UNIVERSITY OF TORONTO MISSISSAUGA

Discover more.

SCHOOL OF CONTINUING STUDIES
JOSEPH OGILVIE, Instructor, Business & Professional Studies

"As an instructor, I continue to learn from the experiences shared by the participants in every course. This is a compounding benefit where the cycle of learning becomes increasingly enriched for both myself and successive new course participants."

Joseph, who holds LEED AP and PMP credentials, also holds degrees in Applied Physics and in Mechanical Engineering. He is Program Manager, Building Revitalization for PCL Constructors Canada Inc.
Welcome to the continuing education options offered by the School of Continuing Studies and the University of Toronto Mississauga. We strive to deliver learning experiences that are exceptional, inspiring, and relevant. Expand your boundaries with us in our diverse, welcoming, and vibrant community.

Discover more.
Marilynn Booth, Dean, U of T School of Continuing Studies, and Professor Deep Saini, Vice-President, University of Toronto and Principal, U of T Mississauga, lead the significant expansion of continuing education courses at the U of T Mississauga. They are seen here in the U of T Mississauga Instructional Centre.
LEARNING OPPORTUNITIES

The western GTA, including the cities of Mississauga and Brampton, is one of the fastest growing communities in Canada, and the people who live and work here are among the most diverse and well educated in the country.

Across this dynamic region, with its entrepreneurial businesses and thriving multicultural institutions, you can feel the energy of change everywhere. But the sense of emerging potential is perhaps nowhere stronger than at U of T Mississauga – and particularly in the innovative programs offered by the School of Continuing Studies.

The School’s highly motivated adult learners come from a broad range of backgrounds:

• Mid-career professionals who are planning changes in direction or hoping to launch new ventures.
• Internationally educated professionals upgrading their knowledge and skills to gain traction in Canada.
• People who are underemployed in light of their training and experience – or inappropriately employed, given their strengths and ambitions.
• Recent college and university graduates who have begun working and are keen to move ahead.
• International students who need to improve their English skills to pursue university studies.
• People in later life expanding their intellectual and cultural horizons.

Unleashing Potential
Students value the quality of our courses, which are designed to open up new opportunities while fitting into busy lives; 94% say they’d recommend us to friends. They also have high praise for our instructors – recognized leaders with a passion for sharing knowledge, insights and advice. People see our classes as incubators for entrepreneurial ideas, as well as rich networking opportunities. Above all, countless students credit the School with transforming their lives by helping them unleash their full potential.

Success Stories
You’ll find some of their inspiring success stories in this calendar, along with information on more than 150 courses delivered in class, online or in a convenient hybrid of web-based and in-person learning. We hope you’ll take this opportunity to see why a growing number of people from across the western GTA are joining us to learn more – pursuing their own goals while advancing the economic and social well-being of the entire region.

Continue to learn!

Marilynn Booth
Dean, University of Toronto
School of Continuing Studies

Professor Deep Saini
Vice-President, University of Toronto and Principal, U of T Mississauga
Dageria Morgan
Student, Business & Professional Studies

“Being able to pursue the CRM designation while working in the field was extremely beneficial. It enables the principles and the practical to converge on a daily basis.”

Dageria is a designated Accountant and Senior Financial Analyst for Linamar Corporation, a publicly traded global manufacturing company, headquartered in Guelph, Ontario.
REALIZE YOUR POTENTIAL

Expand your horizons, advance your career and realize your goals for a more rewarding future through lifelong learning. Learn more.

#1
University of Toronto ranking in Canada.
(TIMES HIGHER EDUCATION WORLD UNIVERSITY SURVEY, 2013–2014)

75%
Students at the School of Continuing Studies who already have university degrees – including 27% with postgraduate degrees.
(INSIGNIA SURVEY, 2011)

94%
Students who would recommend the School to others.
(SCHOOL OF CONTINUING STUDIES SURVEY, 2011)
We believe that when people achieve their full potential, all of society benefits. Our students are the focus of everything we do at the University of Toronto School of Continuing Studies. We are dedicated to helping you move ahead in your career, pursue new opportunities, satisfy your curiosity and, above all, achieve your full potential.

Our School
Designed for our Students

At the University of Toronto School of Continuing Studies, we meet the needs of adult learners through expertly designed non-degree courses delivered in the classroom and online by instructors who are recognized leaders in their fields. We offer more than 500 courses across all three U of T campuses, covering a vast range of interests and specializations – and we’re adding more all the time. Many of our certificate programs lead to professional accreditation, and all of our courses are carefully considered to meet current needs. We’re constantly enhancing and reshaping the School to meet the aspirations – and accommodate the busy lives – of our students.

#1
Ranking of instructor quality when students identified the most positive aspect of their experience at the School. (INSIGNIA SURVEY, 2011)

70%
Students at the School of Continuing Studies who identify themselves as mid-career businesspeople, professionals and entrepreneurs. (INSIGNIA SURVEY, 2011)

178%
Growth in School of Continuing Studies enrolments from 2008 to 2013.
Our Students
Eager to Realize Potential

The tens of thousands of students who’ve taken courses at the School come from all walks of life and represent every aspect of diversity. Ranging in age from 18 to 85, they’re educated people who find we offer the quality curriculum, superior instruction and supportive environment they need to pursue their professional and personal goals.

Our students include:
- Mid-career professionals considering significant changes in career direction or planning entrepreneurial ventures
- Internationally educated professionals upgrading their knowledge and skills to gain traction in Canada
- People who are inappropriately employed, given their strengths and ambitions, or underemployed in light of their training and experience
- Recent college and university graduates who have launched careers but are eager to accelerate their momentum
- International students who need to improve their English skills to pursue university studies
- People in later life expanding their intellectual and cultural horizons

Our Instructors
Inspiring Experts in Their Fields

Highly accomplished in their areas of expertise, our instructors combine a wealth of relevant professional experience with deep personal engagement in lifelong learning. They see the University of Toronto School of Continuing Studies as a natural hub for people who, like them, are recognized leaders in their fields, and they now want to help others realize their full potential. The School is in the gratifying position of always being able to attract talented, enthusiastic instructors – because they share our commitment to extending the power of education deeper into the communities we serve.

Our Impact
Fostering Individual and Community Prosperity

We foster a commitment to lifelong learning that is critical to economic prosperity and social well-being. We re-energize careers and build bridges to new opportunities. We fuel new business ventures, and we are catalysts for new partnerships. We inspire curiosity and open up new horizons. We create more dynamic communities by focusing on the most vital component: individual potential. The world never stands still. Here in Toronto, across Canada and around the globe, the School of Continuing Studies helps foster a society that drives change instead of one rushing to catch up with it.

70%
New jobs created in Canada between 2011 and 2020 that will require post-secondary education.
(HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA, 2011)

$1.3b
The annual contribution of U of T Mississauga to the economies of Peel Region and Province of Ontario.
(KPMG LLP 2013)

129%
Growth in School of Continuing Studies enrolments at U of T Mississauga from 2011 to 2014.
JESUS LAGUNAS, Student, Business & Professional Studies

“The U of T School of Continuing Studies offered me an effective, practical, and concise way to prepare myself for the challenging PMP certification test.”

Jesus, Vice-President, Communities for the Project Management Institute’s Southern Ontario chapter, is a production engineer responsible for projects to improve processes and operations for Tonolli Canada.
Accrediting Institutions & Professional Associations

Ensure more attention with approved credentials. Earn accreditations that employers trust and maintain the professional designation that you’ve already earned. Demonstrate your commitment to your career and industry.
Accrediting Institutions and Professional Associations

Whether you are working towards a professional designation or are interested in courses to meet your association’s continuing education requirements, the School of Continuing Studies offers courses and programs to help you succeed. Through collaborations with accrediting institutions and professional associations, we ensure that our programs are relevant to the needs of industry, employers and the demands of a global economy.

The following organizations accredit or recognize various School of Continuing Studies courses.

To learn more about these Associations and Institutes and the list of the School’s courses they accredit or recognize, visit: learn.utoronto.ca/associations.
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<tr>
<th>Association of Administrative Assistants</th>
<th>Canadian Association of Management Consultants (CMC – Canada)</th>
<th>Canadian Construction Association</th>
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<td>International Institute of Business Analysis</td>
<td>Ontario Building Envelope Council</td>
<td>Project Management Institute</td>
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DEBORAH TRACOGNA, Instructor, Business & Professional Studies

“Continuing education is an easy and accessible way to expand a person’s knowledge base and become a rising star within an organization.”

Deborah, past President of the Society of Public Insurance Administrators of Ontario (SPIAO), is Risk and Insurance Manager for the Corporation of the City of Brampton.
Discover more about your capabilities. Explore School of Continuing Studies Certificate programs intended to provide you with an essential toolset. Contribute more by gaining a comprehensive view. Invite more admiration with well-thought-out ideas.
Certificates

Our certificates offer specialized knowledge that makes an immediate difference in the lives of our learners. With classroom locations across the GTA, online learning options, and courses offered at a variety of times, our programs accommodate busy schedules. We have certificates that can be done entirely on the U of T Mississauga campus or in combination with online courses, providing maximum flexibility for our learners. Whichever you choose, there are many ways to join us and learn more. Please check our website for certificate and course updates learn.utoronto.ca/utm.

In class on the U of T Mississauga campus

Attend classes at the conveniently located and beautiful University of Toronto Mississauga campus. The facilities and buildings are exceptional with state-of-the-art buildings by several of Canada’s most renowned architects. We have made it a priority to expand the number of courses offered at U of T Mississauga and to increase the variety of course start dates and times available.

Online

Online courses allow you to experience lectures and use supporting educational materials over the internet. Discussion boards, individual and group work, and online quizzes or assignments can be featured, enabling instructor and fellow learner interaction in real-time, or for review at a more convenient time.
Hybrid courses feature in-class sessions coupled with online learning. The proportion of in-class versus online sessions vary from course to course depending on what is best suited to the course objectives and subject matter. Learners who want the flexibility of online learning but enjoy face-to-face interaction will benefit from this course format.

Visit our website at learn.utoronto.ca to learn more about fast tracking your career.

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<tr>
<th>Certificates in Business &amp; Professional Studies</th>
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<td>• Certificate in Accounting Levels 1, 2 &amp; 3</td>
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<td>• Certificate in Advertising</td>
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<td>• Certificate in Business Analysis</td>
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<td>• Certificate in Business Management Fundamentals</td>
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<td>• Certificate in Business Process Management</td>
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<td>• Certificate in Business Process Management (Advanced)</td>
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<td>• Certificate in Communication for Professionals</td>
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<td>• Certificate in Digital Marketing Management</td>
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<td>• Certificate in Digital Strategy &amp; Communications Management</td>
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<td>• Certificate in E-business / E-commerce Management</td>
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<td>• Certificate in E-learning</td>
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<td>• Certificate in Enterprise Architecture</td>
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<td>• Certificate in Entrepreneurship</td>
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<td>• Certificate in Human Resource Management Essentials</td>
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<td>• Certificate in Leadership Essentials</td>
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<td>• Certificate in Lean Six Sigma</td>
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<td>• Certificate in Life Science Enterprise</td>
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<td>• Certificate in Management Accounting Fundamentals</td>
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<td>• Certificate in Management of Enterprise Data Analytics (Big Data)</td>
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<td>• Certificate in Marketing Communications</td>
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<td>• Certificate in Merchandising</td>
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<td>• Certificate in Professional Sales &amp; Sales Management</td>
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<td>• Certificate in Project Management</td>
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<td>• Certificate in Risk Management</td>
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<td>• Certificate in Strategic Public Relations</td>
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<td>• Certificate in Web Writing and Social Media Communication</td>
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<th>Certificates in Creative Writing</th>
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<td>• Certificate in Freelance Writing</td>
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<th>Certificates in English Language Program</th>
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<td>• Certificate in Business English for International Professionals</td>
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<td>• Certificate in Business English for International Professionals – Advanced</td>
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<th>Certificates in Languages &amp; Translation</th>
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<tr>
<td>• Conversational French</td>
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LEARN.UTORONTO.CA/UTM
EVERETT FINLAY, Student, Business & Professional Studies

“The project management courses have been a big boost to my career so far. They have given me a greater understanding of the big picture and made me a more collaborative and effective team member. I’m looking forward to taking future courses to prepare for the next steps in my career.”

Everett, who has Master’s degrees in Aerospace Engineering and in Economics, is a systems engineer for Honeywell Aerospace. He is a former member of the Ontario Alpine Ski Team and has coached elite level athletes.
Recognized as an approved transfer credit educational provider by the Certified General Accountants of Ontario (CGA Ontario), the University of Toronto School of Continuing Studies offers the following three certificates designed for people wanting to advance through the CGA program’s Foundation studies courses.

For the most up-to-date information regarding the CPA/CGA/CMA unification, please refer to our Professional Association website learn.utoronto.ca/cpa.

**General Accounting – Level 1**
Completion of three required CGA approved courses. This will also satisfy the requirements for CGA Level 1. A grade of 65% or better in each equivalent course is required in order to be eligible for a CGA transfer credit.

- **SCS 0984** Accounting: The Fundamentals
- **SCS 0980** Economics, Introductory
- **SCS 0973** Business Law

**General Accounting – Level 2**
Completion of four required CGA approved courses. This will also satisfy the requirements for CGA Level 2. A grade of 65% or better in each equivalent course is required in order to be eligible for a CGA transfer credit.

- **SCS 0982** Intermediate Financial Accounting and Analysis
- **SCS 0081** Quantitative Methods for Business Management
- **SCS 0983** Management Accounting
- **SCS 1348** The Business Approach to Writing

**General Accounting – Level 3**
Completion of three required CGA approved courses. This will also satisfy the requirements for CGA Level 3. A grade of 65% or better in each equivalent course is required in order to be eligible for a CGA transfer credit.

- **SCS 0982** Intermediate Financial Accounting and Analysis
- **SCS 0976** Financial Management
- **SCS 1209** Management Information Systems (MIS)

**NOTES**: Students have three years from the start date of their first course to complete each Certificate. Prior Learning Assessment (PLA) may be granted for one course.

A grade of 65% or better in each equivalent course is required in order to be eligible for a CGA transfer credit.

