Career and Professional Development

Programs, Courses and Univer Cour Cour

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This publication provides guidance to prospects, applicants, students, faculty and staff.

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1 About Career and Professional Development

1.1 Career and Professional Development at the School of Continuing Studies

In a world of rapid change, innovation and globalization, Career and Professional Development (C&PD) has the programs and courses to boost your career. Whether you want to acquire new job-related skills, boost your credentials with a career-advancing certificate or diploma, or even start down a brand new career path, C&PD is the right place to do it.

Our instructors are experts and leaders in many disciplines, sharing their hard-won experience in wide-ranging professions and industries such as Accounting, Aviation Management, Business Analysis, Entrepreneurship, Finance, Health Care, Human Resources, Information Technology, Intellectual Property, Management, Marketing, Project Management, Public Relations, and Supply Chain Management and Logistics.

At C&PD, you will study with business leaders and experts at the top of their professions. They bring real-world experience, pertinent case studies, the latest technologies, and industry best practices to our interactive and collaborative learning environments. Our committed instructors and motivated students will help accelerate your own learning and make a real difference in your career.

C&PD offers innovative programs and courses that focus on real-life issues, applications and skills. Whether you take just one course, or complete a certificate or diploma, studies at C&PD will enrich you both personally and professionally. C&PD also offers customized training for clients, with workshops and targeted training solutions provided on site for your company.

Since balancing work and family responsibilities is always a challenge, we have tailored our programs and courses to your demanding schedule. Courses and workshops are offered both in the evening and on the weekend, depending on what you choose.

1.2 Location

Career and Professional Development
Undergraduate Certificate Programs, Part-time BCom
Telephone: 514-398-1030
Fax: 514-398-3108
Email: *info.conted@mcgill.ca*
Website: *www.mcgill.ca/continuingstudies/about-scs/academic-areas/career-professional-development*

1.3 Administrative Officers

Administrative Officers	
Carmen Sicilia; B.A.(C'dia), M.A., Ph.D.(McG.)	**Associate Dean (Academic); Director, Career & Professional Development (Credit Programs)**
Inna Popova; B.A.(V.N. Karazin Univ.), Cert HR Fnd (C'dia)	**Director, Career & Professional Development (Non-Credit Programs)**
	Associate Director, Career & Professional Development (Credit Programs); Area Coordinator, Information Technology

Administrative Officers	
John Gradek; B.Sc.(Montr.), B.Eng.(Car.), M.B.A.(W. Ont.)	**Faculty Lecturer, Co-Project Leader, Information Systems Online Courses for Indigenous Students**
Amanda Lim; B.A.(Hons.)(Strathclyde), M.A.(Car.)	**Project Manager, Indigenous Programs**

1.4 Professional Development and Job Opportunities

Career and Professional Development programs can enhance your career and provide opportunities for numerous occupations, such as:

- accounting, tax, and financial planners;
- brand and product marketing experts;
- business entrepreneurs;
- customer service and help desk representatives;
- health care and social services managers;
- human resources managers;
- investment and treasury analysts;
- IT business and support analysts;
- logistics and supply-chain managers;
- marketing and sales professionals;
- money-market and merger and acquisition analysts;
- physical distribution specialists and online retailers;
- public relations professionals;
- QA analysts and test engineers;
- retirement and estate planners;
- risk managers;
- software engineers and developers;
- systems, database, and network administrators;
- web masters, designers, and developers.

2 Undergraduate Certificate Programs, Part-Time BCom

In a world of rapid change, innovation, and globalization, Career and Professional Development (C&PD) has the programs and courses to boost your career. Our instructors are experts and leaders in many disciplines, sharing their hard-w

Certificate Programs

section 2.1.7: Certificate in Human Resources Management

section 2.1.8: Certificate in Indigenous Business Management

section 2.1.9: Certificate in Management

section 2.1.10: Certificate in Marketing

section 2.1.11: Certificate in Public Relations and Communications Management

section 2.1.12: Certificate in Risk Management

section 2.1.13: Certificate in Software Development

section 2.1.14: Certificate in Supply Chain Management and Logistics

section 2.1.15: Certificate in Systems Analysis and Design

2.1.1 Certificate in Accounting

This certificate provides the academic training necessary for performing the accounting function.

2.1.1.1 Certificate in Accounting (30 credits)

The Certificate in Accounting aims to provide students with the appropriate competencies in the area of accounting using learner-centered instructional methods so as to prepare them for a variety of careers in accounting. The program is designed to provide a solid knowledge base in various accounting related fields, such as financial and managerial accounting, taxation, auditing and corporate finance

There are two external prerequisite courses to the program, which must be taken prior to taking certain required courses in this program. Students who wish to apply for advanced standing for prerequisite courses must complete an Advanced Standing form at the time of admission or they may take an Exemption by Examination test. Prerequisites and corequisites are not included in the total credit requirements for the program

Prerequisites

CMSC 101*	(3)	College Algebra and Functions
MGCR 211*	(3)	Introduction to Financial Accounting

* or the Exemption by Examination Test

Corequisites

MGCR 273*	(3)	Introductory Management Statistics
MGCR 293*	(3)	Managerial Economics

* or the Exemption by Examination Test

Required Courses (24 credits)

ACCT 351	(3)	Intermediate Financial Accounting 1
ACCT 352	(3)	Intermediate Financial Accounting 2
ACCT 361	(3)	Management Accounting
ACCT 362	(3)	Cost Accounting
ACCT 385	(3)	Principles of Taxation
ACCT 453	(3)	Advanced Financial Accounting
ACCT 475	(3)	Principles of Auditing
MGCR 341	(3)	Introduction to Finance

Complementary Courses (6 credits)

ACCT 354	(3)	Financial Statement Analysis

ACCT 455	(3)	Development of Accounting Thought
ACCT 463	(3)	Management Control
ACCT 477	(3)	External Auditing
ACCT 486	(3)	Business Taxation 2
BUSA 364	(3)	Business Law 1
FINE 342	(3)	Corporate Finance
MGCR 331	(3)	Information Systems
MGCR 423	(3)	Strategic Management

2.1.1.2 CPA Contact Information

Ordre des CPA du Québec
Telephone: 514-288-3256, ext. 2615
Email: *info@cpaquebec.ca*
Website: *cpaquebec.ca/en/becoming-a-cpa*

2.1.2 Certificate in Applied Finance

This certificate provides students with a solid knowledge base in finance and prepares them for a variety of careers in finance.

2.1.2.1 Certificate in Applied Finance (30 credits)

This program aims to provide students with the appropriate competencies in the area of finance using learner-centered instructional methods to prepare them for a variety of careers in finance. The program is designed to provide a solid knowledge base in various finance related fields, such as corporate finance, investment banking and portfolio management, risk management, treasury finance, financial planning and sustainable financial management.

Note: There are two external prerequisite courses to the program, which must be taken prior to taking certain required courses in this program. Students who wish to apply for advanced standing for prerequisite courses must complete an Advanced Standing form at the time of admission or they may take an Exemption by Examination test. Prerequisites and corequisites are not included in the total credit requirements for the program.

Prerequiste Courses

CMSC 101*	(3)	College Algebra and Functions
MGCR 211*	(3)	Introduction to Financial Accounting

* or the Exemption by Examination Test

Corequisite Courses

MGCR 273*	(3)	Introductory Management Statistics
MGCR 293*	(3)	Managerial Economics

* or the Exemption by Examination Test

Required Courses (21 credits)

ACCT 354	(3)	Financial Statement Analysis
CFIN 300	(3)	Fundamentals of Financial Markets and Institutions
CFIN 310	(3)	Short-Term Financial Management
CFIN 410	(3)	Investment and Portfolio Management
FINE 342	(3)	Corporate Finance
FINE 482	(3)	International Finance 1
MGCR 341	(3)	Introduction to Finance

Complementary Cour

2.1.5.1 Certificate in Entrepreneurship (30 credits)

This program is designed primarily for non-business students who are interested in starting a business of their own. It provides a thorough understanding of what is required to start and maintain a sustainable venture. Students will acquire the tools necessary to identify opportunity, assess entrepreneurial potential, produce a business plan, organize, promote and finance the business, and prepare a marketing and sales structure. Business and intellectual property law, buying an existing business or considering a franchise will also be taught. This program will utilize guest speakers from varied entrepreneurial backgrounds to provide a practical context.

Note: Corequisite courses are not included in the total credit requirement for the program.

Corequisite

CMSC 101*	(3)	College Algebra and Functions

* or the Exemption by Examination test

Required Courses (27 credits)

BUSA 364	(3)	Business Law 1
CACC 520	(3)	Accounting for Management
CENT 305	(3)	Sales and Negotiations
CENT 306	(3)	Launching a New Business
CENT 307	(3)	Creating a Business Plan
CENT 308	(3)	Financing a New Business
CENT 309	(3)	Business Growth Strategies and Issues
CPRL 221	(3)	Professional Communication and Networking
MGCR 293	(3)	Managerial Economics

Complementary Course (3 credits)

3 credits from:

CCCS 310	(3)	Web Development
CGMG 210	(3)	Fundamentals of Project Management
CMRK 235	(3)	Digital Media Marketing
MGCR 382	(3)	International Business

2.1.6 Certificate in Health and Social Services Management

The Certificate in Health and Social Services Management focuses on the development of skills in the day-to-day management of the provision of health services in terms of both efficiency and human criteria.

2.1.6.1 Certificate in Health and Social Services Management (30 credits)

Revision, July 2015. Start of revision.

The Certificate in Health and Social Services Management will provide learners with an integrated base of management knowledge in the field of health and social services. It will focus on the development of skills in the day-to-day management of the provision of services in terms of both efficiency and human criteria.

Note: The external corequisite course CMSC 000 must be taken prior to taking CACC 220.

Corequisite CEUs to the program are not included in the total credit requirement for the program.

