront Campus	Dartmouth

This option is also available through NSCC's Online Learning.

Employment opportunities

Upon successful completion of the program, you will be qualified for any number of positions depending on the unique skills gained through your individual learning pathway.

What else do you need to know?

If you are interested in furthering your studies after graduation, you may be eligible to receive advanced standing in programs offered by other post-secondary institutions and professional associations.

Courses: Additional information is available at www.nscC.ca. Click on Programs and Courses and select Business Management Programs under Program Search by Category.

ACCOUNTING

Is this option for you?

Accounting is the language of business. Whether your goal is to run your own business, or to work within an existing organization, this program will give you the skills you need to speak that language with confidence. In your second year, you'll see how accounting fits within the business process, how it affects and is affected by all the other areas. You will understand how to do the day-to-day functions of accounting. You'll also learn how to analyze the numbers and make strategic business recommendations based on that information. To round out your world view, you'll also study managerial communications, management principles, and business ethics.

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Employment opportunities

Upon successful completion of the program, you will be qualified to accept an entry-level position in accounting fields such as:

- Financial accounting.
- Cost accounting.
- Financial management.
- Taxation.
- Auditing.
- Payroll.
- Office management.

These opportunities exist in accounting, retail, distribution, government, banking, manufacturing, insurance, investment, and other service sectors. Potential positions include administrative assistant, accounting clerk, and account technician. Graduates may also choose to start their own businesses.

What else do you need to know?

If you are interested in furthering your studies in accounting after graduation, you may be eligible to receive advanced standing in programs offered by other post-secondary institutions and professional associations.

Courses: A list of Courses and additional information is available at www.nscC.ca. Click on Programs and Courses and select Business Management Programs under Program Search by Category.

FINANCIAL SERVICES

Is this option for you?

We'll introduce you to a broad range of financial services areas including banking, insurance, and investments. You'll see how they all fit together and have an impact on both businesses and everyday people. You'll understand how important it is to have sales skills in any of the financial areas. And by the end of the year, you'll be ready to go forward to get your mutual funds, investment funds, insurance or financial planning designations/licenses.

This option is available at the following NSCC Campus:

Kingstec Campus
Waterfront Campus

Kentville
Dartmouth

Why choose NSCC?

This program will have you ready to enter the job market faster, and for less than the cost of a university tuition. We keep the program relevant to industry; all our Faculty maintain current memberships in professional organizations and tight contacts with industry. We know what's going on in the real world and share that with you. Small class sizes guarantee you Faculty attention. And your five-week work term gives you hands-on experience, practical skills application and, most importantly, a first employer reference.

Employment opportunities

Employment opportunities are excellent for graduates of this program. You will graduate fully qualified and ready to accept an entry-level position in many financial services areas including:

- Banking
- Financial Planning
- Insurance
- General business areas

Completion of the Investment Funds in Canada course and acquiring a license to sell mutual funds following this program will enhance your employability.

What else do you need to know?

Upon graduation, you will receive certification for the "Skills for Sales Success" course through the Canadian Professional Sales Association (CPSA), and will have the opportunity to work toward other certifications in:

- Mutual Funds (Canadian Securities Institute),
- Financial Products & Services (Canadian Securities Institute), and
- Financial Planning (Canadian Institute of Financial Planners).

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International Business

Is this option for you?

We live in a global Marketplace. In order to survive in this environment, businesses must be able to operate outside their own borders. This program is all about how to do that by importing, exporting, selling to and working with businesses around the world. The dynamics of the global market require fluid thinking, an ability to roll with changes, an understanding of international regulations, and a respect for the traditions and intricacies of other cultures.

In this program you'll develop professional international business skills including marketing plan development, researching, logistics management, as well as many other key skills. We'll explore doing business in countries such as Mexico and China. You'll learn more than rules and regulations; you'll learn how social customs differ in other countries. You'll also have the opportunity to gain a working knowledge of Spanish; more than 43 million people in the US, our biggest trading partner, have it as their first language. With the implementation of NAFTA Canadian trade with Spanish speaking countries will also increase.

Living in a global marketplace means you need to be a global businessperson – this program will help you to do that and become an invaluable asset to any company, whether they're in international trade or not.

This option is available at the following NSCC Campus:

Truro Campus

Truro

Why choose NSCC?

This is an intense program that will have you ready to hit the ground running.

In the first year of the program you will be introduced to the world of International Business including four courses from the Forum for International Trade Training (FITT) a nationally recognized organization which accredits International Business Training. These four courses will make you eligible for a FITT Certificate (additional fees apply for this certification).

In the second year you will go out in the community, contact businesses that are either engaged in international business or are developing the ability to do so, and meet with senior business leaders to discuss their business plans. It is not theory - it's real life, the real world of business. You will complete the remaining courses (total of 8) required to obtain a FITT diploma which will allow you the opportunity to work towards a Certified International Trade Professional (CITP) designation after graduation (additional fees apply for this certification). You will also earn a selling skills certificate from the Canadian Professional Sales Association (a program bonus that will give you a wider range of career options). The final semester of the program consists of a domestic or international internship to give you hands-on experience that will help you successfully transition to the workplace.