**Management Accounting Fundamentals**
The Chartered Professional Accountants of Ontario (CPA Ontario) recognizes the four University of Toronto School of Continuing Studies courses listed below as prerequisites into CPA PREP modules until September, 2015. This Certificate is designed for people wanting to develop their accounting skills. For the most up-to-date information regarding the CPA/CMA/CGA unification, please refer to our Professional Association’s website at learn.utoronto.ca/associations.

The Certificate requires the successful completion of the following four School of Continuing Studies courses.

**Certificate Requirements:**

- **SCS 0983** Management Accounting
- **SCS 0984** Accounting: The Fundamentals
- **SCS 0980** Economics, Introductory
- **SCS 0081** Quantitative Methods for Business Management

**PRIOR LEARNING ASSESSMENT**: Advanced standing may be granted for a maximum of one course. See learn.utoronto.ca/PLA for details.

**REQUIRED TIMELINE TO COMPLETION**: Students have three years from the start date of their first course to complete the certificate.
Business Analysis

The Certificate in Business Analysis was developed by the School of Continuing Studies to respond to the growing demand in many businesses for individuals with the knowledge, competencies and skills to become full-fledged Business Analysts, or BAs. Business analysis is the discipline involving the identification of business needs and associated potential solutions to business problems. Solutions often include a systems development component, but may also consist of process improvement or organizational change. The person who carries out this task is increasingly designated as a BA. Those BAs who work solely on developing software systems may be called IT Business Analysts, Technical Business Analysts, or Systems Analysts.

The Business Analysis Body of Knowledge (BABoK) is defined by the International Institute of Business Analysis (IIBA) and it serves as the basis for attaining the internationally recognized Certified Business Analysis Professional (CBAP) designation. The Certificate in Business Analysis consists of three courses that cover the BABoK: Foundations of Business Analysis, Leadership in Business Analysis and Business Analysis Tools and Techniques.

There are three equivalent delivery methods – Evening in-class, Online and Professional Day Seminars. Students can take any combination of delivery methods to obtain their certificate.

Certificate Requirements:

Completion of three of the following courses:

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<tr>
<th>Course Code</th>
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<tr>
<td>SCS 2379</td>
<td>Foundations of Business Analysis</td>
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<tr>
<td>SCS 2382</td>
<td>Leadership in Business Analysis</td>
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<tr>
<td>SCS 2383</td>
<td>Business Analysis Tools and Techniques</td>
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</table>

Prior Learning Assessment: Advanced standing may be granted for a maximum of one course. See learn.utoronto.ca/PLA for details.

Required Timeline to Completion: Students have two years from the start date of their first course to complete the certificate.

Business Management

Business Management Fundamentals

Through exposure to a broad range of management theories and practices, this certificate prepares students for leadership and management roles in business. Certification by a high-quality, independent academic institution can legitimize professional knowledge and validate transferable skills – a critical factor in changing jobs across industries.

The Certificate in Business Management Fundamentals has been developed to provide and validate fundamental professional knowledge and transferable skills required in many jobs across industries. Courses in this program can be used by:

- Students pursuing a professional designation from an association or institute.
- Association, university, and/or college alumni adding management responsibilities to their portfolios.
- Candidates for career change, from both university and non-university backgrounds.
Certificate Requirements:
Completion of eight of the following courses:

- SCS 0984 Accounting: The Fundamentals (or SCS 2079 Understanding Financial Statements plus SCS 2081 The Budgeting Process)
- SCS 0977 Business Management
- SCS 0974 Business Strategy
- SCS 0987 Human Resources Management
- SCS 1209 Management Information Systems (MIS)
- SCS 0978 Marketing: An Introduction
- SCS 0973 Business Law
- SCS 0976 Financial Management
- SCS 0980 Economics, Introductory
- SCS 1860 Foundations of Project Management
- SCS 1348 The Business Approach to Writing

Prior Learning Assessment: Advanced standing may be granted for a maximum of two courses. See learn.utoronto.ca/PLA for details.

Required Timeline to Completion: Students have five years from the start date of their first course to complete the certificate.

Business Process Management

Business Process Management or BPM is a discipline that considers business processes to be strategic assets of an organization that must be understood, managed, and improved to deliver value added products and services to clients, users and stakeholders. BPM is becoming an all-encompassing concern for many organizations, and BPM professionals are increasingly in demand in private enterprises as well as in public sector organizations. A common objective of BPM is to harness technology to drive and manage change in an organization. Business Process is often the key driver of workflow & workload, and the determinant of organizational capacity & capabilities for both private and public sector entities. The need to continuously improve the efficiency and effectiveness of business processes to remain competitive is a strategic imperative for many organizations in the private sector. The increased demand for improved accountability, and effectiveness & efficiency puts similar pressures on public sector organizations to analyze and optimize their business processes.

Required Courses

- SCS 2564 Foundations of Business Process Management (BPM)
- SCS 2565 Tools and Techniques of Business Process Management (BPM)
- SCS 2566 Organizational Aspects of Business Process Management (BPM)
Certificates

Business Process Management Advanced

Today’s business process management body of knowledge and practices are characterized by their focus on the management of change involving the structural redesign of work and of cross-functional business processes, the adoption of the best practices in quality improvements of work processes, and the use of information technology as an enabler of work process design and implementation. The Certificate in Advanced Business Process Management is a program built on the body of knowledge, conceptual frameworks, methodologies, and the tools and techniques learned in the certificates offered by the School of Continuing Studies in Business Process Management, Project Management, Lean Six Sigma, and Business Analysis. The program consists of six courses taken from these certificates.

Required Courses

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<tr>
<th>Course Code</th>
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<tr>
<td>SCS 2564</td>
<td>Foundations of Business Process Management</td>
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<tr>
<td>SCS 2565</td>
<td>Tools and Techniques of Business Process Management</td>
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<td>SCS 2566</td>
<td>Organizational Aspects of Business Process Management</td>
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<tr>
<td>SCS 1860</td>
<td>Foundations of Project Management</td>
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<tr>
<td>SCS 2379</td>
<td>Foundations of Business Analysis</td>
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<tr>
<td>SCS 2699</td>
<td>Foundations of Quality and Process Excellence</td>
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Certificate Requirements

• This certificate requires the successful completion of the 6 required courses.
• Students have three years from the start date of their first course to complete the certificate.
• Prior Learning Assessment (PLA) exemption may be granted for one Foundations course only.

Life Science Enterprise

The certificate in Life Science Enterprise is designed for individuals with a background in the field of sciences who are looking to enhance their skills and prepare for employment within the life science sector. Employers in the life science sector seek professionals who are ready and able to apply their skills effectively within a business environment. Enhancing business communication, ensuring accurate application of good laboratory practice and good manufacturing practice and understanding how and where to apply your skills in this sector, enhances employer confidence and puts you on the path towards employment and future success. Financial assistance through Ontario Bridge Training Participants Assistance Program (OBTAP) is available to eligible participants.

Certificate Requirements:

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<tr>
<td>SCS 1241</td>
<td>Effective Communication and Negotiation</td>
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<tr>
<td>SCS 2756</td>
<td>Employment in Life Sciences</td>
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<tr>
<td>SCS 2757</td>
<td>Good Manufacturing Practice (GMP) and Good Laboratory Practice (GLP)</td>
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REQUARED TIMELINE TO COMPLETION: Students have two years from the start date of their first course to complete the certificate.

NEW Management of Enterprise Data Analytics (Big Data)

Everyone is talking about the benefits and insights to be derived from Big Data. Is there really a way to dramatically improve an enterprise’s performance by leveraging its data assets? What are the indicators that an organization might benefit from improved data analysis? What are the requirements for success? Designed to address the growing need for data analysts, qualified analytics managers and data scientists, each course in this ground-breaking program considers the technical and managerial/organizational aspects of enterprise data management and analytics in parallel. It will challenge both business focused and technically minded participants to broaden their horizons, adopt new ways of thinking and embrace the promise of a smarter, better future achievable through data analytics.

Certificate Requirements:

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<tr>
<td>SCS 2942</td>
<td>Foundations of Enterprise Data Analytics – Concepts and Controls</td>
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<tr>
<td>SCS 2943</td>
<td>Value Proposition and Technologies of Enterprise Data Analytics</td>
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<td>SCS 2944</td>
<td>Data Management from Enterprise Data Analytics to Data-Based Decision Making</td>
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<tr>
<td>SCS 3030</td>
<td>Big Data Tools and Techniques Mining Financial, Operational and Social Network Data</td>
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This certificate requires the successful completion of 3 of the 4 courses. SCS 2942 and SCS 2943 are required; participants can then choose either the “Management” stream (SCS 2944) or the “Tools and Techniques” stream (SCS 3030) to complete the certificate.
The certificate program is open to students with an undergraduate degree or college diploma in business, statistics or organizational dynamics, change management, business processes engineering, computer science, mathematics, accounting or finance, plus a minimum of 3 years full time work experience. All candidates should have good computer skills, as well as some familiarity with probability and statistics prior to beginning the course.

Communications

Communication for Professionals

To be effective in today’s global economy, professionals need two important skills. The first is critical thinking – to reason inductively and deductively, to analyze and to synthesize, and to construct a logical argument. The second is to be able to communicate clearly, substantively and persuasively in speaking and in writing. This certificate program offers advanced communication and interpersonal skills essential for professional success. Participants will work to polish their speaking and writing skills so that they can communicate logically and effectively, with confidence and authority. Class sizes are limited to provide a workshop setting to allow for individual attention.

This program is designed for Canadian business managers and other professionals who already have solid English language skills and are interested in: understanding and developing the nuances and power inherent in effective written and verbal communication; advancing their career by refining and acquiring more specialized communication skills; and whose work requires logical, precise use of language.

Certificate Requirements:
Certification requires the successful completion of five courses.

Required Courses:

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<tr>
<td>SCS 2149</td>
<td>Critical Thinking Essentials</td>
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Foundation Courses – choose at least two:

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<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 1348</td>
<td>The Business Approach to Writing</td>
</tr>
<tr>
<td>SCS 1349</td>
<td>Public Speaking and Presentation</td>
</tr>
<tr>
<td>SCS 1346</td>
<td>The Writer’s Handbook</td>
</tr>
</tbody>
</table>

Specialist Courses – choose a maximum of two:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 1344</td>
<td>Copywriting That Sells</td>
</tr>
<tr>
<td>SCS 1241</td>
<td>Effective Communication and Negotiation</td>
</tr>
<tr>
<td>SCS 1351</td>
<td>Writing Documents That Work</td>
</tr>
<tr>
<td>SCS 1843</td>
<td>Writing for the Web</td>
</tr>
<tr>
<td>SCS 1345</td>
<td>Logic and Persuasion</td>
</tr>
</tbody>
</table>

Prior Learning Assessment: Advanced standing may be granted for a maximum of one course. See learn.utoronto.ca/PLA for details.

Required Timeline to Completion: Students have three years from the start date of their first course to complete the certificate.

Please visit us at our website: learn.utoronto.ca/utm
E-learning

This unique E-learning certificate prepares educators, instructional designers and corporate training professionals to design, develop, implement, evaluate, and manage E-learning training programs and curricula. It offers a hands-on opportunity to build relevant, pedagogically sound educational materials and courses for the Internet, explores the latest developments in online educational technology, and provides a sound grounding in E-learning planning, implementation and program management. The program covers all aspects of the E-learning process, including knowledge management, and gives E-learning authors, instructors, and tutors the opportunity to develop their own interactive learning strategies and put in place a set of industry-recognized professional standards. Participants in the program will gain experience in visual design and display, E-learning program evaluation, how to write for the web, and methods for leading and fostering online discussions. They will also look at current and evolving developments in E-learning and distance learning theory.

Certificate Requirements:

- SCS 0215 E-learning Program Planning and Implementation
- SCS 0216 How to Design a Web-Based Course
- SCS 0219 Knowledge Management
- SCS 0199 Strategies for a Web Presence
- SCS 0217 Visual Design and Display of Information
- SCS 1843 Writing for the Web

**Prior Learning Assessment:** Advanced standing may be granted for a maximum of one course. See learn.utoronto.ca/PLA for details.

**Required Timeline to Completion:** Students have three years from the start date of their first course to complete the certificate.

Entrepreneurship

**Certificate in Entrepreneurship**

This six course certificate, offered in collaboration with MaRS Discovery District, is designed to teach budding entrepreneurs the strategies to help their business venture succeed. Please visit page 48 in this booklet for details.

**Certificate Requirements:**

- SCS 2927 Foundations in Entrepreneurial Management (Prerequisite for all other courses in the program)
- SCS 2928 Market Discovery and Intelligence
- SCS 2929 Building a Business Model and Plan
- SCS 2930 Finding and Marketing to Customers
- SCS 2931 Building and Managing Your Team
- SCS 2932 Finding and Managing Financing

Students have three years from the start date of their first course to complete the certificate.
**Human Resources**

**NEW**

**Human Resources Management Essentials**

This certificate consists of three courses which are part of the nine course Certificate in Human Resources Management. It helps entrepreneurs, small and medium sized employers and non-HR professionals develop essential HR skills required for business success through a flexible and modular study of strategic HR principles.

**Certificate Requirements:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 0987</td>
<td>Human Resources Management</td>
</tr>
</tbody>
</table>

PLUS any two courses from the Certificate in Human Resources Management course list

Please see our website at [learn.utoronto.ca/courses-programs/business-professionals](http://learn.utoronto.ca/courses-programs/business-professionals) for a full list of electives.

**Information Technology & E-commerce Management**

**E-business / E-commerce Management**

This certificate program is designed to help students become better equipped for practitioner, leadership and management roles in E-business / E-commerce organizations. E-business (conducting business using Internet technology) and E-commerce (buying and selling over the Internet) are today’s fastest growing sectors of the economy in Canada and abroad. This three-course certificate program is designed to help E-business & E-commerce practitioners and managers acquire the skills and knowledge to better equip themselves for these challenging fields. Learners will build their knowledge of the E-business & E-commerce world, beginning with developing an understanding of the technical and strategic aspects of the online environment. Participants then will build on this by developing hands-on familiarity with the most important online business tools and techniques, and conclude by exploring the best practice processes employed in addressing real world E-business & E-commerce management challenges. It includes education on best practices in the management of E-business and E-commerce operations while at the same time blending conceptual and practical learning, supplementing lectures and readings with real-life case studies and hands-on exercises and assignments.