Corequisite (12 CE Units)

CMSC 000*	(12)	Foundations of Mathematics

* or the Exemption by Examination Test

Required Courses (30 Credits)

CACC 220	(3)	Accounting Concepts for Managers
CGMG 210	(3)	Fundamentals of Project Management
CHLC 351	(3)	Foundations of Health and Social Services Systems
CHLC 401	(3)	Evaluation of Health and Social Services
CHLC 410	(3)	Fundamentals of Health and Social Services Info Systems
CHLC 415	(3)	Foundations of Legal & Ethical Aspects
CPRL 221	(3)	Professional Communication and Networking
MGCR 222	(3)	Introduction to Organizational Behaviour
ORGB 420	(3)	Managing Organizational Teams
ORGB 421	(3)	Managing Organizational Change

Revision, July 2015. End of revision.

2.1.7 Certificate in Human Resources Management

This certificate provides an introduction to the disciplines and basic practices of human resources management (HRM).

2.1.7.1 Certificate in Human Resources Management (30 credits)

The Certificate in Human Resources Management provides an introduction to the disciplines and basic practices of human resources management. In addition, the Certificate program presents an overview of the specialized functions and some of the current and future issues in the area of personnel. It prepares students for the job market and to write the CHRP exam.

Required Courses (27 credits)

CORG 450	(3)	Workplace Health and Safety
INDR 294	(3)	Introduction to Labour-Management Relations
MGCR 222	(3)	Introduction to Organizational Behaviour
MGCR 423	(3)	Strategic Management
ORGB 421	(3)	Managing Organizational Change
ORGB 423	(3)	Human Resources Management
ORGB 424	(3)	Employment
ORGB 426	(3)	Human Resource Training and Development
ORGB 525	(3)	Compensation Management

Complementary Course (3 credits)

3 credits from:

CGMG 282	(3)	Introduction to Business
INDR 494	(3)	Labour Law
MGPO 450	(3)	Ethics in Management
ORGB 380	(3)	Cross Cultural Management
ORGB 420	(3)	Managing Organizational Teams

2.1.8 Certificate in Indigenous Business Management

This certificate introduces the knowledge and competencies essential to starting, promoting, and managing a socially relevant business or organization. It focuses on numerical and financial literacy, as well as fundamental communication and management skills.

2.1.8.1 Certificate (Cert.); Indigenous Business Management (30 credits) (30 credits)

This tailored program is intended for Indigenous students as a result of the need expressed by the Indigenous community leaders. The twenty first century demands multidisciplinary individuals, teams, communities and organizations. This program introduces the knowledge and competencies essential to starting, promoting, and managing a socially relevant business or organization. It focuses on numerical and financial literacy, as well as fundamental communication and management skills. It will help develop the skills needed to create a business or effectively work in an established organization, create a business plan, develop projects, communicate with confidence, effectively manage internal and external stakeholders, understand the fundamentals of how organizations operate within a social, political, and legal framework, and negotiate and manage conflict.

2.1.9 Certificate in Management

This certificate prepares students for positions in general management and sets the stage for further management education.

2.1.9.1 Certificate in Management (30 credits)

The Certificate in Management presents a broad survey of underlying disciplines, and an introduction to the functional areas in management. The completion of this certificate with the appropriate electives satisfies most of the requirements for the Canadian Institute of Management (CIM).

Note: Corequisite courses are not included in the total credit requirement for the program.

Corequisites

CCOM 205	(3)	Communication in Management 1
CMSC 101*	(3)	College Algebra and Functions

* or the exemption by examination test

Required Courses (18 credits)

MGCR 211	(3)	Introduction to Financial Accounting
MGCR 222	(3)	Introduction to Organizational Behaviour
MGCR 273	(3)	Introductory Management Statistics
MGCR 293	(3)	Managerial Economics
MGCR 341	(3)	Introduction to Finance
MGCR 352	(3)	Marketing Management 1

Complementary Courses (12 credits)

3 or 6 credits from the following:

BUSA 464	(3)	Management of Small Enterprises
MGCR 423	(3)	Strategic Management

6 or 9 credits from the following:

ACCT 361	(3)	Management Accounting
BUSA 364	(3)	Business Law 1
BUSA 368	(3)	Business Law 2
CGMG 210	(3)	Fundamentals of Project Management
CGMG 282	(3)	Introduction to Business
ECON 295	(3)	Macroeconomic Policy
FINE 342*	(3)	Corporate Finance
FINE 343*	(3)	Managerial Finance
FINE 443	(3)	Applied Corporate Finance

MGCR 360	(3)	Social Context of Business
MGCR 382	(3)	International Business
MGCR 472	(3)	Operations Management
MGPO 450	(3)	Ethics in Management
MGSC 373	(3)	Operations Research 1
ORGB 420	(3)	Managing Organizational Teams
ORGB 423	(3)	Human Resources Management

2.1.11 Certificate in Public Relations and Communications Management

This certificate is designed to meet the growing demand for professional expertise in this field. It is both professionally based and student oriented.

2.1.11.1 Certificate in Public Relations and Communications Management (30 credits)

The field of Public Relations and Communications Management has been changing dramatically in recent years. Digital (including social media) is changing the way publics and organizations communicate. Increased consciousness by companies of their social responsibility, and a need for greater accountability to stakeholders, have led to an awareness in both the corporate and the not-for-profit sector that organizations need to rely on the advice and services of well trained professional communicators. The program content is continually updated with best practices in industry. Students have opportunities to discuss real and evolving public relations cases directly with industry professionals.

Required Courses (24 credits)

CPRL 214	(3)	Applied Public Relations Methods 1
CPRL 223	(3)	Basics of Public Relations
CPRL 224	(3)	Applied Public Relations Methods 2
CPRL 225	(3)	Social and Traditional Media Relations
CPRL 226	(3)	Corporate Communications
CPRL 227	(3)	Internal Communication
CPRL 321	(3)	PR Issues Management
CPRL 322	(3)	Cases in Public Relations

Complementary Courses (6 credits)

6 credits from:

CGMG 210	(3)	Fundamentals of Project Management
CPRL 220	(3)	Fundamentals of Fund-Raising
CPRL 228	(3)	Event Management
MGCR 222	(3)	Introduction to Organizational Behaviour
MGCR 352	(3)	Marketing Management 1
MGCR 360	(3)	Social Context of Business

2.1.12 Certificate in Risk Management

Currently under review. Admissions will not be accepted for this academic year.

This certificate will increase the basic knowledge and educational excellence of risk managers and others seeking an education in risk management.

2.1.12.1 Certificate in Risk Management (30 credits)

Currently under review. Admissions will not be accepted for this academic year.

The key areas addressed in the Certificate in Risk Management are: business organization, statistics, economics, law, risk management and insurance. The completion of this certificate satisfies most of the educational requirements of the Institute of Risk Management for the Risk and Insurance Management Society (RIMS) Fellow designation.

Required Courses (21 credits)

BUSA 364	(3)	Business Law 1
CCOM 205	(3)	Communication in Management 1
CEC2 532	(3)	Business Economics
CPDV 301	(3)	Risk Management
CPDV 302	(3)	Risk Control
CPDV 303	(3)	Risk Financing

MGCR 211	(3)	Introduction to Financial Accounting

Complementary Courses (9 credits)

9 credits from:

ACCT 385	(3)	Principles of Taxation
BUSA 368	(3)	Business Law 2
CPDV 305	(3)	General Insurance 1
CPDV 306	(3)	General Insurance 2
MGCR 273	(3)	Introductory Management Statistics
MGCR 331	(3)	Information Systems

2.1.13 Certificate in Software Development

This certificate provides a solid foundation in software application development.

2.1.13.1 Certificate in Software Development (30 credits)

The certificate acts as a bridge to higher-level computing qualifications and provides a solid foundation in the concepts and techniques required for effective planning, design, and development of software applications and systems; and applied computer knowledge in networking and internet technologies. The program provides individuals with the knowledge and skills necessary to assume entry-level positions in the field of information technology, data entry operator, data center operations support, software development and maintenance specialist, network administrator, media technician, computer support consultant, help desk analyst, technical support specialist, or web and Internet specialists.

Note: Corequisite courses are not included in the total credit requirement for the program.

Corequisite

CMSC 101*	(3)	College Algebra and Functions

* or the Exemption by Examination test

Required Courses (30 credits)

CCCS 300	(3)	Programming Techniques 1
CCCS 301	(3)	Programming Techniques 2
CCCS 310	(3)	Web Development
CCCS 315	(3)	Data Structures and Algorithms
CCCS 321	(3)	Operating Systems Administration
CCCS 325	(3)	Mobile Application Development
CCCS 330	(3)	Database Design and Business Applications Development
CCCS 431	(3)	Networking Fundamentals
CMIS 422	(3)	Information System Security
MGCR 331	(3)	Information Systems

2.1.14 Certificate in Supply Chain Management and Logistics

This certificate provides a solid foundation in the concepts and techniques required for a career in the manufacturing supply chain industry.

2.1.14.1 Certificate in Supply Chain Management and Logistics (30 credits)

The Supply Chain Management and Logistics Certificate program is comprised of 2 core courses and 2 sets of courses. The Production and Inventory Control set will provide students with a strong background in manufacturing supply chain environments and will lead them toward a CPIM designation offered by APICS, provided that the students pass the APICS examinations. The Logistics set will provide students with a strong background in companies' supply chain, distribution and logistics functions and will lead them toward a CITT designation provided that CITT's other requirements are satisfied.

Corequisite

Note: Corequisite courses are not included in the total credit requirement for the program.

Note: Please note that the value of 12 represents CEU credit weight and not regular credit weights.

CMSC 000*	(12)	Foundations of Mathematics

* or the Exemption by Examination Test

Required Courses (30 credits)

CTPT 200	(3)	Introduction to Supply Chain Management
CTPT 201	(3)	Sourcing
CTPT 202	(3)	Production and Inventory Planning and Control 1
CTPT 206	(3)	Transportation Management and Economics
CTPT 207	(3)	Transportation Law and Policy
CTPT 208	(3)	Fundamentals of Logistics
CTPT 310	(3)	Production and Inventory Planning and Control 2
CTPT 311	(3)	Supply Chain Risk Management
CTPT 410	(3)	International Trade and Logistics
CTPT 430	(3)	Fundamentals of Integrated Business Systems

2.1.15 Certificate in Systems Analysis and Design

Currently under review.