Employment opportunities

The majority of our graduates have jobs by graduation. Employers appreciate how students of this program are ready to go to work with very little ramp-up time. Many students are hired right out of their work experience.

International Business [cont'd]

Potential employers may include:

- international trading companies
- businesses buying from and selling to foreign countries
- government agencies
- consultants
- freight forwarders
- shipping lines
- customs brokers

You may also start your own business or help develop an existing business into a global competitor.

What are our graduates doing?

Our graduates say the hands-on learning and teamwork skills they gained in this program led to successful employment. One is currently working as an international sales representative for a footwear manufacturer supplying stores in Canada and the US. Another is working in custom brokerage for an international shipping/courier company. Many are working in the freight forwarding industry. The majority have gained employment in their chosen field within a year of graduation.

What do you need to qualify?

This is a two-year advanced diploma program. Completion of the first year of NSCC's Business Administration program is a prerequisite, or a minimum of one-year of business studies at a post-secondary level.

If you have your High School graduation diploma plus significant business, entrepreneurial, managerial or other experience that could be applied to the field of business administration or international business, that will also be considered equivalent qualification.

What else do you need to know?

This program will prepare you for a career based largely here in Canada; our emphasis is on understanding the cultural differences that can affect trade relationships.

Online learning options

Selected courses are available online.

Courses: A list of Courses and additional information is available at www.nscC.ca. Click on Programs and Courses and select Business Management Programs under Program Search by Category.

MANAGEMENT

Is this option for you?

Looking for a way to start your career in business with the potential to be fast-tracked into management? In this program you'll develop the skills you'll need to make strategic decisions that lead to an organization's growth and success. You'll be starting at an entry level, but employers will recognize your potential.

You'll learn how real-life managers keep their companies moving forward by researching and setting objectives, evaluating strategies to meet those goals and then breaking down those strategies into functional projects. Teamwork is essential, so is the ability to delegate and motivate. Along the way you'll get lots of input and practical advice from industry advisors. By graduation, you'll know exactly what to expect, and what employers will expect of you in management positions.

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Waterfront Campus	Dartmouth

This option is also available through NSCC's Online Learning.

Why choose NSCC?

Preparing for a career in business can be intense, but our small class sizes and very supportive Faculty make it manageable - even fun. We take a hands-on approach to the learning so you graduate with practical skills, not just theories. Our Faculty all have close connections to industry, too, so you know your learning is relevant and your skills are in demand by today's employers.

Employment opportunities

You can expect excellent employment opportunities after graduation. The majority of our graduates have jobs within their desired fields within one year. You'll be qualified for an entry-level position, but you'll have the skills, training and experience that should cause management to target you for advancement.

What are our graduates doing?

Our graduates are working as management trainees, line supervisors, HR managers and warehouse/inventory control managers. One is working for a major educational facility as a project manager on an international training initiative.

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MARKETING

Is this option for you?

Marketing is more than selling and advertising. Marketing is the process of planning, creating, and implementing ethical strategies and tactics that influence the behaviours and actions of others. Ultimately, marketing is the planned delivery of products, concepts, or services from supplier to customer in a mutually beneficial exchange.

Building on the foundation of the first year, learners will develop a greater understanding of the role that marketing plays in organizations through the practical application of marketing strategies, sales management, promotional techniques, research, customer relationship management, and more.

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Why choose NSCC?

Projects within this program will give you hands-on experience in every step of the marketing process right through to the advertising solutions that are the result of your marketing plans. You will have a solid basis in marketing research, customer relationship marketing, sales skills and the principles of e-commerce. You will work on real projects for real businesses and be assessed for your contribution and abilities. This experience is your edge in the job-hunting marketplace.

Employment opportunities

Many of our students receive job offers before their official graduation in June. Their combination of in-depth theory and practical skills has qualified them for entry-level positions in:

- Sales & Sales Promotion
- Account Coordinators
- Advertising
- Public Relations
- Marketing Research
- Customer Service
- Product/Brand Management

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SOFTWARE & INFORMATION MANAGEMENT

Is this option for you?

Are you ready to advance to the next level? Technology, information and management are exciting fields covered in the Software & Information Management program. This diploma will provide you with skills in project management, advanced software applications and business management. Graduates can become leaders and power users in every area of business. Join our team of Management Professionals.

This option is available at the following NSCC Campuses:

Waterfront Campus

Dartmouth

Why choose NSCC?

In this hands-on program you will learn by doing. You will also get valuable work experience during a five-week work term that will allow you to apply your skills and knowledge in a real-world setting, on real industry projects. Employers prefer to hire people who have experience. You'll have it before you graduate.

Employment opportunities

The skills you will develop through this program are needed in all types of organizations in both the public and private sector. You will have the ability to work in any organization that has the need to manage its information effectively, an issue that affects most businesses daily. We have even had employers develop new positions in their organizations to fit the skills of graduates from this program.

In the past, we've had a nearly 100% employment rate for our graduates. Many find their work-term employers hire them right after graduation.

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