**Certificate Requirements:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2810</td>
<td>Foundations of E-business / E-commerce</td>
</tr>
<tr>
<td></td>
<td>(formerly SCS 2115 Tools &amp; Fundamentals of E-business)</td>
</tr>
<tr>
<td>SCS 2811</td>
<td>Tools and Techniques of E-business / E-commerce</td>
</tr>
<tr>
<td>SCS 2812</td>
<td>Management of E-business / E-commerce</td>
</tr>
</tbody>
</table>

**REQUIRED TIMELINE TO COMPLETION:**

Students have two years from the start date of their first course to complete the certificate.

**Enterprise Architecture**

The rapid growth of information technology and the impact of the Internet have radically changed how business is conducted. To succeed in this complex and dynamic environment, organizations need an integrative and holistic approach to management and planning.

Enterprise Architecture (EA) provides a framework for the business to implement new applications and systems to manage the lifecycle and value of business processes. It can help to align business strategy and IT infrastructure to maximize the returns on investment while minimizing the total cost of ownership to sustain and grow the business. This certificate program introduces the fundamental and advanced concepts of EA and how organizations can utilize EA to optimize core operations, become agile and remain competitive.

Most ideal candidates for the program would be IT Project Managers, Business Architects, etc. who wish to acquire an overview of EA and its methodologies. Although this is NOT a technical program, a high level of business analysis skills is most desirable.

**Certificate Requirements:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2690</td>
<td>Foundations of Enterprise Architecture</td>
</tr>
<tr>
<td>SCS 2691</td>
<td>Business and Information Architecture</td>
</tr>
<tr>
<td>SCS 2692</td>
<td>Tools and Applications in Enterprise Architecture</td>
</tr>
</tbody>
</table>

**REQUIRED TIMELINE TO COMPLETION:**

Students have two years from the start date of their first course to complete the certificate.

Please visit us at our website: [learn.utoronto.ca/utm](http://learn.utoronto.ca/utm)
Certificates

Certificate in Digital Marketing Management

Digital marketing management represents the fastest growing new channels of targeted communication, interaction, and engagement. A thorough understanding of strategies, tactics, best practices and techniques for this critical online channel have become mandatory for anyone advancing in or contemplating a career in marketing management — as well as for consultants and entrepreneurs.

The certificate covers the broad foundations of digital marketing management and delves further into the specialist disciplines of search engine marketing, social media marketing and social CRM.

Certificate Requirements:
The certificate is awarded upon successful completion of all four courses.

Courses:

SCS 2844   Foundations of Digital Marketing Management
            (Replacing SCS 2118 Tools & Fundamentals of Web Marketing)
SCS 2845   Search Engine Marketing
SCS 2846   Social Media Strategy
SCS 2517   Social CRM, From Marketing and Business Intelligence to Social Media

Notes: Students have three years from the start date of their first course to complete the certificate.

Please see learn.utoronto.ca for certificate information.

Leadership

Leadership Essentials

Are you a manager ready to develop your leadership skills? Gain that professional edge quickly with fast and focused courses in the Professional Development (PD) areas of Conflict Management, Critical Thinking, Top Performers Leading Effective Teams, Managing People Effectively, Negotiation Skills and Strategy. To complete the Leadership Essentials Certificate you will need to complete the courses in any three Professional Development (PD) areas.

Conflict Management

SCS 2355   Understanding and Managing Conflict
SCS 2705   Conflict Management Skills

Critical Thinking

SCS 2149   Critical Thinking Essentials
SCS 2329   Critical Thinking Advanced

Top Performers and Leading Effective Teams

SCS 2753   The DNA of Top Performers
SCS 2754   The DNA of Highly Effective Teams

Managing People Effectively

SCS 2089   Managing People Essentials
SCS 2242   Managing People

Negotiation Skills

SCS 2072   Be an Effective Negotiator
SCS 2080   Powerful Negotiation Skills

Strategy

SCS 2523   Win with Strategy
SCS 2524   Strategy in Turbulent Times

Prior Learning Assessment: Advanced standing may be granted for a maximum of one course. See learn.utoronto.ca/PLA for details.

Required Timeline to Completion: Students have three years from the start date of their first course to complete the certificate.
Marketing

Advertising

In today’s rapidly changing and globally-connected marketplace, effective advertising is critical to a company’s success. Advertising programs must be dynamic and engaging from development of brand identity to communication of product quality, service, and availability. This program focuses on a broad range of advertising fundamentals and tools, offering participants time-tested and cutting-edge approaches to the creation, development and implementation of successful advertising programs. Creative techniques used to plan, develop, implement, and control advertising programs will be presented. Through exposure to real-life advertising campaigns, participants will learn and gain insight into critical success factors and industry best practices.

Certificate Requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2125</td>
<td>Tools &amp; Fundamentals of Advertising</td>
</tr>
<tr>
<td>SCS 2123</td>
<td>Creating &amp; Executing Dynamic Advertising Programs</td>
</tr>
</tbody>
</table>

**REQUIRED TIMELINE TO COMPLETION:** Students have one year from the start date of their first course to complete the certificate.

NEW

Digital Strategy & Communications Management

Social networks and digital communications are an integral part of strategic communications, marketing and PR. And yet with the proliferation of platforms – including blogs, Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest, YouTube, podcasts, location-based apps like Foursquare and mobile – it’s more difficult than ever for professionals to keep up with the trends.

Now communications professionals and marketers can stay ahead of the curve and gain a deep understanding of the changing digital and social media landscape. This unique three-course certificate combines a high level strategic approach with hands-on exposure to the tools.

The program will fill a gap for professionals trying to advance in their careers. It will provide valuable learning opportunities to managers/senior managers looking to make sense of the digital and social media landscape. And it will appeal to Gen Y, who grew up “social” and need to master the strategy behind the channels and how to effectively use digital media in programs that demonstrate a measurable ROI.

Classes are led by experienced practitioners who are immersed in both traditional and digital communications to offer students a real-time perspective and the most up to date instruction.

Certificate Requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2875</td>
<td>Foundation in Digital Communications Strategy and Social Media</td>
</tr>
<tr>
<td>SCS 2966</td>
<td>Social on the Inside: Digital Strategies for the Enterprise</td>
</tr>
<tr>
<td>SCS 2879</td>
<td>Advanced Practices in Digital Reputation Management</td>
</tr>
</tbody>
</table>

**PRIOR LEARNING ASSESSMENT:** Advanced standing may be granted for a maximum of one course. See learn.utoronto.ca/PLA for details.

**REQUIRED TIMELINE TO COMPLETION:** Students have two years from the start date of their first course to complete the certificate.

Please visit us at our website: learn.utoronto.ca/utm
Marketing Communications

Combining the key creative elements from our certificates in Advertising, Merchandising, Public Relations, and E-business / E-commerce, this brings together a cross-discipline approach within a variety of marketing disciplines.

Certificate Requirements:

- SCS 2123: Creating and Executing Dynamic Advertising Programs
- SCS 2117: Creating Consumer-Oriented Merchandising Programs
- SCS 2126: It’s All About Audience
- SCS 2810: Foundations of E-business / E-commerce
- SCS 2844: Foundations of Digital Marketing Management

**REQUIRED TIMELINE TO COMPLETION:** Students have three years from the start date of their first course to complete the certificate.

Merchandising

A thorough understanding of the added value, best practices and techniques of sales promotion in today’s rapidly changing market place is critical to a company’s success within its retail relationships in everything from development of brand identity to communication of product value and availability. This certificate will cover the broad range of sales promotion fundamentals and tools, and will present both time tested and cutting edge approaches to the creation, development and implementation of successful programs.

Certificate Requirements:

- SCS 2119: Tools & Fundamentals of Retail Merchandising
- SCS 2117: Creating Consumer-Oriented Merchandising Programs

**NOTE:** Students have one year from the start date of their first course to complete the certificate.

NEW Strategic Public Relations

Businesses, governments and other enterprises are increasingly recognizing the importance of public relations in creating and maintaining customer and stakeholder relationships, driving business results and protecting the reputations of their organizations. Yet public relations professionals today must function in a constantly shifting landscape. The Internet and the rise of social media, new realities for traditional media, and demographic and cultural change are creating unprecedented challenges and opportunities. An understanding of the strategic underpinnings of public relations and the ability to put them into action are vital to organizational success.

This Certificate Program offers a unique opportunity for professionals to develop a deep understanding of the strategic pillars and practice of public relations in today’s rapidly evolving communications landscape.
Certificate Requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2875</td>
<td>Foundations of Digital Communications Strategy and Social Media</td>
</tr>
<tr>
<td>SCS 3033</td>
<td>Foundations of Strategic Public Relations</td>
</tr>
<tr>
<td>SCS 3034</td>
<td>Public Relations: Advanced Practices and Case Studies</td>
</tr>
</tbody>
</table>

**REQUIRED TIMELINE TO COMPLETION:** Students have two years from the start date of their first course to complete the certificate.

**NOTES:** Students who began the original P.R. certificate prior to Fall 2013 are required to complete only SCS 2122 and SCS 2126. Students who begin the program in Fall 2013 will be required to complete all three courses (listed above).

**Web Writing & Social Media Communication**

Creating compelling, dynamic content that will engage and persuade online audiences is both a skill and an art. Whether developing copy for commercial websites, creating an informative blog, or communicating effectively on social media platforms such as Twitter, LinkedIn and Facebook online authors need to develop strategic writing skills. This means knowing how to write concise persuasive copy, use social media to drive traffic to websites, blogs and landing pages, design relevant visuals, optimize a site’s usability, and maximize search engine optimization results. Upon completing this certificate, participants will have gained experience in web and copywriting fundamentals, the visual design and display of information, and current and evolving techniques for online and social media copywriting.

Certificate Requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 1344</td>
<td>Copywriting that Sells</td>
</tr>
<tr>
<td>SCS 1843</td>
<td>Writing for the Web</td>
</tr>
<tr>
<td>SCS 2802</td>
<td>Online and Social Media Copywriting</td>
</tr>
</tbody>
</table>

**REQUIRED TIMELINE TO COMPLETION:** Students have two years from the start date of their first course to complete the certificate.

**Discover More**

**Sara Rangooni**

Student, Business & Professional Studies

“It’s an amazing feeling to be part of a program that allows you to create a bigger vision for yourself and to dream bigger. It truly gives you confidence that you have what it takes to go further.”

Sara, Digital Marketing Manager – Web Strategist for Manulife Financial, is also an entrepreneur who has worked in the private and not-for-profit sectors.
Project Management

This certificate consists of three courses. It provides a comprehensive overview of project management and prepares you to manage large and small scale projects. It covers both the hard skills of cost, time, quality and risk management of a project and the crucial soft management skills necessary for effective long term success in managing projects.

Certificate Requirements:
Completion of three of the following courses:

**Evening In-class & Online Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 1860</td>
<td>Foundations of Project Management</td>
</tr>
<tr>
<td>SCS 1952</td>
<td>Leading Projects in Organizations</td>
</tr>
<tr>
<td>SCS 1937</td>
<td>Project Implementation &amp; Control</td>
</tr>
</tbody>
</table>

**Professional Day Seminars**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2468</td>
<td>Foundations of Project Management (6 days)</td>
</tr>
<tr>
<td>SCS 2314</td>
<td>Project Management Essentials: Part 1 (3 days)*</td>
</tr>
<tr>
<td>SCS 2485</td>
<td>Project Management Essentials: Part 2 – Project Monitoring and Control (3 days)*</td>
</tr>
</tbody>
</table>

**Prior Learning Assessment:** Advanced standing may be granted for a maximum of one course. See learn.utoronto.ca/PLA for details.

**Required Timeline to Completion:** Students have two years from the start date of their first course to complete the certificate.

Quality & Productivity Management

Lean Six Sigma

Lean Six Sigma is a proven strategic organizational tool that enables teams to deliver value for customers, generate returns for shareholders and even create a meaningful workplace environment for employees. It provides an enabling framework that allows a business to systematically manage the organization, identify improvement opportunities, develop solutions and ensure that the benefits are realized.

This unique certificate focuses on building your capability in Lean Six Sigma, Change Management and Project Management and will empower you to bring meaningful changes to your organization.

Certificate Requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2699</td>
<td>Foundations of Quality and Process Excellence</td>
</tr>
<tr>
<td>SCS 2700</td>
<td>Lean Six Sigma Essentials</td>
</tr>
<tr>
<td>SCS 2544</td>
<td>Advanced Lean Six Sigma Techniques</td>
</tr>
</tbody>
</table>

**Required Timeline to Completion:** Students have two years from the start date of their first course to complete the certificate.

Please visit us at our website: learn.utoronto.ca/utm
Risk Management

The Risk Management Certificate provides participants interested in pursuing a career in risk management with the foundation of knowledge and skills needed to identify, assess, monitor, and limit risks. In addition to meeting the Certificate requirements, completion of all three courses listed below are required to obtain the Canadian Risk Management (CRM) designation recognized by the Risk and Insurance Management Society (RIMS) and awarded by the Global Risk Management Institute (GRMI).

Certificate Requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2921</td>
<td>The Foundations of Risk Management*</td>
</tr>
<tr>
<td>SCS 0985</td>
<td>Risk Control</td>
</tr>
<tr>
<td>SCS 0986</td>
<td>Risk Financing</td>
</tr>
</tbody>
</table>

*This course replaces SCS 0981 Risk Assessment

PRIOR LEARNING ASSESSMENT: Advanced standing may be granted for a maximum of one course. See learn.utoronto.ca/PLA for details.

REQUIRED TIMELINE TO COMPLETION: Students have three years from the start date of their first course to complete the certificate.

Sales

Professional Sales & Sales Management

Organizations can live or die on the strength of their sales force and sales leadership. Frontline sales producers provide essential services to their clients and bring in critical revenues to fund the growth of their businesses. This practical certificate teaches participants to hone their sales skills and knowledge to advance their professional sales career and get hands-on practice in key professional sales techniques. The certificate then teaches supervisory skills so sales professionals learn to recruit, train, coach and manage professional sales teams.