6 credits from:

CCCS 301	(3)	Programming Techniques 2
CCCS 310	(3)	Web Development
CCCS 315	(3)	Data Structures and Algorithms
CCCS 321	(3)	Operating Systems Administration
CCCS 325	(3)	Mobile Application Development
CCCS 425	(3)	Web Services
CCCS 431	(3)	Networking Fundamentals

2.2 Bachelor of Commerce for Part-Time Students

Admission Requirements for Bachelor of Commer

Majors (Part-Time Program)
Marketing

Majors in Economics, Finance, Labour Management Relations and Human Resources, Managing for Sustainability, Mathematics (Major Concentration), Organizational Behaviour, Psychology, and Statistics (Major Concentration), and Strategic Management are also available. Significant daytime studies are required. Please refer to *Desautels Faculty of Management* > *Undergraduate* > *Overview of Programs Offered by the Desautels Faculty of Management* > *: Majors* for additional information.

2.3.1 Core Program

Core Courses – 36 credits required by all BCom students, with a minimum grade of C in each course.

Core Courses		
ECON 295	(3)	Macroeconomic Policy
MGCR 211	(3)	Introduction to Financial Accounting
MGCR 222	(3)	Introduction to Organizational Behaviour
MGCR 273	(3)	Introductory Management Statistics
MGCR 293	(3)	Managerial Economics
MGCR 331	(3)	Information Systems
MGCR 341	(3)	Introduction to Finance
MGCR 352	(3)	Marketing Management 1
MGCR 360	(3)	Social Context of Business
MGCR 382	(3)	International Business
MGCR 423	(3)	Strategic Management
MGCR 472	(3)	Operations Management

Note: MGCR 273 is equivalent to MGCR 271 for prerequisite purposes.

2.4 Concentrations

Concentrations
section 2.4.1: Bachelor of Commerce (B.Com.) — Concentration in Accounting (15 credits)
section 2.4.2: Bachelor of Commerce (B.Com.) — Concentration in Entrepreneurship (15 credits)
section 2.4.3: Bachelor of Commerce (B.Com.) — Concentration in Information Systems; Digital Innovation (15 credits)
section 2.4.4: Bachelor of Commerce (B.Com.) — Concentration in Information Systems; IT for Business (15 credits)
section 2.4.5: Bachelor of Commerce (B.Com.) — Concentration in Marketing (15 credits)
section 2.4.6: Bachelor of Commerce (B.Com.) — Concentration in Organizational Behaviour (15 credits)

2.4.1 Bachelor of Commerce (B.Com.) — Concentration in Accounting (15 credits)

The Accounting concentration is designed to meet the needs of Management students who want to have a good basic understanding of accounting, but do not intend to become professional accountants or accounting specialists. It is primarily oriented toward users of financial information and emphasizes breadth of knowledge in a coherent selection of courses.

This concentration complements or forms part of the B.Com., General Management program. The individual courses in the concentration also act as service courses for other areas in the Faculty for their majors or concentrations.

Required Courses (6 credits)

ACCT 351	(3)	Intermediate Financial Accounting 1

ACCT 361	(3)	Management Accounting

Complementary Courses (9 credits)

Selected from the following:

ACCT 352	(3)	Intermediate Financial Accounting 2
ACCT 354	(3)	Financial Statement Analysis
ACCT 362	(3)	Cost Accounting
ACCT 385	(3)	Principles of Taxation
ACCT 401	(3)	Sustainability and Environmental Accounting
ACCT 434	(3)	Topics in Accounting 1
ACCT 452	(3)	Financial Reporting Valuation
ACCT 453	(3)	Advanced Financial Accounting
ACCT 454	(3)	Financial Reporting
ACCT 463	(3)	Management Control
ACCT 475	(3)	Principles of Auditing
ACCT 486	(3)	Business Taxation 2

2.4.2 Bachelor of Commerce (B.Com.) — Concentration in Entrepreneurship (15 credits)

This concentration is designed to provide students with an understanding of the key concepts and processes involved in starting and managing new ventures. It combines rigour with relevance, as all students will complete a major field project, thus providing an opportunity to apply the concepts acquired in the classroom. The concentration is multidisciplinary and integrative, as it includes courses from across areas in the Faculty. Upon completing the concentration, students will understand how to conceptualize, develop, and manage successful new ventures. The concentration is appropriate for students interested in a wide variety of new ventures, from for-profit private companies to social enterprises and cooperatives.

Required Courses (6 credits)

MGPO 362	(3)	Fundamentals of Entrepreneurship
MGPO 364	(3)	Entrepreneurship in Practice

Complementary Courses (9 credits)

To be chosen from:

ACCT 361	(3)	Management Accounting
BUSA 364	(3)	Business Law 1
BUSA 465	(3)	Technological Entrepreneurship
FINE 342	(3)	Corporate Finance
INSY 331	(3)	Managing Information Technology
INSY 432	(3)	IT in Business
MGPO 365	(3)	Business-Government Relations
MGPO 432	(3)	Topics in Entrepreneurship
MGPO 438	(3)	Social Entrepreneurship and Innovation
MGPO 440	(3)	Strategies for Sustainability
MGPO 445	(3)	Industry Analysis & Competitive Strategy
MGPO 460	(3)	Managing Innovation
MRKT 365	(3)	New Products
MRKT 451	(3)	Marketing Research

MRKT 455	(3)	Sales Management
ORGB 321	(3)	Leadership

2.4.3 Bachelor of Commerce (B.Com.) — Concentration in Information Systems; Digital Innovation (15 credits)

There are two options offered in the Information Systems (IS) Concentration: IT for Business and Digital Innovation.

The IS Concentration - Digital Innovation option gives students knowledge and skills to navigate the digital economy. Today, business managers, leaders, and entrepreneurs need to be able to innovate digitally. This Concentration provides students with essential skills and kno

INSY 332	(3)	Accounting Information Systems
INSY 339	(3)	IT Consulting
INSY 341	(3)	Developing Business Applications
INSY 430	(3)	IT in Financial Markets
INSY 431	(3)	IT Implementation Management
INSY 432	(3)	IT in Business
INSY 434	(3)	Topics in Information Systems 1
INSY 437	(3)	Managing Data & Databases
INSY 440	(3)	E-Business
INSY 442	(3)	Business Intelligence and Data Analytics
INSY 450	(3)	Information Systems Project Management
INSY 454	(3)	Technological Foundation for E-Commerce
INSY 455	(3)	Technology and Innovation for Sustainability

2.4.5 Bachelor of Commerce (B.Com.) — Concentration in Marketing (15 credits)

The Marketing concentration prepares the student for a wide variety of career opportunities. Marketing graduates historically have found employment in the fields of product management, advertising, sales management, marketing management, pricing, marketing research, distribution, and retailing. The Marketing concentration provides a balance between courses focusing on fundamental, theoretical, and "need to know" material, and courses with a strong practical and applied orientation.

Required Courses (12 credits)

MRKT 354	(3)	Marketing Management 2
MRKT 357	(3)	Marketing Planning 1
MRKT 451	(3)	Marketing Research
MRKT 452	(3)	Consumer Behaviour

Complementary Course (3 credits)

One course selected from:

MRKT 351	(3)	Marketing and Society
MRKT 355	(3)	Services Marketing
MRKT 365	(3)	New Products
MRKT 434	(3)	Topics in Marketing 1
MRKT 438	(3)	Brand Management
MRKT 453	(3)	Advertising Management
MRKT 455	(3)	Sales Management
MRKT 456	(3)	Business to Business Marketing
MRKT 459	(3)	Retail Management
MRKT 483	(3)	International Marketing Management

2.4.6 Bachelor of Commerce (B.Com.) — Concentration in Organizational Behaviour (15 credits)

The Organizational Behaviour concentration provides an opportunity for students to increase their awareness of behavioural issues encountered in job and organizational settings, and to prepare themselves for graduate study in the behavioural sciences or for careers in general management or human resource management.

Complementary Courses (15 credits)

Selected from the following:

ORGB 321	(3)	Leadership
ORGB 325	(3)	Negotiations and Conflict Resolution
ORGB 380	(3)	Cross Cultural Management
ORGB 409	(3)	Organizational Research Methods
ORGB 420	(3)	Managing Organizational Teams
ORGB 421	(3)	Managing Organizational Change
ORGB 423	(3)	Human Resources Management
ORGB 434	(3)	Topics in Organizational Behaviour 1
ORGB 440	(3)	Career Theory and Development
ORGB 525	(3)	Compensation Management

2.5 Majors

Major programs are available in Accounting, Information Systems and Marketing in the Part-Time Program.

Because of the heavier demands of Major programs, students desiring to pursue a program of this type are advised to declare their intention at the beginning of the program. Only satisfactory grades (C or better) may count toward the Majors requirements.

2.5.1 Bachelor of Commerce (B.Com.) — Major Accounting (30 credits)

CPA requirements are solely the students' responsibility and vary from one institution to another. Please note that these requirements are subject to change.

This 30-credit Major is designed to meet the increased demand for accounting options within the BCom program.

Required Courses (18 credits)

ACCT 351	(3)	Intermediate Financial Accounting 1
ACCT 352	(3)	Intermediate Financial Accounting 2
ACCT 361	(3)	Management Accounting
ACCT 362	(3)	Cost Accounting
ACCT 385	(3)	Principles of Taxation
ACCT 455	(3)	Development of Accounting Thought

Complementary Courses (12 credits)

Selected from the following:

ACCT 354	(3)	Financial Statement Analysis
ACCT 401	(3)	Sustainability and Environmental Accounting
ACCT 434	(3)	Topics in Accounting 1
ACCT 452	(3)	Financial Reporting Valuation
ACCT 453	(3)	Advanced Financial Accounting
ACCT 454	(3)	Financial Reporting
ACCT 463	(3)	Management Control
ACCT 471	(3)	Non-Profit Accounting
ACCT 475	(3)	Principles of Auditing
ACCT 476	(3)	Internal Auditing
ACCT 477	(3)	External Auditing
ACCT 486	(3)	Business Taxation 2

2.5.2 Bachelor of Commerce (B.Com.) — Major Information Systems (30 credits)

This 30-credit Major prepares students for the multitude of IT-related career opportunities available in industry. It employs a blend of theoretical concepts, hands-on tools, and actual case studies to train students to identify business problems and opportunities, analyze business processes, and develop and implement information systems to support them. The IS Major covers a variety of topics including strategic planning and investment in information technologies, analysis, design, and deployment of information systems, understanding the opportunities and challenges of web-based businesses, and managing resistance to IT-initiated changes in organizations.

