



**DAY | 6 SEMESTERS**  
1605 hours

**AEC**  
**LCA.70**

The Business management program (AEC) is designed for students interested in all aspects of business management and sales, either of a commercial establishment or a company.

Business management technicians are responsible for managing a business or supervising a sales team. The Business Management program was therefore conceived to teach students the main responsibilities of a professional in the field, including managing sales personnel, setting and meeting sales objectives, promoting and marketing products and services, and providing customer service.

Students will therefore have optimal preparation when entering the job market.

---

## Diploma

This program leads to an Attestation of College Studies (AEC).

---

## Work-Study Program (WSP)

Work experience is recognized and in high demand by employers. The Work-Study Program (WSP) is an educational model that allows you to undertake two paid internships during your studies to gain work experience related to your field of study. Please consult the Work-Study Program section for more details. Not available to students who begin in the Winter semester.

---

## Admission Criteria

- Have a training deemed sufficient and meet the admission criteria set for college studies
- Have completed the following course: Mathematics Secondary IV CST or 436

---

## Career Prospects

Graduates will have the opportunity to work in responsible positions such as:

- Sales staff manager
- Business or sales representative
- Manager of a retail sales store or business
- Personnel or placement officer
- Stock manager or purchasing manager
- Post-service and clientele manager
- Marketing and product launch manager
- Communications and advertising manager
- Marketing researcher, poll writer and analyst



## Concentration Courses

- Careers in Management (45 h)
- Introduction to eBusiness (45 h)
- Organizational Communication (45 h)
- Accounting I (60 hrs)
- Computer Management I (45 h)
- Management (60 h)
- Accounting II (60 h)
- Marketing (60 h)
- Computer Management II (45 h)
- Statistics for Management (60 h)
- Business Law (45 h)
- Financial Analysis (45 h)
- Français des affaires (60 h)
- Human Resources Management (60 h)
- Budget Planning and Control (45 h)
- Macroeconomics (60 h)
- Commercial Inventory Management (45 h)
- Marketing Research (60 hrs)
- Advertising and Promotion (45 h)
- Retail Sales (45 h)
- International Trade (45 h)
- Supervising and Training a Salesforce (60 h)
- Sales and Communication (60 h)
- Business Management Project (60 h)
- Consumer Service (45 h)
- Project Management (45 h)
- Strategic Marketing (45 h)
- Merchandising (45 h)
- Ecommerce (45 h)
- Internship in Business Management (120 h)

\* The College reserves the right to substitute some courses.

## Bring Your Own Device

The use of a laptop computer is mandatory. This laptop must be equipped with the Windows operating system to work with all software. Standard or student license software must be installed when requested by teachers.

The following features are required for PCs:

- Processor: Intel I5 minimum
- Memory: 8 GB recommended
- Hard drive: 500 GB minimum
- Screen: 14 inches minimum
- Connectivity: Wi-Fi and LAN
- Ports: minimum of one USB 3.0 port

We recommend purchasing an external numeric keyboard if your laptop does not already have one.

Required software: Sage 50, MS Office suite (Word, PP, Excel) + specialized software: MS Access and MS Visio, Dreamweaver CC, Adobe Acrobat Reader.

## Methods of Instruction

On-campus

- At the Montréal campus