Certificate Requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2093</td>
<td>Professional Sales Best Practices</td>
</tr>
<tr>
<td>SCS 2095</td>
<td>Professional Sales Management</td>
</tr>
<tr>
<td>SCS 2915</td>
<td>Time and Territory Management</td>
</tr>
</tbody>
</table>

REQUIRED TIMELINE TO COMPLETION: Students have two years from the start date of their first course to complete the certificate.

NOTE: Students who began the certificate prior to Fall 2013 are required to complete only SCS 2093 and SCS 2095. Students who began the program in Fall 2013 will be required to complete all three courses listed above.

Certification in Lean Six Sigma

“I have to constantly challenge the status quo in order to continuously improve the quality of service I provide to my community. Continuing education, and the Certificate in Lean Six Sigma, provides me a forum to think differently and facilitate continuous improvement.”

– Dan Lebreque, Commissioner of Public Works, Region of Peel

Lean Six Sigma is a proven strategic organizational tool that enables teams to deliver value for customers, generate returns for shareholders and even create a meaningful workplace environment for employees.

You will gain:

• an enabling framework to systematically manage your organization
• tools and techniques to identify improvement opportunities
• methods to develop solutions to ensure that benefits are realized.

Please see page 28 for more information.
Creative Writing

Certificate in Creative Writing

The Creative Writing Certificate is designed for those who are ready to get serious about their writing. You will emerge a better writer with a substantial portion of a polished manuscript.

Certificate Prerequisites
A university-level English language facility in both written and spoken English is expected. By that, we mean there should be fluency in spoken English, confidence in the use of grammar, a relatively rich vocabulary, and experience in developing text beyond 1,500 to 2,000 words. Instructors will assess student work in SCS 1664 Creative Writing: Introduction and may require that students take SCS 1346 The Writer’s Handbook. In that case, The Writer’s Handbook would count as the student’s elective.

Certificate Requirements
The certificate requires 120 hours of class time (usually six 20-hour courses – note an online course is equivalent to 20 hours), and the submission of a final project to the Creative Writing Certification Panel. Students have five years from the start date of their first course to complete the certificate. This includes the completion of their Final Project Tutorial (see below).

Please note:
We cannot guarantee the availability of particular courses as course offerings may change from year to year. Courses taken in past years at the School will not be evaluated retroactively. Prior Learning Assessment (PLA) may be granted for one course.

<table>
<thead>
<tr>
<th>Required Courses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 1664  Creative Writing: Introduction</td>
</tr>
<tr>
<td>SCS 1695  Creative Writing through Reading</td>
</tr>
<tr>
<td>SCS 1681  Final Project Tutorial</td>
</tr>
</tbody>
</table>

One introductory-level course in the genre of the candidate’s specialty (20 hours or online):

| SCS 1679  Writing the Novel: Introduction |
| SCS 1680  Writing Short Fiction: Introduction |
| SCS 1687  Poetry: Introduction |
| SCS 1691  Creative Non-Fiction: Introduction OR SCS 2695  The Art of Fact: Introduction to Writing Non-Fiction |
| SCS 1709  Screenwriting: Introduction |
| SCS 1717  Writing for Children: Introduction |
| SCS 2825  Playwriting: Introduction |

One other creative writing course in the candidate’s area of specialty (20 hours or online).

<table>
<thead>
<tr>
<th>One other creative writing course NOT in the candidate’s area of specialty (20 hours or online):</th>
</tr>
</thead>
</table>

Elective:

| Any other creative writing course (20 hours or online) |

Final Project:
Within five years of taking their first course, candidates must complete the Final Project Tutorial. To enrol in the Final Project Tutorial, candidates must choose a supervisor (an instructor from the program who agrees to work with them) and submit a complete draft of one of the following projects to scs.writing@utoronto.ca:

- A collection of short fiction: 20,000-25,000 words
- A novella or excerpt from a novel: 20,000-25,000 words
- A work (or collection) of non-fiction: 20,000-25,000 words
- A script, screenplay or theatrical work: 70 to 90 pages in length
- A collection of poems: 35-40 pages in length
- Two children’s picture books: 35-45 pages in length

The supervisor will give detailed feedback on two drafts of the final project. When revisions are completed, the Final Project will be evaluated by the Creative Writing Certification Panel, which will include the supervisor and a prominent figure in the literary community.
Certificate in Freelance Writing

The Certificate in Freelance Writing will help you start your freelance writing career. Explore new ways to supplement your writing income from our extensive array of courses. The entire Freelance Writing Certificate is now available online so you can take the courses at a time that works for you and in the comfort of your own home.

Certificate Prerequisites:
A university-level English language facility in both written and spoken English is expected. By that, we mean there should be fluency in spoken English, confidence in the use of grammar, a relatively rich vocabulary, and experience in developing text beyond 2,000 words. Instructors will assess student work in Freelance Writing Fundamentals and may require that students take SCS 1346 The Writer’s Handbook. In that case, The Writer’s Handbook would count as one of the student’s electives.

Certificate Requirements:
The certificate requires 100 hours of class time, plus the completion of the final project tutorial. Note that an online course is equivalent to 20 hours. To prepare their final project for submission, students must enrol in the Freelance Writing Final Project Tutorial.

Please note:
We cannot guarantee the availability of particular courses. Course offerings may change from year to year. Courses taken in past years at the School will not be evaluated retroactively.

Required Courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2904</td>
<td>Freelance Writing Fundamentals</td>
</tr>
<tr>
<td>SCS 1711</td>
<td>The Freelance Writing Business</td>
</tr>
<tr>
<td>SCS 2390</td>
<td>Freelance Final Project Tutorial</td>
</tr>
<tr>
<td>One of the following courses (20 hours)</td>
<td></td>
</tr>
<tr>
<td>SCS 2130</td>
<td>Breaking into the Periodical Market</td>
</tr>
<tr>
<td>OR</td>
<td>SCS 2112</td>
</tr>
</tbody>
</table>

Electives:
A total of 40 hours of class time (or 2 Online Freelance Writing courses).

For course options, please see learn.utoronto.ca.

Final Project:
Within four years of taking their first course, candidates must complete the Final Project Tutorial. To enrol in the Final Project Tutorial, candidates must choose a supervisor (an instructor from the program who agrees to work with them) who will act as an editor for a series of writing assignments specific to their interests. They will have fourteen weeks to complete this process. Detailed guidelines – the individual components of the project – will be sent to students registered for the Freelance Final Project Tutorial.

English Language Program

Certificate in Business English for International Professionals

This certificate focuses on the language and communication skills required for success in the Canadian workplace. Improve your speaking, writing, accuracy, and confidence as you participate in a variety of activities based on authentic business and professional situations. Learn techniques to help you communicate concisely and be understood. Receive personalized feedback in a friendly and supportive environment.

Certificate Benefits:
• Study on a part-time basis
• Show employers your commitment to professional development and personal growth
• Learn how to express yourself more accurately, concisely and appropriately for a business environment
• Develop strategies for improving and monitoring clear speech and effective communication
• Discover individual areas of weakness and improve on them
• Demonstrate your strengths and capabilities
• Acquire functional business language to interact with colleagues, clients, staff and superiors
• Learn how to improve your English on the job

Please visit us at our website:
learn.utoronto.ca/utm
Certificate Requirements:
The Certificate requires the successful completion of the following three (3) courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 0166</td>
<td>Pronunciation</td>
<td></td>
</tr>
<tr>
<td>SCS 1337</td>
<td>Writing Essentials I (recommended prerequisite: SCS 1333 Refine Your Grammar I)</td>
<td></td>
</tr>
<tr>
<td>SCS 1121</td>
<td>Speaking Accurately</td>
<td></td>
</tr>
</tbody>
</table>

**NOTES:** These courses are offered at the high-intermediate to advanced level of English proficiency. Students have two calendar years within which to complete the requirements of the Certificate. Students may also choose to take courses individually.

Certificate in Business English for International Professionals – Advanced

Building on the skills acquired in the Certificate in Business English for International Professionals, this advanced program will polish your use of business English and help you excel in demanding professional situations.

**Advanced Certificate Benefits:**
- Study on a part-time basis.
- Show your employer your ability to advance in management through your commitment to professional development and personal growth.
- Tools and confidence to demonstrate your skills, knowledge and potential for greater career success.
- Ability to interact efficiently and appropriately in time-sensitive situations.
- Broaden your range of tones and registers (forceful, assertive, diplomatic, informal and formal) for sensitive and nuanced business negotiations.
- Learn the unspoken rules of business English.
- Receive feedback about areas needing improvement.
- Sophisticated language and communication skills to complement your professional expertise.

Certificate Requirements:
The Advanced Certificate requires the successful completion of the following four (4) courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCS 2531</td>
<td>Canadian Workplace Culture and Communication</td>
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<tr>
<td>SCS 1120</td>
<td>Professionally Speaking (recommended prerequisite: SCS 1121 Speaking Accurately)</td>
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</tr>
<tr>
<td>SCS 1914</td>
<td>Professional Writing (recommended prerequisite: SCS 1337 Writing Essentials I)</td>
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</tr>
<tr>
<td>SCS 1241</td>
<td>Effective Communication and Negotiation (we recommend that you take this course last)</td>
<td></td>
</tr>
</tbody>
</table>

**RECOMMENDED PREREQUISITE:** Certificate in Business English for International Professionals

**NOTES:** These courses are offered at the high-intermediate to advanced level of English proficiency. Students have two calendar years within which to complete the requirements of the Certificate. Students may also choose to take courses individually.
Languages & Translation

A Certificate in Conversational French is available in-class at the University of Toronto Mississauga. The four courses comprising this certificate allow you to improve your language skills in practical everyday situations through speaking, listening, writing and reading. Particular attention is given to mastering the phonological system (rhythm, intonation, pronunciation). You will build skills through intensive practice, simulating real-world situations. You will benefit from the expertise of our language instructors through frequent, personalized feedback. The courses are designed especially for the needs of adult learners.

These courses will prepare learners to:
• Suggest, persuade, agree, disagree, and negotiate.
• Speak original thoughts accurately.
• Use expressions of politeness, turns of phrase, and idioms.
• Adhere to an appropriate level of formality and politeness.
• Understand socio-cultural protocol and etiquette.

Time Limit for Certificate Completion
All certificates are completed on a part-time basis only. Depending on enrolment, a level may be offered only every other year. Students must complete all requirements for the certificate within 36 months of the date of registration in the first course.

Translation
This online certificate is available for translation into French, Chinese – Cantonese, Chinese – Mandarin, Japanese, Korean, Portuguese and Spanish. Courses are offered via online or distance learning. Distance learning is by the e-mail exchange of Word and PDF documents.

These are not courses in language acquisition. Students must already have mastered the principles of grammar and composition in English and the target language. Each course comprises real-world translation assignments of increasing complexity.

It concludes with an invigilated examination in a locality near you. Examinations can be arranged almost anywhere in the world.

No computers or other electronic devices are permitted, including mobile telephones. An Overseas Examination Fee of Canadian $125 is charged to those students who write examinations outside Canada and the United States.

Certificate Requirements
The certificate is intended for students with native or near-native written ability in English and the selected language. The certificate is awarded upon successful completion, in order and one at a time, of the following four courses in the selected language:

Introduction: Applied Translation Theory
Translation – Level I
Translation – Level II
Translation – Level III

Students must obtain at least 70% or above as an average of all one’s certificate courses to obtain the certificate.

The certificate is entitled “Certificate of Translation into [the non-English language].

For some languages we offer post-certificate courses in specialized areas of Translation.

Time Limit for Certificate Completion
All requirements for the Translation certificate must be completed within 18 months of the date of registration. Specialized post-certificate courses can be taken any time after the completion of the certificate.
MORA THOMPSON, Graduate, Certificate in Conversational French

“Being able to complete the certificate at U of T Mississauga made it possible for me to balance work, education, and family commitments. The length of the program was just right and the instructors were excellent.”

Mora, a former Executive Assistant to provincial government ministers, is currently Communications Specialist at Peel Children’s Centre (PCC).
Courses

Enjoy more of the University of Toronto Mississauga. We want to help you partake more in the promise of lifelong learning and expanded opportunity. We have courses and certificates that will help you leverage more of the talent within you.
Enjoy More

The U of T Mississauga is nestled within one of the fastest growing communities of the western GTA. Our goal of providing access to continuing education has led us to offer a wide range of courses in all three U of T campus locations.

We offer a variety of courses and class formats. We provide certificate programs and individual courses; classes that range from professional day seminars to more traditional multi-week courses; and sessions conducted in a number of formats: in-class, online, and hybrid. If you don’t find something that fits your needs right now, please visit our website at learn.utoronto.ca/utm for updates.

Accounting & Finance

Accounting: The Fundamentals

In-class

14 meetings (42 hours) Fee: $745

SCS 0984 Offered in Fall, Winter, and Spring/Summer semesters

Online

SCS 0984 Offered in Fall, Winter, and Spring/Summer semesters

CERTIFICATE(S): Financial Analysis and Investment Management, Business Management Fundamentals, General Accounting – Level I, Management Accounting Fundamentals

Starting with the primary notions of debit and credit, this course introduces you to the basic principles of financial accounting, record keeping, and internal control. Please see our website for learner outcomes and further details: learn.utoronto.ca/associations.

This course is recognized by The Association of Administrative Assistants (AAA), The Canadian Payroll Association (CPA), The Certified General Accountants of Ontario (CGA Ontario), The Chartered Professional Accountants of Ontario (CPAO), The Credit Institute of Canada (CIC), The Credit Union Institute of Canada (CUIC), The Human Resources Professionals Association (HRPA), The Insurance Institute of Canada (IIIC), and The Risk & Insurance Management Society (RIMS). For more information please visit learn.utoronto.ca/associations.
Intermediate Financial Accounting and Analysis

In-class

16 meetings (48 hours) Fee: $795

SCS 0982 Offered in Fall, Winter, and Spring/Summer semesters

PREREQUISITE(S): SCS 0984 Accounting: The Fundamentals

CERTIFICATE(S): General Accounting – Level II, General Accounting – Level III

In this course you study the framework underlying financial reporting and investigate such topics as liabilities and contingencies, shareholders’ equity, and employee future benefits along with various measurement and disclosure issues. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Certified General Accountants of Ontario (CGA Ontario). For more information please visit learn.utoronto.ca/associations.