Graduates of this program may expect to find employment as business or systems analysts, consultants, IS quality assurance specialists, and project managers in diverse industries, including banking, insurance, manuf

Five courses selected from:

BUSA 464	(3)	Management of Small Enterprises
MRKT 351	(3)	Marketing and Society
MRKT 355	(3)	Services Marketing
MRKT 365	(3)	New Products
MRKT 438	(3)	Brand Management
MRKT 455	(3)	Sales Management
MRKT 456	(3)	Business to Business Marketing
MRKT 459	(3)	Retail Management
MRKT 483	(3)	International Marketing Management

2.6 About Admission Regulations for Certificate Programs

To be admitted to one of the 30-credit certificate programs offered by the *Career and Professional Development*

- Have you been attending school, for at least four consecutive years, at an accredited educational institution (in a non-English speaking country) where English is the language of instruction?
- Have you obtained an undergraduate degree from an accredited educational institution where the language of instruction in your program of study was English (minimum three years)?
- Have you obtained a graduate degree from an accredited educational institution where the language of instruction in your program of study was English (minimum two years)?

Applicants to *Career and Professional Development* who do not meet any of the above-listed conditions must demonstrate proficiency in English using **one** of the follo

Students who believe that they have taken the equivalent of one or more of the corequisites to the program, or one or more of the prerequisite courses that are not part of the program to which they have applied, may tak

Students wishing to apply for advanced standing must complete an Advanced Standing form at the time of admission. Evaluation requests received after this time will not be considered before registration and will be delayed until the following session. Requests will not be considered unless a student has applied to a program and must be accompanied by all required documentation.

Note: The evaluation process takes at least six weeks to complete.

2.6.11 Advanced Standing and Residency Requirement

A) Students transferring to McGill:

Advanced Standing of up to 30% of the courses in any one certificate program may be awarded for successfully completed equivalent study done at another university within the last five years.

B) Students transferring within McGill:

1. Students who withdraw from a certificate program may transfer credit to another certificate with no limit to the number of credits granted provided the courses are identical, were completed within the last five years and all other requirements of the new certificate are met.
2. Students who withdraw from a degree or diploma program and those who have completed a degree program and who have successfully completed courses appropriate to the content, standards, and other requirements of a particular certificate may apply and be awarded credit toward that certificate program up to and including five courses provided they were completed within the last five years. They must complete a minimum of five courses (15 credits) in the certificate program at the School of Continuing Studies after admission to that program.
3. Students who have completed a diploma or certificate program may apply for admission to a second certificate program and be given Advanced Standing (if applicable) up to a maximum of 9 credits (three courses) provided the courses were completed within the last five years.

Students wishing to transfer from a diploma program to a certificate program will receive Advanced Standing only for those courses in which they obtained the minimum passing grade required in the diploma program.

C) Students taking two programs concurrently:

1. Students may apply for admission to and register in more than one certificate program at a time. Where program course requirements overlap, credit may be granted up to a maximum of three courses (9 credits). Students may be granted exemption for overlapping courses in excess of 9 credits but must choose substitute courses with the approval of *Career and Professional Development*. Courses cannot be counted more than twice.
2. Students may be concurrently registered in a certificate and degree program. Courses taken at the School of Continuing Studies and approved for the degree program by the Associate Dean, which also meet the requirements of the certificate, may also be counted toward completion of the certificate. This form of double counting between certificate and degree programs is limited to five courses. Courses cannot be counted more than twice.

D) Students admitted to degree or diploma programs after completing a certificate program:

Students who apply for admission to a degree or diploma program after having completed a certificate program may be granted Advanced Standing at the discretion of the Associate Dean of the faculty in which the degree or diploma is offered.

E) Special Students:

Please consult *School of Continuing Studies* > *Getting Started* > *Admission requirements* > *: Special Student Status* for more information pertaining to Special Students.

2.6.12 Corequisite

This refers to academic course requirements that may be completed before or concurrently. In course terminology, this means that Course A is corequisite to Course B if Course A must be taken concurrently with (or may have been taken prior to) Course B.

2.6.13 Corequisites for Programs

Certain programs require specific corequisites. These may be completed after admission to the program. It is highly recommended that students complete all corequisite courses for a program at the beginning of the program.

2.6.14 Prerequisites for Courses

Admission to certain courses is restricted to students who have reached a certain level of knowledge by having completed other required work. In course terminology, this means that Course A is prerequisite to Course B if a satisfactory pass in Course A is required for admission to Course B.

The prerequisite course(s) or conditions are specified in the course description; see *University Regulations and Resources* > *Continuing Studies* > *Registration for Continuing Studies Students* > *: Course Information and Regulations*. Students must observe these prerequisites. If you fail to meet the prerequisite requirement, you will be denied permission to register in the course. Students unsure of their status with regard to a prerequisite must inquire at the School of Continuing Studies.

2.6.15 Required Courses

Programs may frequently be comprised of a number of required courses. In course terminology these represent mandatory courses that must be completed to fulfill the requirements of a program unless the student receives an exemption(s).

2.6.16 Complementary Courses

Programs may be comprised of a number of complementary courses. These are courses selected from a restricted list, a particular subject area, or a discipline. In some programs, students must include a number of these complementary courses to meet program requirements.

2.6.17 Course Load

All our programs are structured to be taken on a part-time basis. Therefore, students are advised to register for no more than two courses per term. If, however, a student with a special reason wishes to take a full-time load, the following conditions are applicable:

- A student would be permitted, if the schedule allows it, to register for a full load in the first term.
- If a student then has one failure, the course load will be reduced to three courses in the subsequent term.
- If a student has two failures, the course load would be reduced to two in the subsequent term.
- If a student has three failures, the course load would be reduced to one in the subsequent term and the student would not be permitted any further failures.
- If a student has accumulated four failures, the student will be asked to withdraw.

Note: The number of failures will be cumulative over the complete record. A failure is defined as being a grade less than C (55%) for any student pursuing an undergraduate certificate program.

2.6.18 Information Sessions

Information sessions are held throughout the year. This is an opportunity for you to learn more about specific programs and courses and to talk to academic advisers. Members of the *Career and Professional Development* staff will be available to explain and discuss the requirements of the various programs and courses ofmust include a nur27.634requirements oh360.0 1 67.Fw134 T3Ao talk 17.634 T7.634 Tm(f will be a)21f188 67.Fw134 T390.703 Tm(v)T11 0 067.Fw134 T3

3 Graduate Programs, Diplomas, and Graduate Certificates

In a world of rapid change, innovation, and globalization, graduate-level studies in Career and Professional Development will boost your career. Our instructors are experts and leaders in many disciplines, sharing their hard-won experience in wide-ranging professions and industries such as:

- Accounting
- Aviation Management
- Entrepreneurship
- Finance
- Health Care
- Human Resources
- Internet Business
- International Business
- Management
- Marketing
- Public Relations
- Supply Chain Management
- Taxation

The Career and Professional Development unit offers innovative programs featuring multiple learning methods that focus on real-life issues, applications and skills—all while leading to valuable and career-enhancing graduate certificates and diplomas. To give yourself an edge at work and in the marketplace, invest in your future at the School of Continuing Studies.

3.1 Graduate Programs

Diploma and Graduate Diploma Programs (university degree required)

section 3.1.3: Diploma in Accounting

section 3.1.4: Diploma in Applied Finance

section 3.1.5: Diploma in Applied Marketing

section 3.1.6: Diploma in Entrepreneurship

section 3.1.7: Diploma in Health and Social Services Management

section 3.1.8: Diploma in Human Resources Management

section 3.1.9: Diploma in Integrated Aviation Management

section 3.1.10: Diploma in Internet Business Technology

section 3.1.11: Diploma in Management

section 3.1.12: Diploma in Management – General

section 3.1.13: Diploma in Public Relations and Communications Management

section 3.1.14: Diploma in Supply Chain and Operations Management

section 3.1.15: Graduate Diploma in Taxation

Diploma in Management (30 credits), offered in eleven concentrations

section 3.1.11.1: Diploma in Management – Entrepreneurship Concentration

section 3.1.11.2: Diploma in Management – Health Care Concentration

section 3.1.11.3: Diploma in Management – Human Resources Concentration

section 3.1.11.4: Diploma in Management – International Business Concentration

section 3.1.11.5: Diploma in Management – Internet Business Concentration

Diploma in Management (30 credits), offered in eleven concentrations

section 3.1.11.6: Diploma in Management – Leader

In addition to the admission requirements stipulated in *section 3.1.1: Admission Requirements – Diploma Programs*, students must have a bachelor's degree in any discipline with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies or equivalent.

3.1.3.1 Diploma in Accounting (30 credits)

The Diploma in Accounting aims to provide students with competencies in the frontiers of accounting using learner-centered instructional methods. It is designed to provide training in the techniques and nuances expected of a successful professional in various accounting related fields, such as financial and managerial accounting, taxation, auditing and corporate finance.

There are two external prerequisite courses to the program, which must be taken prior to taking certain required courses in this program. Students who wish to apply for advanced standing for prerequisite courses must complete an Adv

3.1.4 Diploma in Applied Finance

This diploma provides students with the necessary tools to embark on a career in finance.

Admission Requirements – Diploma in Applied Finance

In addition to the admission requirements stipulated in *section 3.1.1: Admission Requirements – Diploma Programs*, students must have a bachelor's degree in any discipline with a CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies in their undergraduate degree.

3.1.4.1 Diploma in Applied Finance (30 credits)

This program aims to provide students with effective and applicable competencies in the frontiers of finance using learner-centered instructional methods. The program is designed to provide training in the techniques and nuances expected of a successful professional in various finance related fields, such as corporate finance, investment banking and portfolio management, risk management, treasury finance, financial planning and sustainable financial management.

Note: There are two external prerequisite courses to the program, which must be taken prior to taking certain required courses in this program. Students who wish to apply for advanced standing for prerequisite courses must complete an Advanced Standing form at the time of admission or they may take an Exemption by Examination test.

Prerequisites and corequisites are not included in the total credit requirements for the program.

