



UNIVERSITY OF THE COMMONWEALTH CARIBBEAN
CORPORATE EDUCATION DIVISION

COURSE OUTLINE (Fall 2017)

COURSE TITLE: UCC DIPLOMA IN BUSINESS ADMINISTRATION
CODE: CED114
TOTAL CREDITS: 9 CREDITS
DURATION: SELF-PACED
TOTAL HOURS: 135 HOURS
PRE-REQUISITES: OPEN ENTRY
AFFILIATES: UNIVERSITY OF BRITISH COLUMBIA, AUSTRALIAN NATIONAL UNIVERSITY AND BABSON COLLEGE VIA EDX.

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RATIONALE

This professional diploma is well suited for professionals and those looking to gain entry into business environment. Learn at your own pace and complete in up to one (1) year maximum. Start your new job, seek a promotion or bring critical knowledge to your new business in only 6 months.

COURSE DESCRIPTION

This course is designed to give you the terminology, concepts and frameworks necessary to understand businesses, to unpack their constituent parts, and to build your own tool-kit for strategy and decision-making. Learn strategies for honing your communication style, improving clarity, conciseness and impact. Explore the nature and purpose of cost and management accounting; how to record and classify costs; and how to use spreadsheets. Gain the ability to ‘think like an entrepreneur’ and ‘act like an innovator’ and apply these critical skills for success across industries to help distinguish you in the workplace and to accelerate your career.

The course is taught by a multi-disciplinary team of instructors and professors with relevant theoretical experience from the University of Columbia, Australian National University and Babson College.

GENERAL OBJECTIVES

- Start a career in business, finance or accountancy
- Progress to study business or finance in higher education
- Launch a small business
- Prepare for ACCA's exam in Management Information (MA1)

STUDENT LEARNING OUTCOMES

On successful completion of this course, participants should be able to:

- Dissect a company down into its main components and activities
- Understand how disruption happens in an industry
- Understand the basics of industry competitive dynamics
- Apply basic financial statement literacy
- Analyze integration of different business functions
- Apply sound and logical arguments using the best evidence available
- Communicate effectively in a business setting in speaking and writing
- Understand how to communicate with diverse audiences
- Distinguish between the different concepts and theories of management.
- Establish the roles and functions of managers within an organisation
- Understand the nature and purpose of cost and management accounting
- Accurately record and classify costs
- Analyze and utilize spreadsheets
- Gain an understanding of how Entrepreneurial Thought and Action® may be applied to opportunities of all kinds including new ventures as well as innovation within existing organizations.
- Understand the fundamental concepts and analytical tools that help assess opportunities and develop entrepreneurial ventures, and how these concepts and tools may be applied to real world business situations and opportunities.
- Learn and use a methodology to develop and assess new opportunities that are the critical first step in moving an idea from concept to launch and implementation.
- Develop, define and clearly communicate a new business concept or initiative in an efficient, effective and compelling manner.

Unit 1	<u>Business Foundations (University of British Columbia via Edx)</u>	20 hours
Unit 2	<u>Business Communications (U. of Columbia via Edx)</u>	30 hours
Unit 3	<u>Evidence Based Management (Australian National U. via Edx)</u>	43 hours
Unit 4	<u>Introduction to Management Accounting (ACCA via Edx)</u>	30 hours
Unit 5	<u>The Entrepreneurial Mindset (Babson College via Edx)</u>	12 hours

Unit 1 Business Foundations

Content

This course is designed to give you the terminology, concepts and frameworks necessary to understand businesses, to unpack their constituent parts, and to build your own tool-kit for strategy and decision-making.

Whether you are just starting out or looking to fine tune your education, this course introduces basic concepts and frameworks that can be applied across markets, at all levels of business. The course kicks off with core value propositions and moves through a business model framework, competition and macro environmental tools, theories of disruption, basic accounting literacy and concludes with an integrated look at business functions.

This course sets the stage with a big picture perspective on business.

Unit 2 Business Communications

Content

This course will sharpen writing, presentation, and interpersonal communication skills to help you succeed in the business world. You will learn a range of successful practices and guidelines that have been derived from both research and experience. Learn strategies for honing your communication style, improving clarity, conciseness and impact. By the end of the course, you will be able to think strategically about all forms of communication, and communicate with diverse audiences.

Unit 3 Evidence Based Management

Content

In this management course, students will spend time dissecting the evidence in support of these foundational theories and concepts. Students will also learn to critically assess the relevance of existing management practice and knowledge in modern organisations, and evaluate the potential of emerging research and evidence in key management domains. Learners will explore the evolution of management thinking, organizational design, human resource management and more.

Unit 4 Introduction to Management Accounting

Content

In this course we will guide you on the next step of your finance journey by exploring the nature and purpose of cost and management accounting; how to record and classify costs; and how to use spreadsheets. And the best thing is you do not need any previous knowledge of accounting. Course discussions established for the class will be moderated.

This course does not offer an Edx certificate. However, if you desire certification in finance you can earn the ACCA Certificate in Financial and Management Accounting by registering directly with ACCA as a student, passing the ACCA's exams in Management Information (MA1) and Recording Financial Transactions (FA1) and completing a free online module called "Foundations in Professionalism." A free exam preparation course for FA1, called Introduction to Bookkeeping, is also available through ACCA-X.

Unit 5 The Entrepreneurial Mindset

Content

In this entrepreneurship course, you will learn to implement the method of Entrepreneurial Thought & Action[®] (ETA) – which will give you a roadmap to create and add value for stakeholders and society. ETA[™] is a tactical, results-oriented process that may be applied to new venture creation as well as to promote innovation within existing organizations – large, small or family owned – and across profit, not for profit and social ventures. The ability to ‘think like an entrepreneur’ and ‘act like an innovator’ are critical skills for success across industries and are proven tools to help distinguish you in the workplace and to accelerate your career.