CGA/School of Continuing Studies Course Equivalencies

Recognized as an approved transfer credit educational provider by the Certified General Accountants of Ontario (CGA Ontario), the U of T School of Continuing Studies offers three General Accounting certificates. The following are the CGA and School of Continuing Studies course equivalencies for the three certificates.

<table>
<thead>
<tr>
<th>CERTIFIED GENERAL ACCOUNTANTS OF ONTARIO EQUIVALENCIES</th>
<th>SCHOOL OF CONTINUING STUDIES EQUIVALENCIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CGA Course Equivalency</strong></td>
<td>Certificate in General Accounting Level I</td>
</tr>
<tr>
<td>FA1 Financial Accounting Fundamentals</td>
<td>SCS 0984 Accounting: The Fundamentals</td>
</tr>
<tr>
<td>EM1 Micro and Macro Economics</td>
<td>SCS 0980 Economics, Introductory</td>
</tr>
<tr>
<td>LW1 Business Law</td>
<td>SCS 0973 Business Law</td>
</tr>
<tr>
<td><strong>CGA Course Equivalency</strong></td>
<td>Certificate in General Accounting Level II</td>
</tr>
<tr>
<td>QU1 Business Quantitative Analysis</td>
<td>SCS 0081 Quantitative Methods for Business Management</td>
</tr>
<tr>
<td>MA Management Accounting Fundamentals</td>
<td>SCS 0983 Management Accounting</td>
</tr>
<tr>
<td>CM1 Business Communication</td>
<td>SCS 1348 The Business Approach to Writing</td>
</tr>
<tr>
<td><strong>CGA Course Equivalency</strong></td>
<td>Certificate in General Accounting Level III</td>
</tr>
<tr>
<td>FN1 Corporate Finance Fundamentals</td>
<td>SCS 0976 Financial Management</td>
</tr>
<tr>
<td>MS1 Management Information Systems</td>
<td>SCS 1209 Management Information Systems (MIS)</td>
</tr>
</tbody>
</table>

For the most up-to-date information regarding the CPA/CGA/CMA unification, please refer to our Professional Association website learn.utoronto.ca/cpa.
Management Accounting

**In-class**

16 meetings (48 hours) Fee: $795

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Offered</th>
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<tbody>
<tr>
<td>SCS 0983</td>
<td>Fall, Winter, Spring/Summer</td>
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**Online**

<table>
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<tr>
<th>Course Code</th>
<th>Offered</th>
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<tbody>
<tr>
<td>SCS 0983</td>
<td>Fall, Winter, Spring/Summer</td>
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</tbody>
</table>

**PREREQUISITE(S):** SCS 0984 Accounting: The Fundamentals

**CERTIFICATE(S):** General Accounting – Level II, Management Accounting Fundamentals

This course looks at the financial aspects involved in improving overall business performance. It focuses on the accounting needs of those in a management role and considers how accounting data are used. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Certified General Accountants of Ontario (CGA Ontario), The Chartered Professional Accountants of Ontario (CPA Ontario), The Human Resources Professionals Association (HRPA), and The Insurance Institute of Canada (IIC). For more information please visit learn.utoronto.ca/associations.

Taxation for Canadian Business

**In-class**

16 meetings (48 hours) Fee: $895

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<tr>
<th>Course Code</th>
<th>Offered</th>
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<tbody>
<tr>
<td>SCS 0975</td>
<td>Fall and Winter semesters</td>
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**Online**

<table>
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<tr>
<th>Course Code</th>
<th>Offered</th>
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<tbody>
<tr>
<td>SCS 0975</td>
<td>Fall, Winter, Spring/Summer semesters</td>
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</table>

This course covers income from employment, business, and property, as well as deductions from income and the computation of Taxable Income and Income Tax. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Certified General Accountants of Ontario (CGA Ontario). For more information please visit learn.utoronto.ca/associations.

Business Analysis

Foundations of Business Analysis

**In-class**

12 meetings (36 hours) Fee: $745

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<tr>
<th>Course Code</th>
<th>Offered</th>
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<tr>
<td>SCS 2379</td>
<td>Fall and Winter semesters</td>
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**Online**

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<th>Course Code</th>
<th>Offered</th>
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<tbody>
<tr>
<td>SCS 2379</td>
<td>Fall, Winter, Spring/Summer semesters</td>
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</table>

**CERTIFICATE(S):** Business Analysis, Advanced Business Process Management

The course addresses all of the elements of the Business Analysis Body of Knowledge (BABoK), and covers the tools and techniques that enable students to appreciate the relationship between these tools and techniques, and the relevant knowledge areas of the associated projects’ life cycles. Major areas of responsibility for the Business Analyst include business case development, enterprise analysis, requirements management, requirements elicitation, business requirements documentation, solution assessment and results evaluation. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by International Institute of Business Analysis (IIBA) and The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.

Please visit us at our website: learn.utoronto.ca/utm
<table>
<thead>
<tr>
<th>Course</th>
<th>In-class</th>
<th>Online</th>
<th>PREREQUISITE(S):</th>
<th>CERTIFICATE(S):</th>
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<tbody>
<tr>
<td><strong>Business Analysis</strong></td>
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<tr>
<td><strong>Tools and Techniques</strong></td>
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<tr>
<td><strong>In-class</strong></td>
<td>12 meetings (36 hours) Fee: $745</td>
<td>Offered in Fall, Winter, and Spring/Summer semesters</td>
<td>SCS 2383</td>
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<tr>
<td><strong>Online</strong></td>
<td></td>
<td></td>
<td>SCS 2383</td>
<td>Offered in Fall, Winter, and Spring/Summer semesters</td>
</tr>
<tr>
<td><strong>PREREQUISITE(S):</strong></td>
<td>SCS 2379 Foundations of Business Analysis</td>
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<tr>
<td><strong>CERTIFICATE(S):</strong></td>
<td>Business Analysis</td>
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<tr>
<td><strong>Description</strong></td>
<td>This course is focused on the tools, techniques, and associated technical skills needed to translate requirements into forms necessary for technical understanding by other team members. Most projects involve opportunities to improve associated processes, and the Business Analyst needs to understand and appreciate the principles and practices for streamlining processes to deliver faster results, improved quality, and reduced costs of operation. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps. This course is recognized by International Institute of Business Analysis (IIBA) and The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.</td>
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<tr>
<td><strong>Leadership in Business Analysis</strong></td>
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<tr>
<td><strong>In-class</strong></td>
<td>12 meetings (36 hours) Fee: $745</td>
<td>Offered in Fall, Winter, and Spring/Summer semesters</td>
<td>SCS 2382</td>
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<tr>
<td><strong>Online</strong></td>
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<td></td>
<td>SCS 2382</td>
<td>Offered in Fall, Winter, and Spring/Summer semesters</td>
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<tr>
<td><strong>PREREQUISITE(S):</strong></td>
<td>SCS 2379 Foundations of Business Analysis</td>
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<tr>
<td><strong>CERTIFICATE(S):</strong></td>
<td>Business Analysis</td>
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<tr>
<td><strong>Description</strong></td>
<td>This course focuses on the soft skills needed by successful Business Analysts for understanding and managing stakeholders’ needs and expectations, as well as, negotiation, conflict management, and effective writing. The course examines relevant organizational elements and focuses on effective management skills including leadership skills, coaching, and stakeholder management. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps. This course is recognized by International Institute of Business Analysis (IIBA) and The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.</td>
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<tr>
<td><strong>Business Communication</strong></td>
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<tr>
<td><strong>The Business Approach to Writing</strong></td>
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<tr>
<td><strong>In-class</strong></td>
<td>12 meetings (36 hours) Fee: $745</td>
<td>Offered in Winter semester</td>
<td>SCS 1348</td>
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<tr>
<td><strong>Online</strong></td>
<td></td>
<td></td>
<td>SCS 1348</td>
<td>Offered in Fall, Winter, and Spring/Summer semesters</td>
</tr>
<tr>
<td><strong>PREREQUISITE(S):</strong></td>
<td>SCS 2379 Foundations of Business Analysis</td>
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<tr>
<td><strong>CERTIFICATE(S):</strong></td>
<td>Business Analysis Fundamentals, Communication for Professionals, General Accounting – Level II</td>
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<tr>
<td><strong>Description</strong></td>
<td>Learn to express your ideas and achieve maximum impact. Beginning with documents such as memos, e-mails, and letters, you’ll learn the stages and components of the writing process. Build skills in report writing, crafting negative and other difficult messages, composing responses, briefing notes, and news releases. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps. This course is recognized by The Association of Administrative Assistants (AAA), The Canadian Institute of Traffic &amp; Transportation (CITT), The Certified General Accountants of Ontario (CGA Ontario), and The Credit Union Institute of Canada (CUIC). For more information please visit learn.utoronto.ca/associations.</td>
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</table>
New! Big Data – Certificate in Management of Enterprise Data Analytics

Make better decisions! How can data-derived insights enhance your organization? Find out why qualified analytic managers and business-minded data scientists are in demand. This three-course certificate is designed for both business focused and technically minded participants.

Learn:
• The skills and techniques to help you make data-driven decisions.
• How to use data science effectively to fully benefit from data derived insights.
• New ways of thinking and embrace the promise of a smarter, better future – a paradigm shift, achievable through data analytics.
• Build your professional network in this new field.

Please see page 20 for more detail.

Business Intelligence

Foundations of Enterprise Data Analytics (Big Data) – Concepts and Controls

In-class

13 meetings (39 hours) Fee: $1145

SCS 2942 Offered in Fall, Winter, and Spring/Summer semesters

CERTIFICATE(S): Big Data – Management of Enterprise Data Analytics

This course provides learners with an introduction and overview of enterprise analytics, Big Data and the many topics which underlie successful development, deployment, management and value creation. Employing lectures, readings, videos, group projects, exercises and class discussion, the course addresses a wide range of related subject areas and case studies. Throughout, the goal of value generation is emphasized, although learners are also sensitized to the often unappreciated CSR/ethical aspects of predictive research.

Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

Value Proposition and Technologies of Enterprise Data Analytics (Big Data)

In-class

13 meetings (39 hours) Fee: $1145

SCS 2943 Offered in Fall, Winter, and Spring/Summer semesters

PREREQUISITE(S): SCS 2942 Foundations of Enterprise Data Analytics – Concepts and Controls

CERTIFICATE(S): Big Data – Management of Enterprise Data Analytics

This course builds on Foundations of Enterprise Data Analytics, particularly in the areas of statistical techniques, software tools and architecture, computer security and privacy, data management and data quality, and organizational change. The course also entails lectures, readings, videos, case studies, group projects, exercises and class discussion, but additionally provides an opportunity for participants to hear and interact with outside expert guest lecturers, vendors and specialized practitioners.

Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.
## Data Management from Enterprise Data Analytics (Big Data) to Data-Based Decision Making

**In-class**

13 meetings (39 hours) Fee: $1145

**SCS 2944** Offered in Fall, Winter, and Spring/Summer semesters

**Certificate(s):** Big Data – Management of Enterprise Data Analytics

This capstone course in the Certificate in Management of Enterprise Data draws on new lectures, readings and assignments to complete the development of a robust management framework for enterprise data activities.

Issues addressed within this framework are data management, data assembly and ETL (extract, transform, load), data analysis, predictive analytics and the implementation of discovered insights and quantitative results. Also included are compliance, risk management, cost effectiveness, project control, prioritization and internal advocacy.

Please see our website for learner outcomes and further details: [learn.utoronto.ca/bps](http://learn.utoronto.ca/bps).

## Business & Operations Management

### Business Management

**In-class**

13 meetings (39 hours) Fee: $745

**SCS 0977** Offered in Fall and Winter semesters

**Online**

**SCS 0977** Offered in Fall, Winter, and Spring/Summer semesters

**Certificate(s):** Business Management Fundamentals

This course provides an introduction to the basic management principles and practices used by successful business managers. Emphasis is on current management trends and practices within Canada. Please see our website for learner outcomes and further details: [learn.utoronto.ca/bps](http://learn.utoronto.ca/bps).

This course is recognized by The Association of Administrative Assistants (AAA), The Canadian Institute of Traffic & Transportation (CITT), The Credit Union Institute of Canada (CUIC), The Insurance Institute of Canada (IIC), and The Risk & Insurance Management Society (RIMS). For more information please visit [learn.utoronto.ca/associations](http://learn.utoronto.ca/associations).

## Advanced Operations Management

**In-class**

13 meetings (39 hours) Fee: $745

**SCS 2124** Offered in Winter semester

**Prerequisite(s):** SCS 2121 Principles of Operations Management

**Certificate(s):** Operations Management

This course builds on the foundations of course SCS 2121 Principles of Operations Management. It covers advanced topics in quantitative aspects of operations management including; inventory management, aggregate and material requirement planning, linear programming, just-in-time systems, statistical process control, waiting-line models, scheduling, financial aspects of project management and capacity utilization. Please see our website for learner outcomes and further details: [learn.utoronto.ca/bps](http://learn.utoronto.ca/bps).