Prerequisite Courses

CACC 521*	(3)	Concepts of Financial Accounting
CMS2 500*	(3)	Mathematics for Management

* or the Exemption by Examination Test

Corequisite Courses

CEC2 532*	(3)	Business Economics
CMS2 521*	(3)	Applied Management Statistics

* or the Exemption by Examination Test

Required Courses (21 credits)

CFIN 500	(3)	Financial Markets and Institutions
CFIN 507	(3)	Analysis of Financial Statements
CFIN 512	(3)	Corporate Finance
CFIN 522	(3)	Applied Topics: Corporate Finance
CFIN 525	(3)	Treasury Management
CFIN 530	(3)	Investment Analysis
CFIN 540	(3)	Introduction to International Finance

Complementary Courses (9 credits)

CFIN 501	(3)	Retirement, Estate and Tax Planning
CFIN 515	(3)	Behavioural Finance
CFIN 528	(3)	Strategic Asset and Liability Management
CFIN 552	(3)	Firm Valuation

3.1.5 Diploma in Applied Marketing

The Diploma in Applied Marketing is designed to provide graduate-level students with a solid grounding in marketing terminology, theory, and best practices to prepare them for work or allow them to advance in a range of marketing areas. Focus is on hands-on projects, current practice, career networking, and the effects of rapidly changing consumer habits and digital communications technology.

Admission Requirements for the Diploma in Applied Marketing

Please see *section 3.1.1: Admission Requirements – Diploma Programs*.

3.1.5.1 Diploma in Applied Marketing (30 credits)

The Diploma in Applied Marketing is intended for students who wish to build on their previous university studies to help prepare themselves for marketing positions in business, industry, or not-for-profit organizations, or to make a career change. This program will introduce students to theories, practices, and recent developments in the field of marketing, and provide and opportunity to apply these in practical situations. Students must have a Bachelor's degree in any discipline with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies.

Required Courses

CMIS 542	(3)	Strategic Internet Marketing
CMR2 542	(3)	Marketing Principles and Applications
		Marketing of Services

CCLW 511	(3)	Law 1
CEC2 532	(3)	Business Economics
CEN2 500	(3)	New Venture Formation
CEN2 505	(3)	Sales and Negotiation Strategies
CEN2 506	(3)	Financing Startups and Ventures
CEN2 507	(3)	Venture Growth Strategies
CEN2 510	(3)	Practical Entrepreneurship Management
CPL2 510	(3)	Communication and Networking Skills

Complementary Courses (3 credits)

3 credits from the following:

CGM2 510	(3)	Project Management: Tools & Techniques
CMIS 530	(3)	Web Analytics for Internet Business
CMIS 542	(3)	Strategic Internet Marketing
CMIS 544	(3)	Social Media Marketing and Technology
CMS2 521	(3)	Applied Management Statistics
CPL2 524	(3)	Introduction: International Business

3.1.7 Diploma in Health and Social Services Management

The Diploma in Health and Social Services Management program focuses on the development of skills and knowledge required to prepare health care professionals for the day-to-day challenges of managing individuals, complex health care systems, and organizational changes in a variety of health care settings.

Admission Requirements – Diploma in Health and Social Services Management

In addition to the admission requirements stipulated in *section 3.1.1: Admission Requirements – Diploma Programs*, students must have a bachelor's degree in any discipline with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies.

3.1.7.1 Diploma in Health and Social Services Management (30 credits)

The Diploma in Health and Social Services Management will prepare students with an integrated base of management knowledge in the field of health and social services management. It will focus on the development of skills in the day-to-day management of the provision of services in terms of both efficiency and human criteria, planning, directing, and coordinating the delivery of services in hospitals, reception centers for the youth and the elderly, local community centers, and other health and social establishments. Individuals will acquire knowledge and develop skills to work with other professionals, for budgeting, managing employees, purchasing equipment, as well as overseeing facilities and equipment worth millions of dollars.

Corequisite

CMS2 500	(3)	Mathematics for Management

Required Courses (27 credits)

CACC 520	(3)	Accounting for Management
CACC 523	(3)	Financial Aspects of Health Care
		Project Management: Tools & Techniques

3.1.9.1 Diploma in Integrated Aviation Management (30 credits)

This 30-credit program focuses on Aviation Management from a business, economic, financial, legal, managerial, marketing, operational, planning, and policy perspective at the national and international levels. The program focuses on contemporary issues in the following areas: aviation laws and regulations; airline and airport management; air cargo and navigation service management; safety and security; air transportation finance and economics; and change management. Students must have a bachelor's degree in any discipline with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies.

Required courses

CIAM 510	(3)	Overview of the Aviation Field
CIAM 520	(3)	Air Transportation Finance and Economics
CIAM 521	(3)	Aviation Safety and Security Management
CIAM 522	(3)	Aviation Law and Policy
CIAM 523	(3)	Air Navigation Services Management
CIAM 524	(3)	Airline Management
CIAM 525	(3)	Airport Management
CIAM 526	(3)	Air Cargo Management
CIAM 540	(3)	Integrated Aviation Management Project
CPL2 532	(3)	Leading Change

3.1.10 Diploma in Internet Business Technology

This diploma is offered to those who have completed a university undergraduate degree and wish to obtain a qualification in the field of Internet business technology.

Admission Requirements – Diploma in Internet Business Technology

In addition to the admission requirements stipulated in *section 3.1.1: Admission Requirements – Diploma Programs*, students must have a CGPA of 3.0 out of 4.0. Students must also have knowledge of basic college level mathematics equivalent to McGill course CMSC 101 and have previous experience with some programming language equivalent to McGill course CCCS 300.

3.1.10.1 Diploma in Internet Business Technology (30 credits)

The Diploma in Internet Business Technology is designed to provide a base in the fundamentals of computer science and exposure to Internet technology, web-based social media and web analytics. Students completing the diploma will be in an excellent position to understand and manage information technology-related issues in their workplace.

Required Courses (21 credits)

CCS2 505	(3)	Applications Programming
CCS2 508	(3)	Web Application Development
CGM2 510	(3)	Project Management: Tools & Techniques
CMIS 530	(3)	Web Analytics for Internet Business
CMIS 542	(3)	Strategic Internet Marketing
CMIS 543	(3)	Internet Business Analysis and Optimization
CMIS 544	(3)	Social Media Marketing and Technology

Complementary Courses (9 credits)

9 credits from the following:

CCS2 510	(3)	Computer Network and Internet Security
CCS2 535	(3)	Internet Business Project
CCS2 550	(3)	Multimedia Communication Design and Marketing
CCS2 590	(3)	Topics in Information Technology

CPL2 510	(3)	Communication and Networking Skills

Or any other 500-level course offered and approved by Career and Professional Development.

3.1.11 Diploma in Management

The School of Continuing Studies, in cooperation with the Desautels Faculty of Management, offers courses leading to the Diploma in Management.

Admission Requirements – Diploma in Management

Please see *section 3.1: Graduate Programs* > *section 3.1.1: Admission Requirements – Diploma Programs*.

3.1.11.1 Diploma in Management – Entrepreneurship Concentration

The School of Continuing Studies, in cooperation with the Dobson Centre for Entrepreneurial Studies, offers the Diploma in Management with an Entrepreneurship Concentration.

Admission Requirements – Diploma in Management – Entrepreneurship Concentration

In addition to the admission requirements stipulated in *section 3.1: Graduate Programs* > *section 3.1.1: Admission Requirements – Diploma Programs*, students must have an undergraduate de

CPL2 524	(3)	Introduction: International Business
CPL2 533	(3)	Developing Leadership Skills

Or an

This concentration provides skills to integrate human resources functions with the overall business strategy of an organization.

Admission Requirements – Diploma in Management – Human Resources Concentration

In addition to the admission requirements stipulated in *section 3.1: Graduate Programs* > *section 3.1.1: Admission Requirements – Diploma Programs*, students must have an undergraduate degree in an area other than Commerce or equivalent.

3.1.11.3.1 Diploma in Management — Human Resources Concentration (30 credits)

Note: Corequisite courses are not included in the total credit requirement for the program.

Corequisites

CEC2 532*	(3)	Business Economics
CMS2 500*	(3)	Mathematics for Management

* or the Exemption by Examination Test

Required Courses (21 credits)

CACC 520	(3)	Accounting for Management
CFIN 512	(3)	Corporate Finance
CFIN 540	(3)	Introduction to International Finance
CMR2 542	(3)	Marketing Principles and Applications
CMS2 521	(3)	Applied Management Statistics
CORG 551	(3)	Behaviour in Organizations
CPL2 524	(3)	Introduction: International Business

Complementary Courses (9 credits)

6 credits from:

CMR2 566	(3)	Global Marketing Management
CPL2 554	(3)	International Business Policy
CPL2 561	(3)	North America and Global Economy

3 credits from:

CCLW 511	(3)	Law 1
CGM2 510	(3)	Project Management: Tools & Techniques
CMIS 541	(3)	Information Systems for Managers
CPL2 510	(3)	Communication and Networking Skills
CPL2 552	(3)	Strategic Management
CPL2 553	(3)	Small Business Management
CPL2 590	(3)	Topics in International Business

Or any other 500- or 600-level course offered and approved by Career and Professional Development.

3.1.11.5 Diploma in Management – Internet Business Concentration

This program will provide students with the opportunity to develop Internet business knowledge and skills.

Admission Requirements – Diploma in Management – Internet Business Concentration

Please see *section 3.1: Graduate Programs* > *section 3.1.1: Admission Requirements – Diploma Programs*.

3.1.11.5.1 Diploma in Management — Internet Business Concentration (30 credits)

The Diploma in Management with an Internet Business Concentration will equip students with tools to deal with the revolution in business that is being generated by the Internet and to adapt to a new and rapidly changing market.

Corequisites

CEC2 532*	(3)	Business Economics
CMS2 500*	(3)	Mathematics for Management

CPL2 531	(3)	Leadership Theory and Practice
CPL2 532	(3)	Leading Change
CPL2 533	(3)	Developing Leadership Skills
CPL2 534	(3)	Leading in Diverse and Global Workplaces

Complementary Course (3 credits)

3 credits from:

CCLW 511	(3)	Law 1
CGM2 510	(3)	Project Management: Tools & Techniques
CMIS 541	(3)	Information Systems for Managers
CPL2 552	(3)	Strategic Management
CPL2 553	(3)	Small Business Management
CPL2 595	(3)	Topics in Leadership

Or any other 500- or 600-level course offered and approved by Career and Professional Development.