TEACHING STRATEGIES

Video Lectures

Peer Reviews

Reading Material

Quizzes

Course Material

COURSE PARTICIPATION

Course Name	Audit Course/s Option	Online Course Exam (USD)	UCC Proctored Exam Fee (JMD)
Unit 1: Business Foundations	Open Entry	\$150	\$24,000
Unit 2: Business Communication	Open Entry	\$150	\$24,000
Unit 3: Evidence Based Management	Open Entry	\$45	\$12,000
Unit 4: Introduction to Management Accounting	Open Entry	Not Applicable	Not Applicable
Unit 5: The Entrepreneurial Mindset	Open Entry	\$49	\$12,000
Professional Diploma	Not Applicable	\$394	\$72,000

**Supporting documents may be required to validate issuance of a professional diploma where all course exams have been completed online. Exam fees are subject to change without notice.*

COURSE EVALUATION

ASSESSMENT/ EVALUATION

Real-world scenarios will be included in each unit of the course to enforce the skills being taught. A student **MUST** register a pass in the quizzes where applicable and when added to the completed coursework, must have an overall passing grade to be successful in each Unit. Students are encouraged to do all pieces of course work and each course quiz. Summative assessment will be by course completion, graded quizzes and/or capstone projects for each unit.

Students have the option on the completion of each course to register for the course exam online or at a UCC campus. Exams fees can be paid online for the online exam option or at UCC for either the online exam or to sit a proctored exam at the nearest UCC campus.

AWARD

The Affiliate University will award a Certificate of Achievement directly to the student for each online course exam completed successfully. University credits will be awarded by the UCC to students registering for each proctored course exam through UCC as each course exam is successfully completed. A UCC Diploma will be awarded after all course exams have been successfully completed.

Students must register for and complete each course exam except when participating by way of Course Audit. Exams may be completed 100% online or at a UCC test facility scheduled monthly, subject to demand. Supporting documents may be requested to validate issuance of a professional diploma in cases where all course exams have been completed online.

LEARNING RESOURCES

Course material, videos, textbook, international faculty

ACADEMIC INTEGRITY AND COPYRIGHT

UCC demands a high level of scholarly behavior and academic honesty on the part of its students. Any assignment, test paper, project, or report submitted by you and that bears your name will be assumed to be your own original work that has not been previously submitted for credit in another course unless you obtain prior written permission to do so from your lecturer.

In all assignments, or drafts of paper, you may use words or ideas written by other individuals in publications, websites or other sources, but only with proper attribution. “Proper attribution” means that you have fully identified the original source and extent of your use of the words or ideas of others that you reproduce in your work for this course. This is normally done in the form of a footnote or parenthesis. Failure to do so is plagiarism and is considered a form of academic dishonesty. Please refer to the UCC Library and Information Centre if you are uncertain how to cite your references.

IMPORTANT NOTE ON PLAGIARISM

Plagiarism is a form of intellectual theft. If you fail to acknowledge your sources or make it appear that someone else's work is your own, you are guilty of plagiarism. The scholarly world operates by exchanging information and crediting the sources of that information. If you violate that process, you have committed a crime in the academic community. If you are having difficulty completing a paper on time, or need some additional help, or are unsure of how or where to document a source, please contact your lecturer or go to the librarian for help so you can avoid inadvertently or intentionally plagiarizing a source.

You will be charged with plagiarism if you:

- ❖ Copy from published sources without adequate documentation.
- ❖ Intentionally or unintentionally appropriate the ideas, language, key terms, or findings of another without sufficient acknowledgment that such material is not your own and without acknowledging the source.
- ❖ Purchase a pre-written paper (either by mail or electronically).
- ❖ Let someone else write a paper for you.
- ❖ Reproduce someone else's project.
- ❖ Submit as your own someone else's unpublished work, either with or without permission
- ❖ Incorrectly cite or neglect to cite borrowed materials

Consequences of Plagiarism

- ❖ If the final work you submit—all of it—is not yours, it does not matter how you came by it. Charges of plagiarism are brought to the attention of Academic Affairs, which initiates an investigation that may lead to formal charges.
- ❖ The process for the investigation and adjudication of charges may be accessed at the Dean of Students' Office.
- ❖ Plagiarism is a serious offense that can result in a variety of sanctions (failure of the course in which the plagiarism occurred and suspension from UCC among them).

Appropriate Uses of Sources

A mark of strong academic writing is demonstrated when one appropriately identifies sources in his/her arguments and analyses. This practice is called **documentation**. Guidelines for how to correctly cite materials used within your writing and assembling the list of works that you cite in your paper are available in style manuals. Information from these style manuals can be accessed in UCC's Library & Information Centre

- ❖ Whenever you draw on another's work, you must specify what you borrowed, whether facts, opinions, or quotations, and where you borrowed them from.

Avoiding Plagiarism

- ❖ Contact your lecturer and honestly discuss a strategy for completing an assignment rather than risk humiliation and legal charges.
- ❖ Become thoroughly acquainted both with the various ways in which plagiarism is construed, and with sources of proper documentation.

Reference:

American Psychological Association (2009). *Publication Manual of the American Psychological Association*, (6th ed.). New York: American Psychological Association

For further information, contact UCC Corporate Education Division Ph: 1876-665-3999/4056 or email: corporate_edu@ucc.edu.jm