Please visit us at our website: [learn.utoronto.ca/utm](http://learn.utoronto.ca/utm)
<table>
<thead>
<tr>
<th>Course</th>
<th>In-class</th>
<th>Fee: $745</th>
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</thead>
<tbody>
<tr>
<td><strong>Quantitative Methods for Business Management</strong></td>
<td>13 meetings (39 hours)</td>
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<tr>
<td><strong>SCS 0081</strong></td>
<td>Offered in Fall and Winter semesters</td>
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<tr>
<td><strong>PREREQUISITE(S):</strong></td>
<td>A rudimentary background in high school algebra. Comfort using common mathematical functions, graphs, equations, and numerical manipulations. Knowledge of scientific calculators is essential, but knowledge of financial calculators is optional.</td>
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<tr>
<td><strong>Whether your goal is to improve operational processes, increase revenues, or retain valued customers, properly gathered data can provide invaluable insights. This course teaches techniques for describing and measuring data and explores standard sampling methods. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.</strong></td>
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<tr>
<td><strong>SCS 0081 is recognized by the Certified General Accountants of Ontario (CGA Ontario), The Chartered Professional Accountants of Ontario (CPAO), and the Insurance Institute of Canada (ICC). For more information please visit learn.utoronto.ca/associations.</strong></td>
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<tr>
<th>Course</th>
<th>In-class</th>
<th>Fee: $745</th>
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</thead>
<tbody>
<tr>
<td><strong>Business Process Management</strong></td>
<td>12 meetings (36 hours)</td>
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<tr>
<td><strong>SCS 2564</strong></td>
<td>Offered in Fall semester</td>
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<tr>
<td><strong>CERTIFICATE(S):</strong></td>
<td>Business Process Management, Advanced Business Process Management</td>
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<tr>
<td><strong>Learn how to manage processes in a wide variety of environments using mapping, basic measurements and critical-thinking approaches. Though it is not a requirement, students who have their own licensed copy of Microsoft VISIO, or a similar digital flow-charting tool, should bring it to class on a laptop. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.</strong></td>
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<tr>
<th>Course</th>
<th>In-class</th>
<th>Fee: $745</th>
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</thead>
<tbody>
<tr>
<td><strong>Tools &amp; Techniques of Business Process Management (BPM)</strong></td>
<td>12 meetings (36 hours)</td>
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<tr>
<td><strong>SCS 2565</strong></td>
<td>Offered in Winter semester</td>
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<tr>
<td><strong>Online</strong></td>
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<tr>
<td><strong>SCS 2565</strong></td>
<td>Offered in Spring/Summer semester</td>
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<tr>
<td><strong>PREREQUISITE(S):</strong></td>
<td>SCS 2564 Foundations of Business Process Management, or previous experience structuring and implementing process-improvement projects. Students are required to bring their own licensed copy of Microsoft Visio to this course on their laptops. Learners should possess a PC with windows, preferably with Windows Vista 2007 or later. Students registering in this course should have at least two years’ experience structuring and implementing process-improvement projects, including process mapping and analysis. In the absence of this experience, students should first complete SCS 2564 Foundations of Business Process Management.**</td>
<td></td>
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<tr>
<td><strong>CERTIFICATE(S):</strong></td>
<td>Business Process Management, Advanced Business Process Management</td>
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</tbody>
</table>
This course focuses on quantitative methods for analyzing and optimizing process performance. Learn techniques for increasing business efficiency and effectiveness without increasing resources. Through innovation, flexibility and selective integration of digital tools, you will be able to streamline business processes and manage for success. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

**Business Strategy**

**In-class**

13 meetings (39 hours) Fee: $745

SCS 0974 Offered in Winter semester

**Online**

SCS 0974 Offered in Fall, Winter, and Spring/Summer semesters

CERTIFICATE(S): Business Management Fundamentals

Examine topical, real-life case studies covering a wide range of Canadian and international business situations and issues. Gain critical management expertise and integrate functional activities such as finance and marketing. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Canadian Institute of Traffic & Transportation (CITT) and The Insurance Institute of Canada (IIC). For more information please visit learn.utoronto.ca/associations.

**Riaz Khan**

Instructor, Business & Professional Studies

“U of T School of Continuing Studies provides a wonderful opportunity for working professionals to continue their education at a leading university. I am delighted and honoured to be a part of it.”

Riaz, Director, Business Architecture & Strategy for Oracle Corporation, is also a former elected member of the IBM IT Architecture Board.
Free Personal Consultation

To find the English Language course that is right for you, we offer FREE personal consultations.

One of our advisors can help you choose the course that best meets your needs and goals.

To book your personal consultation, please visit our website: learn.utoronto.ca/consultation.

English Communication for International Professionals

Canadian Workplace Culture and Communication (CWCC)

For non-native speakers of English with an advanced level of proficiency in spoken English.

In-class

10 meetings (30 hours) Fee: $350

SCS 2531 Offered in Fall, Winter and Spring semesters.

CERTIFICATE(S): Advanced Certificate in Business English for International Professionals

Designed specifically to meet the needs of internationally educated professionals, this course teaches the essential communication skills and many unwritten rules required to survive and succeed within a diverse, highly competitive Canadian workplace.

Upon completion of this course, SCS will provide you with a one-time tuition discount equivalent to your tuition fee that can be applied towards any other SCS course. Please see our website for learner outcomes and further details: english.learn.utoronto.ca.

IELTS Preparation

Hybrid: In-class (Mississauga Campus) & Online

5 meetings (15 hours) Fee: $695 [note: in-class hours only]

SCS 2252 Offered in Fall and Winter Semesters

Prepare for the International English Language Testing System (IELTS) test in an informed, methodical manner. Learn the secrets to performing well and how best to achieve a higher score. Become familiar with the format and expectations of the test as you improve your language skills and develop test-taking strategies. The course covers both types of the IELTS test, Academic and General Training. Practice tests are used throughout the course. For more information please visit: english.learn.utoronto.ca/courses/english-for-general-purposes
**Professional Writing**

For non-native speakers of English with an advanced level of proficiency in written English

**In-class**

10 meetings (30 hours) Fee: $590

SCS 1914 Offered in Fall, Winter and Spring semesters

RECOMMENDED: SCS 1337 Writing Essentials I

CERTIFICATE(S): Advanced Certificate in Business English for International Professionals

Gain confidence in your writing for business and professional purposes. This course will give you an overview of the major formats and styles of written business communication paired with guidance for writing persuasively and clearly. Please see our website for learner outcomes and further details: [english.learn.utoronto.ca](http://english.learn.utoronto.ca).

**Professionally Speaking**

For non-native speakers of English with an advanced level of proficiency in written English

**In-class**

10 meetings (30 hours) Fee: $590

SCS 1120 Offered in Fall, Winter and Spring semesters

RECOMMENDED: SCS 1121 Speaking Accurately

CERTIFICATE(S): Advanced Certificate in Business English for International Professionals

Explore a range of practical and professional business skills including how to lead and contribute effectively during meetings, develop a North American presentation style, and improve your social small talk and performance at networking events. Please see our website for learner outcomes and further details: [english.learn.utoronto.ca](http://english.learn.utoronto.ca).

**Comparative Education Service**

The Comparative Education Service (CES) provides assessments of academic credentials earned outside of Canada. Assessments help employers, professional licensing bodies, academic institutions, settlement agencies, and governments understand the Canadian equivalency of your academic credentials. They satisfy the requirements for Citizenship and Immigration Canada and the NAFTA agreement for employment permits in the USA.

**PLUS**

All CES clients who pay for a credential assessment receive a one-time $200 (CAD) tuition discount to be applied towards any course (except Canadian Workplace Culture and Communication) offered by the U of T School of Continuing Studies.

Please visit our website for further details: [learn.utoronto.ca/ces](http://learn.utoronto.ca/ces).
### Pronunciation

For non-native speakers of English with a high-intermediate to advanced level of proficiency in spoken English

#### In-class

10 meetings (30 hours) Fee: $590

SCS 0166 Offered in Fall, Winter and Spring semesters

**CERTIFICATE(S):** Business English for International Professionals

Good pronunciation is key to ensuring that people understand what you are saying. Following an initial assessment of your pronunciation abilities, this course will work on developing your pronunciation awareness and skills in order to help you be understood, increase your ability to produce sounds accurately, and become more fluent. Please see our website for learner outcomes and further details: [english.learn.utoronto.ca](http://english.learn.utoronto.ca).

### Refine Your Grammar I

For non-native speakers of English with a high-intermediate to advanced level of proficiency in spoken English

#### Hybrid: In-class (Mississauga Campus) & Online

5 meetings (15 hours) Fee: $590

SCS 1333 Offered in the Winter semester

**RECOMMENDED:** SCS 1337 Writing Essentials I

Grammar provides the structure to language. This course addresses the most problematic points of English grammar with the goal of improving your ability to communicate intelligently and clearly. You will analyze structure and meaning as well as have the opportunity to practice those grammar points in authentic activities. Please see our website for learner outcomes and further details: [english.learn.utoronto.ca](http://english.learn.utoronto.ca).

### Speaking Accurately

For non-native speakers of English with a high-intermediate to advanced level of proficiency in spoken English

#### In-class

10 meetings (30 hours) Fee: $590

SCS 1121 Offered in Fall, Winter and Spring semesters

**CERTIFICATE(S):** Business English for International Professionals

Grammatical errors can obscure the best ideas. Learn to speak accurately in order to interact in a variety of everyday, academic or professional situations. This course focuses on sentence-level grammar for spoken English with stress on accuracy. Please see our website for learner outcomes and further details: [english.learn.utoronto.ca](http://english.learn.utoronto.ca).
Kevin Gonsalves

Graduate, Certificates in Strategic Communications & Digital Strategy and Communications Management

“As a result of my professional certificates, I have advanced my education and built a strong network of peers. Both have led me towards amazing professional opportunities.”

Kevin, Social Media Manager for a large consumer packaged goods company, is also a freelance photographer whose work has appeared in local and national publications.
New! Certificate in Entrepreneurship

“Entrepreneurship is highly valued in Mississauga. It sparks a culture of innovation that creates unique employment opportunities and builds on the knowledge and diversity of our business community. It is very exciting to have the Certificate of Entrepreneurship program expanding to serve Mississauga and the surrounding population.”
— Susan Amring, Director, Economic Development at City of Mississauga

Offered in collaboration with MaRS Discovery District, the Certificate in Entrepreneurship guides budding entrepreneurs through key strategic decisions and milestones in the initial stages of building a business, from developing realistic business and financing plans, to understanding and targeting the right market. Offering the latest tools, strategic thinking and feedback from industry experts, you will develop important components of your business, reduce your start-up risk, and build your business faster.

The program is targeted to aspiring and early stage entrepreneurs and individuals interested in acquiring the requisite tools, knowledge, skills and networks to start, build, and grow a successful business. It will appeal to individuals who have previous/current corporate experience, as well as those who have no corporate experience but are interested in launching and/or accelerating the growth of their own business.

Certificate Requirements:

- **SCS 2927** Foundations in Entrepreneurial Management
  (Prerequisite(s) for all other courses in the program)
- **SCS 2928** Market Discovery and Intelligence
- **SCS 2929** Building a Business Model and Plan
- **SCS 2930** Finding and Marketing to Customers
- **SCS 2931** Building and Managing Your Team
- **SCS 2932** Finding and Managing Financing

Students have three years from the start date of their first course to complete the certificate.

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Entrepreneurship

Foundations in Entrepreneurial Management

**In-class**

- 5 meetings (15 hours) Fee: $495
- **SCS 2927** Offered in Fall and Winter semesters

**CERTIFICATE(S):** Entrepreneurship

Aspiring and early stage entrepreneurs receive the fundamentals needed to begin their entrepreneurial journey. Participants will have the opportunity to begin building their business by validating their business idea, working on their value proposition and business model with peers and others; and make decisions on the business structure that is best suited to their venture. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

Building a Business Model and Plan

**In-class**

- 5 meetings (15 hours) Fee: $495
- **SCS 2929** Offered in Winter semester

**PREREQUISITE:** SCS 2927 Foundations in Entrepreneurial Management

**CERTIFICATE:** Entrepreneurship

Without a sustainable business model, companies will find it challenging to establish profitable operations and growth. This course will focus on the tools and processes for designing and validating the business model for a new business. Participants will actively engage with potential customers between meetings throughout the course to test and refine their business model. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.
**Finding and Marketing to Customers**

**In-class**

5 meetings (15 hours) Fee: $495

SCS 2930 Offered in Winter semester

**PREREQUISITE:** SCS 2927 Foundations in Entrepreneurial Management

**CERTIFICATE:** Entrepreneurship

By using the right communication tools and crafting compelling and effective messaging, entrepreneurs can help accelerate the growth of their business. Learn the fundamental concepts and principles of marketing and sales in order to make decisions on what to do first and what will have the most impact on your customers. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

**Market Discovery and Intelligence**

**In-class**

5 meetings (15 hours) Fee: $495

SCS 2928 Offered in Winter semester

**PREREQUISITE(S):** SCS 2927 Foundation in Entrepreneurial Management

**CERTIFICATE(S):** Entrepreneurship

For a business to be truly successful, it must be customer-driven from the start. In the early stages of building your business, market research can validate and inform key strategic, product and marketing decisions. Participants will explore and apply market research techniques and tools to ensure that they clearly understand the customer. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

**Human Resources**

**Compensation**

**In-class**

13 meetings (39 hours) Fee: $745

SCS 1529 Offered in Spring/Summer semester

**Online**

SCS 1529 Offered in Winter semester

**CERTIFICATE(S):** Certificate in Human Resource Management Essentials, Certificate in Human Resource Management

A well-designed compensation program can have a powerful influence on an organization's ability to retain and motivate its workforce. Learn the intricacies of employee benefit programs and incentives. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Canadian Payroll Association (CPA) and The Human Resources Professionals Association (HRPA). For more information please visit learn.utoronto.ca/associations.

**New! Certificate in Human Resources Management Essentials**

Need help building your organizations HR function? Many small and medium-sized organizations have employees performing HR responsibilities without any formal training. This short three-course certificate program equips these individuals with the essential skills needed to effectively handle the HR role.

Taught by leading HR practitioners, the courses can be completed within a year during evenings, weekends or online. The courses are recognized by the Human Resources Professionals Association (HRPA).

Please see page 23 for more information.

**NOTE:** Courses offered in this certificate are approved by the Human Resources Professionals Association (HRPA), and can also be applied towards the longer Certificate in Human Resources Management. Together, they can be a pathway to achieving the HRPAO’s designation: Certified Human Resources Professional (CHRP).
### Human Resources Management

**In-class**
- 13 meetings (39 hours) Fee: $745

**Online**
- SCS 0987 Offered in Fall semester

**Online**
- SCS 0987 Offered in Fall, Winter and Spring/Summer semesters


This course introduces you to the fundamentals of HR management. Topics include strategic planning, recruitment and selection, training and development, diversity in the workplace, labour relations, and international HRM. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Association of Administrative Assistants (AAA), The Human Resources Professionals Association (HRPA), and The Insurance Institute of Canada (IIC). For more information please visit learn.utoronto.ca/associations.