3.1.11.7 Diploma in Management – Marketing Concentration

Currently under review. Admissions will not be accepted for the current academic year.

Admission Requirements – Diploma in Management – Marketing Concentration

Please see *section 3.1: Graduate Programs* > *section 3.1.1: Admission Requirements – Diploma Programs*.

3.1.11.7.1 Diploma in Management — Marketing Concentration (30 credits)

Currently under review. Admissions will not be accepted for this academic year.

The tried and true often doesn't work any more. Corporations must respond effectively to today's more sophisticated customer. With this specialization, you will acquire solid graduate-level expertise in areas such as marketing research and communications, consumer behaviour and service marketing.

Note: Corequisite courses are not included in the total credit requirement for the program.

Corequisites

CEC2 532*	(3)	Business Economics
CMS2 500*	(3)	Mathematics for Management

* or the Exemption by Examination Test

Required Courses (27 credits)

CACC 520	(3)	Accounting for Management
CFIN 512	(3)	Corporate Finance
CMR2 542	(3)	Marketing Principles and Applications
CMR2 548	(3)	Processes of Marketing Research
CMR2 556	(3)	Buyer Behaviour
		Marketing Communications: A Strate

CGM2 510	(3)	Project Management: Tools & Techniques
CMIS 541	(3)	Information Systems for Managers
CMR2 543	(3)	Marketing of Services
CMR2 590	(3)	Topics in Marketing
CPL2 552	(3)	Strategic Management
CPL2 553	(3)	Small Business Management

Or any other 500- or 600-level course offered and approved by Career and Professional Development.

3.1.11.8 Diploma in Management – Public Relations and Communications Management Concentration

Currently under review. Admissions will not be accepted for this academic year.

This concentration offers students an opportunity to gain knowledge in the fundamental and most frequently applied areas of specialization in public relations.

Admission Requirements – Diploma in Management – Public Relations and Communications Management Concentration

In addition to the admission requirements stipulated in *section 3.1: Graduate Programs* > *section 3.1.1: Admission Requirements – Diploma Programs*, students must have an undergraduate degree in an area other than Commerce or equivalent.

3.1.11.8.1 Diploma in Management — Public Relations and Communications Management Concentration (30 credits)

Currently under review. Admissions will not be accepted for this academic year.

The Diploma in Management with a Public Relations and Communications Management Concentration enhances students' communication and effectiveness, which will help them learn to supervise or work closely with communicators in their workplace. While some skills are taught, major emphasis is placed on the strategic aspects of public relations. Students intending to follow a public relations career are advised to take the Diploma in Management with a Public Relations and Communications Management Concentration in order to equip themselves more fully for professional practice. Courses in the Diploma in Management (Public Relations and Communications Management concentration) program are the same as those offered to career-track PR students, giving management students the opportunity to share their learning experience with future public relations professionals. In addition, instructors are all experienced, active practitioners in the field who will introduce students to guest speakers and real projects in industry.

Note: Corequisite courses are not included in the total credit requirement for the program.

Corequisites

CEC2 532*	(3)	Business Economics
CMS2 500*	(3)	Mathematics for Management

* or the Exemption by Examination Test

Required Courses (27 credits)

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CMIS 544	(3)	Social Media Marketing and Technology
CPRL 515	(3)	Fund-raising and Philanthropy
CPRL 532	(3)	Public Relations Event Management
CPRL 533	(3)	Communications in the Corporate Sector
CPRL 534	(3)	Communications in the Not-For-Profit Sector
CPRL 535	(3)	Public Opinion and Public Policy

Or any other 500-level course offered and approved by Career and Professional Development.

3.1.11.9 Diploma in Management – Taxation Concentration

Currently under review. Admissions will not be accepted for the current academic year.

This concentration provides students with a more general business view of taxation.

Admission Requirements – Diploma in Management – Taxation Concentration

Please see *section 3.1: Graduate Programs* > *section 3.1.1: Admission Requirements – Diploma Programs*.

3.1.11.9.1 Diploma in Management — Taxation Concentration (30 credits)

Currently under review. Admissions will not be accepted for this academic year.

Students who have not previously had significant exposure to taxation will have the opportunity to view tax in the context of general business and view taxation (and tax planning) as only one aspect of the business decision-making process. The student will be taught about taxation as an important factor affecting business and to properly integrate tax factors with business decisions without becoming a tax specialist.

Note: Corequisite courses are not included in the total credit requirement for the program

Corequisites

CEC2 532*	(3)	Business Economics
CMS2 500*	(3)	Mathematics for Management

* or the Exemption by Examination Test

Required Courses (24 credits)

CACC 520	(3)	Accounting for Management
CCLW 511	(3)	Law 1
CCTX 511	(3)	Taxation 1
CCTX 532	(3)	Taxation 2
CFIN 512	(3)	Corporate Finance
CMR2 542	(3)	Marketing Principles and Applications
CMS2 521	(3)	Applied Management Statistics
CORG 551	(3)	Behaviour in Organizations

Complementary Courses (6 credits)

6 credits from:

CCFC 516	(3)	Forensic Accounting
	(3)	Corporate Governance

CPRL 541	(3)	Ethics in Public Relations

Complementary Courses (9 credits)

3-6 credits from:

CPRL 533	(3)	Communications in the Corporate Sector
CPRL 534	(3)	Communications in the Not-For-Profit Sector

3-6 credits from:

CGM2 510	(3)	Project Management: Tools & Techniques
CMIS 530	(3)	Web Analytics for Internet Business
CMIS 542	(3)	Strategic Internet Marketing
CMIS 544	(3)	Social Media Marketing and Technology
CMR2 542	(3)	Marketing Principles and Applications
CORG 551	(3)	Behaviour in Organizations
CPRL 515	(3)	Fund-raising and Philanthropy
CPRL 532	(3)	Public Relations Event Management
CPRL 590	(3)	Topics in Public Relations

Or any other 500-level course offered and approved by Career and Professional Development.

3.1.14 Diploma in Supply Chain and Operations Management

This diploma offers high-level tools of analysis for acquiring an in-depth understanding of supply chain operations.

Admission Requirements – Diploma in Supply Chain and Operations Management

In addition to the admission requirements stipulated in *section 3.1.1: Admission Requirements – Diploma Programs*, students must have a bachelor's degree in any discipline with a CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies in their undergraduate degree.

3.1.14.1 Diploma in Supply Chain and Operations Management (30 credits)

The Diploma in Supply Chain and Operations Management offers students opportunities to specialize in areas such as quality management, lean manufacturing, service operations and project management. The program contents are included in the body of knowledge of a Green Belt and Project Management Institute.

Note: Corequisite courses are not included in the total credit requirement for the program.

Corequisite

CMS2 500*	(3)	Mathematics for Management

* or the Exemption by Examination Test

Required Courses (30 credits)

CGM2 510	(3)	Project Management: Tools & Techniques
CMS2 505	(3)	Quantitative Analysis Tools in Decision Making
CMS2 515	(3)	Operations Management
CMS2 524	(3)	Management of Service Operations
CMS2 525	(3)	Supply Chain Management
CMS2 530	(3)	Simulation Analysis and Modeling
CMS2 531	(3)	Re-Engineering and Integration of Business Systems
CMS2 532	(3)	Lean Operations Systems
CMS2 540	(3)	Six-Sigma Quality Management

CMS2 550	(3)	Supply Chain Field Project

3.1.15 Graduate Diploma in Taxation

Currently under review. Admissions will not be accepted for the current academic year.

You will be learning practical knowledge you can apply immediately, whether you work in a professional practice, for a corporation, or a government agency.

3.1.15.1 Graduate Diploma in Taxation (30 credits)

Currently under review. Admissions will not be accepted for this academic year.

If you are interested in the Taxation area, please refer to the Diploma in Management with a concentration in Taxation. See School of Continuing Studies > Areas of Study > Career and Professional Development > Graduate Programs, Diplomas, and Graduate Certificates > Graduate Programs > Diploma in Management - Taxation Concentration.

The Graduate Diploma in Taxation is offered by the School of Continuing Studies under the academic supervision of Graduate and Postdoctoral Studies (GPS). This 10-course (30-credit) program offers the widest possible range of graduate-level courses in Canadian, U.S., and International taxation. From the first day, you will be learning practical knowledge you can apply immediately, whether you work in a professional practice, for a corporation, or a government agency.

Qualifying Program (24 credits)

The following Qualifying Program must be completed by degree holders other than CA and Law:

BUSA 368	(3)	Business Law 2
CACC 520	(3)	Accounting for Management
CCLW 511	(3)	Law 1
CCTX 511	(3)	Taxation 1
CCTX 532	(3)	Taxation 2
CEC2 532	(3)	Business Economics
CFIN 512	(3)	Corporate Finance
CMS2 500	(3)	Mathematics for Management

Abbreviated Qualifying Program (12 credits)

The Abbreviated Qualifying Program must be completed by lawyers

CACC 520	(3)	Accounting for Management
CCTX 511	(3)	Taxation 1
CCTX 532	(3)	Taxation 2
CFIN 512	(3)	Corporate Finance

Diploma Program (30 credits)

For CA's and those who have completed the Qualifying Program or the Abbreviated Qualifying Program

CCLW 640	(3)	Tax Aspects of Litigation
CCLW 641	(3)	Taxation Research Methodology
CCLW 643	(3)	U.S. Taxation
CCLW 644	(3)	Corporate Reorganizations
CCLW 645	(3)	Taxation: Partnerships and Trusts
CCTX 640	(3)	Taxation of Real Estate
CCTX 641	(3)	Federal and Provincial Taxes
CCTX 642	(3)	Interpretation of Tax Policy
CCTX 643	(3)	Taxation of International Operations

CCTX 644	(3)	Tax Aspects: Creative Financing

3.1.16 Graduate Certificates

The Graduate Certificates are offered in 11 specializations that include: Entrepreneurship, Financial Planning, Health Services Management, Human Resources Management, International Business, Internet Business, Leadership, Marketing, Professional Accounting, and Public Relations Management.

