

## Brockville Integrated Options Winter 2022

### School of Business

#### Principles of Human Resources Management (45 hours)

<b>SLC Course Code</b> HUMA 74	Principles of Human Resources Management is intended to provide students with an understanding of human resources management functions within organizations. The course introduces the purpose and the application of Human Resources activities which will assist organizations in achieving their goals and objectives. As such, this course is designed to lay the groundwork for more advanced studies in Human Resources and related subjects. <b>Related programs:</b> <i>Business Administration, Fundamentals, Marketing, Accounting or Human Resources and General Arts and Science</i>
<b>Ministry Course Code</b> TBD	
<b>Allocated Seats</b>  5	

#### Marketing Essentials (45 hours)

<b>SLC Course Code</b> MARK 20	Marketing Essentials introduces students to the basic principles and practices of marketing management in the modern business setting. This course examines the consumer market for goods and services and the major decision areas of marketing: identifying and selecting target markets, product, price, distribution, integrated marketing communications and customer relationship management. Key concepts including value creation, marketing mix, marketing strategy, and marketing best practices are introduced and explored. Data and the application of metrics and analytics in decision making are discussed and applied.  Related programs: Business Administration, Fundamentals, Marketing, Accounting or Human Resources and General Arts and Science
<b>Ministry Course Code</b> TBD	
<b>Allocated Seats</b>  5	

### School of Community Services

#### Criminology - Police Foundations (45 hours)

<b>SLC Course Code</b> POFP 201	This course provides an examination of various theoretical explanations of criminal and deviant behavior including the sociological, biological and psychological perspectives. Criminological theory is related to various types of criminal activity and the reality of crime in Canada including victimology is examined through crime statistics and issues of criminal behavior. The impact on theory on the development and effectiveness of the
<b>Ministry Course Code</b> HCC4T	
<b>Allocated Seats</b>	

8	<p>criminal justice system is discussed with an emphasis on future trends within the system.  <b>Related Programs:</b> <i>Police Foundations</i></p>
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<b>First Nations People Issues in Diversity - Police Foundations (45 hours)</b>	
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<p><b>SLC Course Code</b> GENE 167</p>	<p>This course examines diversity in Canadian society from both a multicultural perspective and in terms of its Aboriginal Peoples. Of particular focus is the history and culture of Aboriginal Peoples in order to build a better understanding of the issues facing this population in contemporary Canada. Students also study the provincial and federal legislation relevant to social diversity.  <b>Related Programs:</b> <i>Police Foundations and can be used as a general elective credit in other programs</i></p>
<p><b>Ministry Course Code</b> NAH4T</p>	
<p><b>Allocated Seats</b>  9</p>	