### Information Technology and E-commerce Management

**Foundations of E-business / E-commerce**

**In-class**
- 12 meetings (36 hours) Fee: $745

**Online**
- SCS 2810 Offered in Fall semester

**Online**
- SCS 2810 Offered in Fall, Winter, and Spring/Summer semesters

**CERTIFICATE(S):** E-business / E-commerce Management

This course provides a comprehensive introduction to the Internet's impact on business, including the role of the website for sales and marketing, social media, mobile technologies, and online customer experience management. The course concludes by providing insights into the process of starting and operating an online business. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Certified General Accountants of Ontario (CGA Ontario), The Insurance Institute of Canada (IIC), and The Risk & Insurance Management Society (RIMS). For more information please visit learn.utoronto.ca/associations.

### Management Information Systems (MIS)

**In-class**
- 11 meetings (33 hours) Fee: $745

**Online**
- SCS 1209 Offered in Winter semester

**Online**
- SCS 1209 Offered in Fall, Winter, and Spring/Summer semesters

**CERTIFICATE(S):** Business Management Fundamentals, General Accounting – Level III

This course covers strategic and operational planning in terms of IT systems, and the abilities to analyze IT investments, assess benefits and risks, and manage organizational change. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Certified General Accountants of Ontario (CGA Ontario), The Insurance Institute of Canada (IIC), and The Risk & Insurance Management Society (RIMS). For more information please visit learn.utoronto.ca/associations.
Leadership

Be An Effective Negotiator

**In-class**
5 meetings (15 hours) Fee: $545

**SCS 2072** Offered in Fall semester
2 meetings (15 hours) Fee: $545

**SCS 2072** Offered in Fall semester

**CERTIFICATE(S):** Leadership Essentials

This interactive course will help you understand the negotiation process, how to prepare to negotiate and uncover the real interests of the other party. Armed with practical tools and techniques you will develop valuable skills. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.

Critical Thinking Essentials

**In-class**
5 meetings (15 hours) Fee: $545

**SCS 2149** Offered in Fall and Spring Semesters

**CERTIFICATE(S):** Communication for Professionals, Leadership Essentials

This course explores the five key questions that help us avoid jumping to conclusions and help you make the right changes in your organization. Learn how to ask better questions, identify problems and make better decisions. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.

Critical Thinking Advanced

**In-class**
2 meetings (15 hours) Fee: $545

**SCS 2329** Offered in Spring/Summer semester

**CERTIFICATE(S):** Leadership Essentials

Armed with good ideas, managers and emerging leaders need a strong, persuasive argument, built with facts that address the rational and emotional concerns of their organization. Learn a proven process with persuasive logic and compelling communication techniques to help you present and sell your recommendations to others. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

Rod Paras, PMP

Student, Business & Professional Studies

“Investing in continuing education has opened new doors, enhanced career opportunities, and converted me into a lifelong learner.”

Rod, Senior Project Manager at Dream Unlimited, is a former project management consultant and holds the P.M.I. Project Management Professional designation.
Certificate in Life Science Enterprise

This Certificate is designed for individuals with a background in the field of life sciences wanting to prepare for employment in the life science sector. Understand how and where to apply your skills in this sector in ways which enhance employer confidence and put you on the path towards employment and future success.

Financial assistance is available to eligible students through the Ontario Bridging Participant Assistance Program (OBPAP) provided by the Ministry of Training, Colleges and Universities (MTCU).

For more information, please email scs.biotech@utoronto.ca or phone 905.569.4508.

The DNA of Highly Effective Teams

- **In-class**
  - 5 meetings (15 hours) Fee: $545
  - SCS 2754 Offered in Fall semester

CERTIFICATE(S): Leadership Essentials

Change the way you look at teams after studying the framework and foundations that build or contribute to a highly effective team. Learn the principles of successful teamwork, goals and purpose, collaboration, team leadership, talent selection, member profiling and measurement, team dysfunction, and successful execution of team strategy. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.

The DNA of Top Performers

- **In-class**
  - 5 meetings (15 hours) Fee: $545
  - SCS 2753 Offered in Fall semester

CERTIFICATE(S): Leadership Essentials

This fast and focused course provides the practical tools and sure-fire strategies to raise your game dramatically. Understand the principles and strategies of becoming a top performer and how to apply this knowledge immediately. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

Managing People Essentials

- **In-class**
  - 2 meetings (15 hours) Fee: $545
  - SCS 2089 Offered in Fall semester

CERTIFICATE(S): Leadership Essentials

This course will provide managers and aspiring managers with the insight and skills to understand and change human performance.

This course is recognized by The Association of Administrative Assistants (AAA) and The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.
Managing People Advanced

In-class

5 meetings (15 hours) Fee: $545

SCS 2242 Offered in Winter semester

CERTIFICATE(S): Leadership Essentials

Learn how to provide feedback. Use effective coaching techniques to develop the skills and confidence of your employees and to empower them to take on new challenges. This course will provide managers and aspiring managers with the insight and skills to understand and change human performance. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Association of Administrative Assistants (AAA). For more information please visit learn.utoronto.ca/associations.

NOTE: This course replaces SCS 2091 Setting Goals & Performance Expectations and SCS 2148 Providing Coaching & Feedback. Students who have taken either of these courses may apply them towards the “Managing People Effectively” module of the Leadership Essentials Certificate.

Powerful Negotiation Skills

In-class

5 meetings (15 hours) Fee: $545

SCS 2080 Offered in Fall semester

CERTIFICATE(S): Leadership Essentials

Whether you are a manager, an entrepreneur, or a professional, well-developed negotiation skills are critical to your communication and leadership effectiveness. This hands-on experiential course will equip you with the tools and techniques for success in any negotiation. Develop and refine your skills to confidently handle challenging negotiations. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.

Life Science Management

Employment in Life Sciences

In-class

6 meetings (18 hours) Fee: $545

SCS 2756 Offered in Fall, Winter and Spring/Summer semesters

CERTIFICATE(S): Life Science Enterprise

Gain an overview of business basics in the life sciences sector with a focus on employment strategies, industry growth, and innovation. Learners will create an individual employment plan for the life science sector, acquire the skills necessary to effectively network within this field, learn from guest speakers, and explore the full scope of Life Sciences. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

Please visit us at our website: learn.utoronto.ca/utm
Certificate in Digital Strategy & Communications Management

Social networks and digital communications are an integral part of strategic communications, marketing and PR.

With so many new communications channels it’s more difficult than ever for professionals to keep up with trends. Stay ahead of the curve and gain a deep understanding of the changing digital and social media landscape.

This unique three-course certificate offers:

- A strategic approach with hands-on exposure to digital communication tools.
- Hybrid courses at U of T Mississauga help you fit a course into your busy schedule.
- The opportunity to build your professional network with industry peers.

Please see learn.utoronto.ca for certificate information.

Good Manufacturing Practice (GMP) & Good Laboratory Practice (GLP)

<table>
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<th>In-class</th>
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<tr>
<td>12 meetings (36 hours) Fee: $745</td>
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SCS 2757 Offered in Fall, Winter and Spring/Summer semesters

CERTIFICATE(S): Life Science Enterprise

Good Manufacturing Practice (GMP) and Good Laboratory Practice (GLP) are fundamental for successful pharmaceutical and laboratory operations. The GMP/GLP course is designed to help participants better understand and apply these regulations. Participants will receive valuable insight from guest speakers who work within the pharmaceutical industry. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

Marketing, Communications & Social Media

Foundations of Digital Communications Strategy and Social Media

Hybrid: In-class (Mississauga Campus) & Online

| 3 meetings in-class (36 hours) Fee: $745 |

SCS 2875 Offered in Fall and Winter semesters

CERTIFICATE(S): Strategic Public Relations, Digital Strategy & Communications Management

This foundations course gives professionals the insights they need to formulate a strategic approach to the use of social networks and digital communications to achieve business goals. It provides a framework for understanding how to successfully integrate digital, social and mobile platforms into a strategic communications and marketing program, and how to connect with the right influencers in an increasingly fragmented audience space. This course is recommended as the prerequisite for the other two courses in the Digital Strategy and Communications Management, and Public Relations certificate programs. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.
### Foundations of Digital Marketing Management

**In-class**
- 12 meetings (36 hours) Fee: $745
- **SCS 2844** Offered in Winter semester

**Online**
- **SCS 2844** Offered in Fall, Winter, and Spring/Summer semester

**CERTIFICATE(S):** Digital Marketing Management

This foundation course combines strategic, tactical, and creative essentials of an organization’s digital marketing presence. The course explores marketing principles within the components of the Web channel: design, content, search and measurement. It addresses the key foundations of current methodologies and tactics including the principles of website design and content, search engine marketing, social media, Email marketing and Web analytics. Please see our website for learner outcomes and further details: [learn.utoronto.ca/bps](http://learn.utoronto.ca/bps).

### Search Engine Marketing

**In-class**
- 12 meetings (24 hours) Fee: $745
- **SCS 2845** Offered in Spring/Summer semester

**Online**
- **SCS 2845** Offered in Fall, Winter and Spring/Summer semesters

**PREREQUISITE(S):** SCS2844 Foundations of Digital Marketing Management

**CERTIFICATE(S):** Digital Marketing Management

Take a practical approach to adding search engine marketing to your marketing mix, and incorporating online advertising strategies into your company’s digital strategy. Learners will focus on SEO (organic search) and SEM (paid search) by addressing current and proven best practices for online success and will examine how looking at Click through Rates, Impression Shares, Conversion Rates and Quality Scores can help put your business in front of today’s online audience. Please see our website for learner outcomes and further details: [learn.utoronto.ca/bps](http://learn.utoronto.ca/bps).

### Social Media Strategy

**In-class**
- 8 meetings (24 hours) Fee: $599
- **SCS 2846** Offered in Spring/Summer semester

**Online**
- **SCS 2846** Offered in Fall and Winter semesters

**PREREQUISITE(S):** SCS2844 Foundations of Digital Marketing Management

**CERTIFICATE(S):** Digital Marketing Management

Successful businesses and entrepreneurs need to understand that information and brand are no longer controlled by the business but are increasingly influenced by consumers and conversations. Students will learn about new and emerging social media platforms, community management, metrics, and reporting. Please see our website for learner outcomes and further details: [learn.utoronto.ca/bps](http://learn.utoronto.ca/bps).

Please visit us at our website: [learn.utoronto.ca/utm](http://learn.utoronto.ca/utm)
Marketing: An Introduction

In-class

13 meetings (39 hours) Fee: $745

SCS 0978 Offered in Fall semester

Online

SCS 0978 Offered in Fall, Winter and Spring/Summer semesters

CERTIFICATE(S): Business Management Fundamentals, Marketing

Broaden your knowledge of how and why marketing works. Participants will examine basic marketing concepts through case analysis. Topics include: how to determine the right marketing mix; pricing policies; marketing channels; distribution theory; and consumer behaviour. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by the Association of Administrative Assistants (AAA), the Canadian Institute of Traffic and Transportation (CITT), the Credit Union of Canada (CUIC), the Insurance Institute of Canada (IIC) and the Risk and Insurance Management Society (RIMS). For more information please visit learn.utoronto.ca/associations.

Tools and Fundamentals of Retail Merchandising

In-class

13 meetings (39 hours) Fee: $745

SCS 2119 Offered in Spring/Summer semester

Online

SCS 2119 Offered in Winter semester

CERTIFICATE(S): Merchandising

When the visual message in a retail setting is clearly communicated, merchandising proves to be a powerful tool for driving consumer-perceived value, consumer satisfaction, and sales. Learn to construct effective merchandising programs, create shelf layouts, increase impulse purchases, produce effective promotions and maximize brand identity. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

Project Management

Foundations of Project Management

In-class

12 meetings (36 hours) Fee: $745

SCS 1860 Offered in Fall, Winter and Spring/Summer semesters

Online

SCS 1860 Offered in Fall, Winter and Spring/Summer semesters


This course covers the basic concepts and functions of project management and addresses the roles of the project manager, the team, and the Project Management Office (PMO), while providing students with a basic understanding of the Project Management Body of Knowledge (PMBOK Guide). Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Association of Administrative Assistants (AAA), The Project Management Institute (PMI), and The Canadian Construction Association (CCA). For more information please visit learn.utoronto.ca/associations.
Leading Projects in Organizations

In-class
12 meetings (36 hours) Fee: $745

SCS 1952 Offered in Fall, Winter, and Spring/Summer semesters

Online
SCS 1952 Offered in Fall, Winter, and Spring/Summer semesters

PREREQUISITE(S): SCS 1860 Foundations of Project Management

CERTIFICATE(S): Project Management, International Project Management

This course, formerly called “The Performing Organization,” covers organizational elements in project management and within the Project Management Office (PMO). Learn how organizations can transform themselves and reach a level of project management maturity that allows them to plan and execute projects successfully. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.

Passing the PMP Certification Exam

In-class
7 meetings (42 hours) Fee: $2599

SCS 1527 Offered in Fall, Winter and Spring/Summer semesters

This course provides an in-depth look at all aspects of project management, including studying the Guide to the Project Management Body of Knowledge (PMBOK ® Guide) and preparing to write the rigorous Project Management Professional (PMP) exam. Gain the knowledge and confidence you need to pass it the first time. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.

Project Management Institute (PMI) Approved!

Be recognized. Earn Professional Development Units (PDUs).

The School of Continuing Studies now offers more than 70 courses and certificates approved by the Project Management Institute.