The programs are offered by the School of Continuing Studies.

in any discipline with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of academic studies and a Diploma in Finance, or a bachelor's degree in any discipline and a Certificate in Finance with a minimum CGPA of 3.0 out of 4.0.

3.1.16.3.1 Graduate Certificate in Financial Planning (15 credits)

The Graduate Certificate in Financial Planning seeks to develop the already acquired finance competencies to analyze, integrate and synthesize information in a variety of fields including professional ethics and integrity, financial planning, insurance, marketing and taxation. Emphasis is placed on utilizing practical techniques which represent the wide range of businesses, public organizations, banks and insurance companies in which professional financial planners pursue their professional careers. Students must have completed a Bachelor of Commerce (Finance) with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of academic studies, or a Bachelor's Degree in any discipline with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of academic studies and a Diploma in Finance, or a Bachelor's Degree in any discipline and a Certificate in Finance with a minimum CGPA of 3.0 out of 4.0.

Prerequisite

CCTX 511	(3)	Taxation 1

Note: Students who wish to apply for advanced standing for prerequisite courses must complete an Advanced Standing form at the time of admission. Prerequisite courses are not included in the total credit requirements for the program.

Required Courses

CCLW 511	(3)	Law 1
CCTX 532	(3)	Taxation 2
CEN2 505	(3)	Sales and Negotiation Strategies
CFIN 501	(3)	Retirement, Estate and Tax Planning
CPD2 505	(3)	Risk Management and Insurance

3.1.16.4 Graduate Certificate in Health Services Management

The Graduate Certificate in Health Services Management consists of five courses. This 15-credit graduate-level program is designed to provide specialized business and management knowledge needed by practicing health care professionals.

Admission Requirements – Graduate Certificate in Health Services Management

In addition to the admission requirements stipulated in *section 3.1.16.1: Admission Requirements for Graduate Certificates*, students must hold a bachelor's degree in any discipline with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies and three years of recent work experience in administrative, research, or clinical positions in a health-related environment; or a bachelor's degree in any discipline and a Certificate in Health and Social Service Management with a minimum CGPA of 3.0 out of 4.0. All applicants must provide their curriculum vitae and two letters of reference.

3.1.16.4.1 Graduate Certificate Health Services Management (15 credits)

This graduate certificate is designed for practising health care professionals who want to acquire leadership skills to pursue a career in management or for managers and administrators who wish to upgrade their business and management knowledge for a senior management role. Focus is on the current changes and challenges in health systems across Canada, such as new funding models, evolving organizational changes, human resource challenges, financial sustainability, and greater demand for integration. A problem-based approach to teaching and learning will be taken, whereby students identify a real workplace operational problem and apply the theoretical concepts they learn to analyze and apply innovative and practical solutions.

Required Courses (9 credits)

CACC 520	(3)	Accounting for Management
CMS2 533	(3)	Lean Operations and Performance Management in Health Services
CPL2 532	(3)	Leading Change

Complementary Courses (6 credits)

CGM2 510	(3)	Project Management: Tools & Techniques
CHLC 580	(3)	Health Services Management Field Project
CHLC 590	(3)	Topics in Health Care

CPL2 510	(3)	Communication and Networking Skills

3.1.16.5 Graduate Certificate in Human Resources Management

This program is designed to provide an introduction to the core practices of human resources management.

Admission Requirements – Graduate Certificate in Human Resources Management

In addition to the admission requirements stipulated in *section 3.1.16.1: Admission Requirements for Graduate Certificates*, students must hold a bachelor's degree (or equivalent) or a graduate degree (or equivalent) with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies.

3.1.16.5.1 Graduate Certificate in Human Resources Management (15 credits)

Corequisite

CORG 551*	(3)	Behaviour in Organizations

* This course can be taken with CORG 555

Required Courses (12 credits)

CORG 555	(3)	Strategic Human Resources Management
CORG 560	(3)	Staffing Organizations
CORG 561	(3)	Developing Human Resources
CORG 562	(3)	Total Compensation and Rewards

Complementary Courses (3 credits)

3 credits from:

CGM2 510	(3)	Project Management: Tools & Techniques
CORG 553	(3)	Employee and Labour Relations
CORG 554	(3)	Managing Occupational Health and Safety
CORG 565	(3)	Managing Human Resources Management Information
CORG 590	(3)	Topics in Human Resources Management
CPL2 510	(3)	Communication and Networking Skills
CPL2 532	(3)	Leading Change
CPL2 534	(3)	Leading in Diverse and Global Workplaces

Or any other 500- or 600-level course offered and approved by Career and Professional Development.

3.1.16.6 Graduate Certificate in International Business

This program provides specialized knowledge in areas such as international finance and business relations, which is a necessity in today's changing global marketplace.

Admission Requirements – Graduate Certificate in International Business

Please see *section 3.1.16.1: Admission Requirements for Graduate Certificates*.

3.1.16.6.1 Graduate Certificate in International Business (15 credits)

Required Courses (6 credits)

CFIN 540	(3)	Introduction to International Finance
CPL2 524	(3)	Introduction: International Business

Complementary Courses (9 credits)

6-9 credits

from the following:

CMR2 566	(3)	Global Marketing Management
CPL2 554	(3)	International Business Policy
CPL2 561	(3)	North America and Global Economy

0-3 credits

from the following:

CCLW 511	(3)	Law 1
CGM2 510	(3)	Project Management: Tools & Techniques
CMIS 541	(3)	Information Systems for Managers
CPL2 510	(3)	Communication and Networking Skills
CPL2 552	(3)	Strategic Management
CPL2 553	(3)	Small Business Management
CPL2 590	(3)	Topics in International Business

Or any other 500- or 600-level course offered and approved by Career and Professional Development.

3.1.16.7 Graduate Certificate in Internet Business

Admission Requirements – Graduate Certificate in Internet Business

In addition to the admission requirements stipulated in *section 3.1.16.1: Admission Requirements for Graduate Certificates*, students must hold a Bachelor of Computer Science, a Bachelor of Software Engineering, or a Bachelor of Computer Engineering with a minimum CGPA of 3.0 out of 4.0 orf 36hout of Tj1 0 0 1 67.5

3.1.16.8.1 Graduate Certificate in Leadership (15 credits)

Prerequisite

CORG 551*	(3)	Behaviour in Organizations

* or the Exemption by Examination TestBehaBeha

CPL2 553	(3)	Small Business Management

Or any other 500- or 600-level course offered and approved by Career and Professional Development.

3.1.16.10 Graduate Certificate in Professional Accounting

The Graduate Certificate in Professional

CCMA 523	(3)	Managerial Accounting 3
CCTX 511	(3)	Taxation 1
CCTX 532	(3)	Taxation 2
CFIN 512	(3)	Corporate Finance
CFIN 522	(3)	Applied Topics: Corporate Finance
CMIS 541	(3)	Information Systems for Managers
CPL2 552	(3)	Strategic Management

Required Courses (16 credits)

ACCT 653	(3)	Issues in Professional Accounting 1
ACCT 654	(3)	Issues in Professional Accounting 2
ACCT 663	(3)	Strategic Aspects of Accounting 1
ACCT 664	(3)	Strategic Aspects of Accounting 2
ACCT 695	(4)	Integrative Analysis
ACCT 699*	(0)	Exam Preparation Seminar

* this course has a credit weight of zero (0).

Complementary Courses (8 credits)

ACCT 683	(4)	Practice of Taxation
ACCT 685	(4)	Accounting and Performance Management
ACCT 687	(4)	Assurance Services
ACCT 689	(4)	Financial Business Analysis

3.1.16.11 Graduate Certificate in Public Relations Management

Admission Requirements – Graduate Certificate in Public Relations Management

In addition to the admission requirements stipulated in *section 3.1.16.1: Admission Requirements for Graduate Certificates*, students must have a Bachelor of Commerce degree (or equivalent) with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies.

3.1.16.11.1 Graduate Certificate in Public Relations Management (15 credits)

Required Courses (12 credits)

CPRL 510	(3)	Fundamentals of Public Relations
CPRL 520	(3)	Applied Public Relations Communication
CPRL 530	(3)	Internal Stakeholder Communication
CPRL 531	(3)	Media Context and Applications

Complementary Course (3 credits)

3 credits from:

CGM2 510	(3)	Project Management: Tools & Techniques
CPRL 515	(3)	Fund-raising and Philanthropy
CPRL 532	(3)	Public Relations Event Management
CPRL 535	(3)	Public Opinion and Public Policy

3.1.16.12 Graduate Certificate in Taxation

Currently under review. Admissions will not be accepted for this academic year.

Admission Requirements – Graduate Certificate in Taxation

In addition to the admission requirements stipulated in *section 3.1.16.1: Admission Requirements for Graduate Certificates*, students must have a Bachelor of Commerce degree with a minimum CGPA of 3.0 out of 4.0 or 3.2 out of 4.0 in the last two years of full-time academic studies.

3.1.16.12.1 Graduate Certificate in Taxation (15 credits)

Currently under review. Admissions will not be accepted for this academic year

This program provides a solid academic background in business, and is designed to provide you with the specialized knowledge of taxation needed for today's changing business world.

Required Courses (9 credits)

CCLW 511	(3)	Law 1
CCTX 511	(3)	Taxation 1
CCTX 532	(3)	Taxation 2

Complementary Courses (6 credits)

6 credits from:

CCFC 516	(3)	Forensic Accounting
CCFC 521	(3)	Corporate Governance
CCFC 522	(3)	Strategic Financial Management
CCLW 643	(3)	U.S. Taxation
CCLW 644	(3)	Corporate Reorganizations
CCTX 640	(3)	Taxation of Real Estate
CCTX 641	(3)	Federal and Provincial Taxes
CCTX 643	(3)	Taxation of International Operations
CGM2 510	(3)	Project Management: Tools & Techniques

3.1.16.13 Graduate Certificate in Treasury – Finance

Currently under review. Admissions will not be accepted for the current academic year.

