



# 48 Weeks / 960 Hours

Course details



BOSS

# BUSINESS OPERATION SALES & STRATEGY



STUDENT SUPPORT COMMUNITY



## Employment opportunities and salary

**BUSINESS  
FACULTY**

- ✓ Distribution and logistics manager
- ✓ Production/operations supervisor or manager
- ✓ Account Manager
- ✓ Project manager
- ✓ Purchasing manager
- ✓ planning specialist
- ✓ Middle or senior manager across all sectors
- ✓ Business Development Manager

**\$43.59/hour**

Avg. Base Hourly  
Rate (CAD)

Source: [jobbank.gc.ca](http://jobbank.gc.ca)  
[And payscale.com](http://payscale.com)

**\$85.000**

Avg. Base Salary  
(CAD)



### **NOC codes:**

- Banking, credit and other investment managers (0122)
- Advertising, marketing and public relations managers (0124)



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# BUSINESS OPERATION SALES & STRATEGY



## Program Summary

As a business operation manager, you will lead frontline business management operations which are critical to the success of your organization. This postgraduate diploma is focused to help you to become a Business Manager or a senior executive with responsibilities in one or more operations in business, marketing, sales and supply chain in order to address high-level issues such as implementing strategies in operations, business and sales. You'll learn frameworks and acquire tools for making operational decisions with leadership skills in business and management that can increase efficiency, mitigate risk, expand global networks and maximize value creation.



## Learning Focus

- Google Workspace
- Change Management
- Digital Marketing
- Project Management Professional
- Slack for Business
- Sales Strategies
- Brand Strategy
- Supply Chain Management
- Corporate Finance
- Business Strategies
- Fundamentals of IP Strategy
- Employment Readiness
- Business Capstone Project



## What does a business operations manager do?

A Business Operations Manager is a level executive who leads a company's operational activities. Business Operation Managers design, execute and manage a company's initiatives and strategies in business, sales and operation and report to the senior executives.

Some of the more common tasks business managers are asked to complete include:

- Providing feedback and recommendations to clients.
- Gathering and analyzing financial data and employment reports.
- Interviewing employees, observing workplace flow, and mitigating potential problems.
- Applying critical analysis in decision-making processes.



# BUSINESS OPERATION

## SALES & STRATEGY

### Google Workspace

This subject will assist students to get the most out of Google's Workspace cloud software. Students will have the ability to tackle a huge number of everyday productivity problems with Google's intuitive collection of online tools.

Hours

60

#### Objectives:

- State the concept of Google Workspace
- List the main steps in managing files and folders in Google Drive
- List some of the common tasks in Google Docs, Sheets, and Slides.
- Explain how to insert objects in Google Docs, Sheets, and Slides.
- List the main features of Google Sheets.
- Explain how to send an email using the confidentiality mode.
- State what can be done with Google Forms.

### Change Management

This subject will introduce students to the theories and models of change management and connects them to workable approaches and techniques that organizations of all types and sizes can use to adapt to tough market conditions and succeed by changing their strategies, structures, mindsets, leadership behaviors and expectations of staff and managers.

80

#### Objectives:

- Apply a cognitive and psychodynamic approach to change.
- Improve team effectiveness in an organization.
- Apply proper frameworks to implement organizational change.
- Apply the change theory: guidelines for leaders.
- Establish the right culture and change leadership approach.
- Use all available tools that support complex change.
- Improve the governance and organizational leadership of projects

### Digital Marketing

This subject gives students the insights they need to develop a strategy for digital communications and the use of social media in order to achieve business goals. It provides a framework for understanding the use of social media for marketing, podcasting, blogging, video marketing, role of mobile and community management. This is a classroom instructor-led course where concepts are presented using various tools such as: YouTube videos, class discussions, group discussions, individual and/or group presentations, projects, field trips, role play, and open class dialogue.

80

#### Objectives:

- Define social media marketing strategy
- Explain which platform to include in a marketing mix considering business objectives
- State how to moderate a WordPress Blog
- Explain how to script and produce a podcast
- Explain how to open and moderate an account at any unfamiliar social media platform
- State how to select an appropriate social media platform based on business objectives, and audience.
- Explain how to build a social media strategy and content calendar for a business.

# BUSINESS, OPERATIONS, SALES AND STRATEGY



## Project Management Professional

The subject offers critical knowledge and its application of project techniques required by a professional project manager. The course focuses on PMI's five process groups, nine knowledge areas and 42 processes in project management.

### Objectives:

- Define scope statement.
- Discuss resources planning.
- Explain how to conduct HR Planning – Project Organizations & staffing.
- Describe how to conduct Procurement Planning – Project documents, RFP, Bid documents.
- Express how to plan, identify, prepare qualitative & quantitative analysis, response planning, and risk monitoring & control.
- Reiterate how to prepare Cost Planning – project cost estimates & techniques.
- Repeat the process of how to do Integration Planning – Project process & integration.

## Slack for Business

This subject will teach students how it would be like to be less overwhelmed, more efficient, and much more engaged at work. In addition, the subject will show students how to use communication to get groups to work together in a productive manner.

### Objectives:

- Use Slack to solve business problems.
- Use concepts of Slack to invite others to your own workspace
- Be able to effectively analyze, import, export, and update Slack user data.
- Be able to edit, delete and mute messages.
- Effectively use Slack's functionality on a daily basis to increase productivity.
- Customize Slack to include security and privacy settings.
- Integrate Slack with corporate enterprise systems.
- Use Slack online support, online resources, and in-person resources to become a power user of Slack.

## Sales Strategies

This subject provides will give students the strategies and guidelines they need to become proficient in the art of effective persuasion. It reveals the keys to establishing dynamic relationships between persuaders and tips for reaching the top in any career or endeavor.

### Objectives:

- Develop strategies for personal and professional development to enhance sales performance and maximize career opportunities.
- Apply sales concepts in order to improve individual and organizational performance.
- Identify the value aspects of product or service and link them to the critical elements of the customer needs.
- Use company-provided tools and technology to obtain relevant insight.
- Communicate sales information persuasively and accurately.

Hours

80

40

40

# BUSINESS, OPERATIONS, SALES AND STRATEGY



Hours

## Brand Strategy

This subject will introduce students to the SMG Brand Mapping Process®, a process that will guide them in creating personal, team and business brands that work in harmony and parallel with each other.

40

### Objectives:

- Correctly use Blogging as a marketing tool
- Use podcasting techniques
- Analyze social media insights
- Communicate on-line with audiences and switch conversations from a negative tone to a positive tone.

## Supply Chain Management

This subject will introduce high-level strategy and concepts while giving students the practical tools necessary to solve supply chain problems. Using a strategic framework, students are guided through all of the key drivers of supply chain performance, including facilities, inventory, transportation, information, sourcing, and pricing.

100

### Objectives:

- Formulate effective supply chain strategy.
- Solve any resulting supply chain problems using the available analytical tools.
- Use concepts of Analytic methodologies for supply chain analysis.
- Use framework for designing distribution networks with an application to omni-channel retailing.
- Use techniques for demand forecasting and measuring forecast error.
- Use methodologies to obtain optimal batch sizes and discusses managerial levers that help to reduce cycle inventory without hurting costs.
- Use methodologies to obtain safety inventory and discusses managerial levers that help reduce safety inventory without hurting product availability.
- Use the concept of total cost in the context of sourcing and discusses the benefits of sharing risk and reward in a supply chain.

## Business Analytics

In this subject, students will cover the fundamental concepts of modern business analytics and analyze the vital tools in order to understand how data analysis works in today's organizations. Students will learn how to apply basic principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions.

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### Objectives:

- Use Excel template design, and PivotTables.
- Use technology for developing conceptual understanding and analyzing data.
- Develop approaches for applying trendlines and regression analysis, forecasting
- Apply data mining techniques.
- Build and analyze models on spreadsheets.
- Create data simulations and risk analysis.

# BUSINESS, OPERATIONS, SALES AND STRATEGY

## Corporate Finance

Hours

80

This subject provides students with every advantage as they strive to understand the key concepts of accounting and their role in business. It helps students to develop good decision-making habits as they prepare, analyze and apply accounting information. It also includes the financial reports of Nestlé, Adidas, and Puma to further reinforce the real-world relevance of accounting concepts.

### Objectives:

- Use accounting information for decisions and systems in order to optimize company performance
- Prepare and report financial statement results
- Analyze and report on merchandizing activities and inventory
- Analyze and report on major financial statement accounts
- Analyze and interpret financial statements

## Business Strategies

100

This subject provides a concise and integrated treatment of strategy implementation focusing on strategy in practice integration. The course will teach students to create a plan to achieve the goal of business they envisage as budding entrepreneurs and allow them to prepare a business plan and a business start-up analysis to learn what to do and what not to do to make and build a business.

### Objectives:

- Use industry analysis to develop a business strategy
- Identify an organization's resources and capabilities
- Manage organizational adaptation and strategic change
- Implement technology strategies
- Analyze competitive advantage in an international context
- Focus on innovators and early adapters and the why reason for of doing the product
- Sell the belief and value of the products and not the USP
- Create a fully functional business plan
- Set up a business including a marketing plan.
- Conduct a comprehensive SWOT Analysis

## Fundamentals of IP Strategy

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In this subject, students will explore the basic principles relating to the protection and strategic uses of intellectual property (IP) for competitive advantage. Understanding and developing an IP strategy is an essential requirement for all businesses seeking to compete and scale up in an increasingly competitive domestic and global marketplace.

### Objectives:

- Learn how to identify the major forms of IP and the subject matter they cover.
- Recognize the differences between national IP laws in transnational contexts.
- Identify the ways in which these various forms of IP either intersect or are mutually exclusive.
- Understand the importance of an IP strategy for businesses, especially in a global context, and
- the importance of integrating an IP strategy as part of a business strategy.
- Recognize the ways in which IP rights can be "layered" for strategic advantage.
- Understand and evaluate IP license agreements and IP enforcement strategies.
- Develop the skills of an IP strategist.



# BUSINESS OPERATION

## SALES & STRATEGY

### Employment Readiness

This subject offers students a thorough understanding of the skills required in order to obtain meaningful employment after graduation. Students will develop employment readiness skills through numerous practical assignments, in-class discussions, job searches procedures, and mock interviews.

Hours

20

#### Objectives:

- Prepare an effective Resume
- Prepare a proper cover letter to match a job posting
- Conduct available job search resources
- Handle a job interview
- Properly conduct him/herself in a job interview

### Business Capstone Project

In this subject, students apply the knowledge and skills obtained in previous subjects to the business planning process required for new venture development. Students will have the ability to work on a business project while gathering very practical experience. This involves critiquing business plans and using practical research tools and appropriate analytical approaches to work through components of plans of their own. At the end of the subject, student teams present ideas to both peers and the instructor who provide feedback and insight into what it takes start or operate a successful business

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#### Objectives:

- Think critically (e.g. be able to synthesize, contrast and compare information from different sources and be able to make considered judgments based on this)
- Analyze market, financial and other information.
- Draft business Plans.
- Identify and assess new market opportunities.
- Think creatively and to initiate and develop innovative solutions
- Communicate effectively, both orally and in writing
- Demonstrate knowledge of the different subfields of a business by working on different work packages
- Network and work in teams

### Contact us

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