3.1.16.13.1 Graduate Certificate in Treasury — Finance (15 credits)

Currently under review. Admissions will not be accepted for this academic year

Required Courses (12 credits)

CFIN 522	(3)	Applied Topics: Corporate Finance
CFIN 525	(3)	Treasury Management
CFIN 530	(3)	Investment Analysis
CFIN 540	(3)	Introduction to International Finance

Complementary course (3 credits)

3 credits from:

CCLW 511	(3)	Law 1
CFIN 590	(3)	Topics in Finance
CGM2 510	(3)	Project Management: Tools & Techniques
CMIS 541	(3)	Information Systems for Managers

CPL2 552	(3)	Strategic Management
CPL2 553	(3)	Small Business Management

Or any other 500- or 600-level course offered and approved by Career and Professional Development.

3.2 Academic Regulations

In general, diplomas offered by the *Career and Professional Development* unit are comprised of ten courses. Some programs, however, have corequisite and prerequisite courses that must be completed by the students in order for them to obtain their certificate or diploma.

Students who believe that they have taken the equivalent of one or more of the corequisites to the program, or one or more of the prerequisite courses that are not part of the program to which they have applied, may take an *Exemption by Examination* test. Students who have failed any of the corequisite courses to the program, or any of the prerequisite courses that are not part of the program to which they have applied, are not eligible to take the Exemption by Examination test for the course(s) that they have failed.

The Exemption by Examination test is intended for students who do not have the requisite academic background required, but who believe that they have

3.2.6.3 Special Students

Special Students must complete all courses, including corequisite and prerequisite courses, with a minimum passing grade of B-. Students will be permitted a maximum of two unsatisfactory grades on their academic record. Students who obtain three unsatisfactory grades will be asked to withdraw from *Career and Professional Development* immediately. In this context, an unsatisfactory grade is deemed to be any grade below that of a B-. Please note that even if an unsatisfactory grade is improved by means of repetition of the course(s), the original grade remains on the student's record and counts toward the total number of unsatisfactory grades.

Students who have failed to comply with the minimum standards set by *Career and Professional Development* may not continue in their program and will have their registration cancelled. Once a student is asked to withdraw he/she will not be permitted to register in other courses or programs in *Career and Professional Development*, nor will they be permitted to exercise deferral privileges for the following term.

McGill University's School of Continuing Studies affirms the right of students to dispute substantive or procedural academic matters, including decisions about the student's continuation in a program; or concerning any other decision with respect to the application of academic regulations and requirements to a student. A formal academic appeal must be made in writing directly to the *Career and Professional Development* Appeal Committee. This request must be accompanied by supporting documentation which substantiates reinstatement.

3.2.6.4 Time Limits

For a single diploma requiring 30 credits, the program must be completed within four years of initial registration. For a single graduate certificate program requiring 15 credits, the program must be completed within two years of initial registration. Time limits will be adjusted accordingly for those students who are granted Advanced Standing, or who transfer from one program to another. Students exceeding the time limits may request an extension, in writing, to the graduate adviser. A recommended revision of the program of study must be approved by the Director.

Students who do not register for any course in their program for one year will be required to reapply and meet any new program requirements.

Corequisite

This refers to academic requirements that may be completed before or concurrently.

Corequisites for Programs

Certain programs require specific corequisites.

4.2.2 Fees

4.4 Course Offerings: Non-Credit Courses

Non-Credit Courses	
CBUS 204	Effective Public Speaking
CBUS 210D1/CBUS 210D2	Comprehensive Business Analysis
CENG 221D1/CENG 221D2	Project Management
CENG 223	Strategic Project Leadership
CENG 224	Agile Project Management
CBUS 101	Gestion financière de la copropriété au Québec
CBUS 103	Gestion juridique de la copropriété au Québec
CBUS 105	Gestion technique du bâtiment de la copropriété
CBUS 107	Gestion de la vie quotidienne d'une copropriété
CBUS 110	Current Trends in Digital Communication
CBUS 111	Content Creation
CBUS 112	Social Media Strategies and Community Management
CBUS 113	Strategic Digital Communications
CBUS 114	Content Management and Architecture
CBUS 120	Fundamentals of Management Consulting
CBUS 220	Professional Ethics in Management and Consulting
CBUS 216	Interpersonal Skills for Professionals
CBUS 221	Leading Sustainable Change
CBUS 225	Project Management in Practice
CBUS 230	Level 1 – Introductory Business Valuation
CBUS 231	Level 2 – Intermediate Business Valuation
CBUS 232	Level 3 – Advanced Business Valuation
CBUS 233	Level 4 – Special Topics in Business Valuation
CBUS 234	Litigation Support in Business Valuation
CBUS 235	Private Company Finance
CBUS 236	Introduction to Valuation for Financial Reporting

4.5 Intensive Professional Development Programs

Summer Program in Intellectual Property (Non-Credit)

Since 1994, the Intellectual Property Institute of Canada and McGill University have gathered some of the best practitioners in the field to conduct a series of intensive, practical summer courses in intellectual property. IPIC is an association of professionals practising in matters relating to the protection of intellectual property rights (patents, trade-marks, copyrights, and industrial designs).

Please visit our website at *www.mcgill.ca/continuingstudies/programs-and-courses/intelprop* for a detailed course brochure. You can find out more about IPIC online at *www.ipic.ca*.

Understanding Patents – An Introductory Course – July 18–22, 2016

An intensive, practical course that offers insights and strategies relating to patent issues. *Understanding Patents* is a must for **engineers involved in patents and patenting, patent agents in training, new patent agents, lawyers (in-house or corporate counsel), licensing executives, and contract managers**—anybody who encounters patents in their work and needs to have a better understanding of the nature and scope of the patent system, how patents are obtained, and how to manage a patent portfolio.

Understanding Trade-marks – An Introductory Course – July 25–29, 2016

section 4.6.3: Professional Development Certificate (Prof. Dev. Cert.); Business Valuation (42.5-43.5 CEUs)

Admission Requirements

An undergraduate degree in any discipline.

Note: In order to become a member of the CICBV and obtain the CBV designation, an individual must meet CICBV requirements. For complete details, please consult the CICBV website at *cicbv.ca/membership*.

section 4.6.4: Professional Development Certificate in Condominium Management (16 CEUs)

This program provides new and experienced residential and commercial condominium managers with the information, knowledge, and skills required for successful condominium management. Participants will have the opportunity to learn about the current situation and to have access to the knowledge and skills required of condominium managers. Participants have the flexibility of registering for just one course or for the complete program.

Please visit our website at *www.mcgill.ca/continuingstudies/programs-and-courses/property-management/certificate-condominium-management* for more information and to register. You can find out more about l'*Ordre des administrateurs agréés du Québec* (OAAQ), online at *www.adma.qc.ca*.

Who Should Attend

All those interested in the management of residential and commercial condominiums, property managers with or without experience, co-owners, real estate agents.

section 4.6.5: Professional Development Certificate in Digital Content and Community Management (22.5 CEUs)

This program provides working professionals with the knowledge and skills to participate in social media on behalf of their organization or brand, to create effective content, to manage communities through on-line communication, and to manage content from a wide range of sources in order to optimize its potential for the organization. They will also learn to monitor and track digital content; to carry out environmental scanning; to track trends and conversations with a view to influencing opinion and behaviour and enhancing their organization's digital footprint and reputation; and to identify and connect with customers.

Who Should Attend

Working professionals in marketing, public relations, corporate, internal, or brand communications, journalism or fundraising who wish to acquire knowledge and skills in digital media, online community management, and content creation and management.

section 4.6.6: Professional Development Certificate in Management Consulting (23.5 CEUs)

The emphasis of this Professional Development Certificate in Management Consulting is placed on the following subjects:

- the consulting process;
- consulting methodologies and tools;
- the ethics of professional practice;
- project management;
- sustainable change;
- interpersonal skills.

The content of this program is aligned with the competency requirements of the *Canadian Association of Management Consultants* (CMC-Canada) and is recognized by CMC to fulfil the educational requirements for Certified Management Consultant (CMC) professional designation.

Who Should Attend

Experienced professionals who wish to pursue a career either as independent consultants85.032 T025 599.612 Tms ic6 462.972 Tm(g)Tj1 0 0 1 308.216 462.97dCMC

For admission requirements for any of the Professional Development Certificates and other important information, please contact:

Telephone: 514-398-5454
Email: *pd.conted@mcgill.ca*

4.6.1 Professional Development Certificates Admission Requirements and Application Procedures

Please see the respective links below.

Professional Development Certificate in Aviation Management Consulting: *This program is currently not offered.*
Professional Development Certificate in Business Analysis:
www.mcgill.ca/continuingstudies/pr

CBUS 231	()	Level 2 - Intermediate Business Valuation
CBUS 232	()	Level 3 – Advanced Business Valuation
CBUS 233	()	Level 4 – Special Topics in Business Valuation

Complementary Courses (16.5-17.5 CEUs)

12.5-13 CEUs from:

CBUS 234	()	Litigation Support in Business Valuation
CBUS 235	()	Private Company Finance
CBUS 236	()	Introduction to Valuation for Financial Reporting

4-4.5 CEUs from:

CBUS 216	(4.5)	Interpersonal Skills for Professionals
CCOM 208	(4)	Professional Writing in Business

4.6.4 Professional Development Certificate in Condominium Management (16 CEUs)

Only the French program, Certificat de développement professionel en gestion de copropriété, is offered currently; it can be viewed at www.mcgill.ca/study/2015-2016/fr/faculties/continuing/areas_of_study/cpd/scs_cpd_professional_development_certificates_overview

Condominium development has enjoyed remarkable growth in Quebec ov

CBUS 113	(4.5)	Strategic Digital Communications
CBUS 114	(4.5)	Content Management and Architecture

* Note: It is strongly recommended that CBUS 110: Current Trends in Digital Communication be taken before any other courses in the program.

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CBUS 216	(4.5)	Interpersonal Skills for Professionals
CCOM 208	(4)	Professional Writing in Business
CENG 221D1	(8)	Project Management
CENG 221D2	(8)	Project Management

Complementary Course (4 - 16 CEUs)

CBUS 210D1	(8)	Comprehensive Business Analysis
CBUS 210D2	(8)	Comprehensive Business Analysis
CBUS 221	(6)	Leading Sustainable Change
CENG 224	(4)	Agile Project Management