Knowledge areas include:
• Project Management
• Finance
• Business Analysis
• Risk Management
• Leadership
• Quality
• Information Technology
• Lean Six Sigma
• Business Innovation
• Business Process Management
• IT Service Management
• Facility Management
• Enterprise Architecture

The PMI Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.
<table>
<thead>
<tr>
<th>Course</th>
<th>Type</th>
<th>Meetings (Hours)</th>
<th>Fee</th>
<th>Prerequisite(s)</th>
<th>Certificate(s)</th>
<th>Notes</th>
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<tbody>
<tr>
<td><strong>Project Implementation and Control</strong></td>
<td>In-class</td>
<td>12 (36)</td>
<td>$745</td>
<td>SCS 1937</td>
<td>Offered in Fall, Winter, and Spring/Summer semesters</td>
<td>This course covers in-depth issues involving the successful implementation of planned projects. Students will learn tools and techniques for monitoring and controlling the cost, duration and product quality of a project as well as implement its risk management plans. Please see our website for learner outcomes and further details: <a href="http://learn.utoronto.ca/bps">learn.utoronto.ca/bps</a>. This course is recognized by The Project Management Institute (PMI) and The Canadian Construction Association (CCA). For more information please visit <a href="http://learn.utoronto.ca/associations">learn.utoronto.ca/associations</a>.</td>
</tr>
<tr>
<td><strong>Quality &amp; Productivity Management</strong></td>
<td>In-class</td>
<td>12 (36)</td>
<td>$795</td>
<td>SCS 2699</td>
<td>Offered in Fall, Winter, and Spring/Summer semesters</td>
<td>This introductory course covers the concepts associated with process excellence and quality management, and provides students with a solid grounding in the ideas and practices of quality management, which can be used to improve Quality in service, transactional, and manufacturing processes. Please see our website for learner outcomes and further details: <a href="http://learn.utoronto.ca/bps">learn.utoronto.ca/bps</a>. This course is recognized by The Project Management Institute (PMI). For more information please visit <a href="http://learn.utoronto.ca/associations">learn.utoronto.ca/associations</a>.</td>
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<tr>
<td><strong>Lean Six Sigma Essentials</strong></td>
<td>In-class</td>
<td>12 (36)</td>
<td>$795</td>
<td>SCS 2700</td>
<td>Offered in Fall, Winter, and Spring/Summer semesters</td>
<td>This hands-on course covers the most widely used concepts associated with Lean Six Sigma. The essential tools chosen for this course allow any student to identify improvement opportunities, develop solutions and ensure that the benefits are realized. Please see our website for learner outcomes and further details: <a href="http://learn.utoronto.ca/bps">learn.utoronto.ca/bps</a>. This course is recognized by The Project Management Institute (PMI). For more information please visit <a href="http://learn.utoronto.ca/associations">learn.utoronto.ca/associations</a>.</td>
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</table>

Please visit us at our website: [learn.utoronto.ca/utm](http://learn.utoronto.ca/utm)
Advanced Lean Six Sigma Techniques

In-class

12 meetings (36 hours) Fee: $795

SCS 2544 Offered in Spring semester

PREREQUISITE(S): Foundations of Quality and Process Excellence and Lean Six Sigma Essentials

CERTIFICATE(S): Quality and Productivity Management, Lean Six Sigma

Participants will learn how to improve project definition and process baseline analysis, improvement, and control by working with Minitab 16 (a statistical software package). Techniques covered include normal and non-normal data, quantifying measurement system error, quantifying baseline process performance, statistically analyzing process variance, analyzing Designs of Experiments and analyzing various control charts. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Project Management Institute (PMI). For more information please visit learn.utoronto.ca/associations.

Risk Management

The Foundations of Risk Management

In-class

13 meetings (39 hours) Fee: $745

SCS 2921 Offered in Fall, Winter, and Spring/Summer semesters

Online

SCS 2921 Offered in Fall, Winter, and Spring/Summer semesters

PREREQUISITE(S): A fundamental knowledge of business organization and of general insurance.

CERTIFICATE(S): Risk Management, Enterprise Risk Management

This introduction to the risk management process begins with an enterprise-wide perspective of risk. Topics include risk identification and analysis tools and techniques, global risk management standards and guidelines, and other financial risks such as liquidity and capital investment. Risk oversight, monitoring and assurance are discussed from the perspectives of governance and control. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Insurance Institute of Canada (IIC), The Canadian Institute of Traffic & Transportation (CITT), The Project Management Institute (PMI), and The Risk & Insurance Management Society (RIMS). For more information please visit learn.utoronto.ca/associations.

Earn the Canadian Risk Management Designation (CRM) from the Risk and Insurance Management Society (RIMS), awarded by Global Risk Management Institute (GRMI) with the 3 courses below:

- SCS 2921 The Foundations of Risk Management (replaces Risk Assessment SCS 0981)
- SCS 0985 Risk Control
- SCS 0986 Risk Financing

Please visit page 29 for more detail.

Risk Management – Earn Your CRM Designation

“The Certificate in Risk Management is well-recognized within the insurance industry - not only the qualification but also the U of T School of Continuing Studies as the best place to get it. People can trust they will get a good education with more credibility.”

– Philip Mouser, B.SC. (HONS), PH.D., CRM

Philip is Vice-President of Marsh Global Analytics Practice and recipient of the 2013 Fred H. Bossons Award for the Canada's highest CRM score.
Risk Control

**In-class**
13 meetings (39 hours) Fee: $745

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<th>Course Code</th>
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<tr>
<td>SCS 0985</td>
<td>Fall, Winter, and Spring/Summer semesters</td>
<td>$745</td>
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**Online**

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<tbody>
<tr>
<td>SCS 0985</td>
<td>Fall, Winter, and Spring/Summer semesters</td>
<td>$745</td>
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**Prerequisite(s):** SCS 02981 Risk Assessment or SCS 2921 The Foundations of Risk Management

**Certificate(s):** Enterprise Risk Management, Risk Management

Gain a broad understanding of risk assessment with an emphasis on insurable risk. Understanding, assessing, and managing specific types of risk are covered in detail including: digital, social media, climate change, reputation, regulatory, supply chain, legal, property, personnel, environmental and motor fleet risk. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Insurance Institute of Canada (IIC), The Project Management Institute (PMI), and The Risk & Insurance Management Society (RIMS).

For more information please visit learn.utoronto.ca/associations.

Risk Financing

**In-class**
13 meetings (39 hours) Fee: $745

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<td>SCS 0986</td>
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**Online**

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<tbody>
<tr>
<td>SCS 0986</td>
<td>Fall, Winter, and Spring/Summer semesters</td>
<td>$745</td>
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**Prerequisite(s):** SCS 02981 Risk Assessment or SCS 2921 The Foundations of Risk Management

**Certificate(s):** Enterprise Risk Management, Risk Management

Explore the development of risk financing strategies and the selection, implementation, and monitoring of risk financing techniques. Topics included: an overview of risk financing; techniques used for estimating losses arising from hazard risk; and alternative financing techniques for hazard risk such as insurance, self-insurance, retrospective rating, reinsurance, captive insurance and contractual transfer. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Insurance Institute of Canada (IIC), The Project Management Institute (PMI), and The Risk & Insurance Management Society (RIMS).

For more information please visit learn.utoronto.ca/associations.

Sales

**Professional Sales Best Practices**

**In-class**
9 meetings (27 hours) Fee: $895

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<tr>
<th>Course Code</th>
<th>Offered</th>
<th>Fees</th>
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<tbody>
<tr>
<td>SCS 2093</td>
<td>Fall semester</td>
<td>$895</td>
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**Certificate(s):** Professional Sales and Sales Management Certificate

Learn contemporary concepts to succeed in a professional sales career. Gain an introduction to the evolution of salesmanship and cover each segment of a business-to-business (B2B) sales process. Your classroom experience culminates with Quota™ – The Sales Performance Game, which provides a competitive B2B training experience. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

This course is recognized by The Insurance Institute of Canada (IIC), The Project Management Institute (PMI), and The Risk & Insurance Management Society (RIMS).

For more information please visit learn.utoronto.ca/associations.
## Professional Sales Management

### In-class

9 meetings (27 hours) Fee: $895

SCS 2095 Offered in Winter semester

CERTIFICATE(S): Professional Sales and Sales Management Certificate

Here is your chance to develop a comprehensive set of sales management skills. This course will prepare you for the role of sales supervisor through an in-depth analysis of management requirements: recruiting, sales orientation, sales compensation plans, reward and recognition programs, sales training and coaching, sales meetings, and sales performance tracking. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

## Time & Territory Management

### In-class

9 meetings (27 hours) Fee: $895

SCS 2915 Offered in Spring/Summer semester

CERTIFICATE(S): Professional Sales and Sales Management Certificate

Explore the contemporary use of sales tools and social media to maximize sales results. Concepts covered in this program include: client & market analysis tools, forecasting, portfolio management, client business reviews, sales funnels, Sales Targets, and Territory Management Planning. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.

## Alumni Benefit

Are you a recent U of T grad?

- Expand your network.
- Enhance your job readiness and professional credentials.
- Open up new career paths with the U of T School of Continuing Studies.

The School is pleased to offer each new University of Toronto graduate (undergraduate and graduate degrees) a credit of $600 towards a course of their choice.

This offer is valid for eighteen months following your convocation.

Courses are available at all three U of T campuses and online.

For more information please visit learn.utoronto.ca/alumni.
### Engineering Professionals

If you are an engineering professional, these professional development programs will deliver practical business strategies, knowledge and skills you can apply immediately.

- Certificate in Facility Management
- Certificate in Operations Management
- Certificate in Enterprise Architecture
- Certificate in Management of Enterprise Data Analytics (Big Data)
- Certificate in Lean Six Sigma
- Certificate in Entrepreneurship

### Test & Exam Preparation

#### Passing the PMP Certification Exam

**In-class**

7 meetings (42 hours) Fee: $2599

| SCS 1527 | Offered in Fall, Winter and Spring/Summer semesters |

This course provides an in-depth look at all aspects of project management, including studying the Guide to the Project Management Body of Knowledge (PMBOK® Guide) and preparing to write the rigorous Project Management Professional (PMP) exam. Gain the knowledge and confidence you need to pass it the first time. Please see our website for learner outcomes and further details: [learn.utoronto.ca/bps](learn.utoronto.ca/bps).

This course is recognized by The Project Management Institute (PMI). For more information please visit [learn.utoronto.ca/associations](learn.utoronto.ca/associations).

### IELTS Preparation

For non-native speakers of English with a high-intermediate to advanced proficiency level of English.

#### Hybrid: In-class (Mississauga Campus) & Online

5 meetings (15 hours) Fee: $695.00  
[note: in-class hours only]

| SCS 2252 | Offered in Fall and Winter Semesters |

Prepare for the International English Language Testing System (IELTS) test in an informed, methodical manner. Learn the secrets to performing well and how best to achieve a higher score. Become familiar with the format and expectations of the test as you improve your language skills and develop test-taking strategies. The course covers both types of the IELTS test, Academic and General Training. Practice tests are used throughout the course. For more information please visit: [english.learn.utoronto.ca/courses/english-for-general-purposes](english.learn.utoronto.ca/courses/english-for-general-purposes).
Engineering and Applied Science

Big Data – Management of Enterprise Data Analytics

**Foundations of Enterprise Data Analytics – Concepts and Controls**

**In-class**

13 meetings (39 hours) Fee: $1145

SCS 2942 
Offered in Fall, Winter, and Spring/Summer semesters

CERTIFICATE(S): Big Data – Management of Enterprise Data Analytics

This course provides learners with an introduction and overview of enterprise analytics, Big Data and the many topics which underlie successful development, deployment, management and value creation. Employing lectures, readings, videos, group projects, exercises and class discussion, the course addresses a wide range of related subject areas and case studies. Throughout, the goal of value generation is emphasized, although learners are also sensitized to the often unappreciated CSR /ethical aspects of predictive research.

**Value Proposition and Technologies of Enterprise Data Analytics**

**In-class**

13 meetings (39 hours) Fee: $1145

SCS 2943 
Offered in Winter, and Spring/Summer semesters

PREREQUISITE(S): SCS 2942 Foundations of Enterprise Data Analytics – Concepts and Controls

CERTIFICATE(S): Big Data – Management of Enterprise Data Analytics

This course builds on Foundations of Enterprise Data Analytics, particularly in the areas of statistical techniques, software tools and architecture, computer security and privacy, data management and data quality, and organizational change. The course also entails lectures, readings, videos, case studies, group projects, exercises and class discussion, but additionally provides an opportunity for participants to hear and interact with outside expert guest lecturers, vendors and specialized practitioners.

**Data Management from Enterprise Data Analytics to Data-Based Decision Making**

**In-class**

13 meetings (39 hours) Fee: $1145

SCS 2944 
Offered in Winter, and Spring/Summer semesters

CERTIFICATE(S): Big Data – Management of Enterprise Data Analytics

This capstone course in the Certificate in Management of Enterprise Data draws on new lectures, readings and assignments to complete the development of a robust management framework for enterprise data activities. Issues addressed within this framework are data management, data assembly and ETL (extract, transform, load), data analysis, predictive analytics and the implementation of discovered insights and quantitative results. Also included are compliance, risk management, cost effectiveness, project control, prioritization and internal advocacy. Please see our website for learner outcomes and further details: learn.utoronto.ca/bps.
Arts & Science

Life and Leisure

Choosing Income Investments

In-class
8 meetings (16 hours) Fee: $325 plus applicable taxes

SCS 2796–005  Thu 7pm–9pm
  Sep 11–Oct 30, 2014

This is a practical course about how to invest your savings by selecting investments that produce a regular stream of income. Learn about dividend stocks, exchange traded funds (ETFs), bonds and real estate investment trusts (REITs) to see what makes sense and what does not.

Visual Art & Architecture

International Films and the Human Condition

In-class
8 meetings (24 hours) Fee: $325 plus applicable taxes

SCS 2065–008  Sat 12pm–3pm
  Sep 13–Nov 8, 2014

This course presents eight films from as many countries that explore complex relationships. Join us to discuss them in a cordial atmosphere. To welcome returning students, we view a new set of films every year.

Creative Writing

Literary Fiction

Creative Writing: Introduction

In-class
8 meetings (20 hours) Fee: $549

SCS 1664–234  Tue 7pm–9:30pm
  Sep 30–Nov 18, 2014

Online
Fee: $599

SCS 1664–237  Sep 15–Nov 22, 2014
SCS 1664–238  Sep 29–Dec 6, 2014
SCS 1664–239  Jan 19–Mar 28, 2015
SCS 1664–240  Feb 2–Apr 11, 2015
SCS 1664–253  May 4–Jul 11, 2014

CERTIFICATE(S): Creative Writing

If you are a beginning writer, here is the opportunity to develop and hone your writing skills. Half of each class is devoted to an examination of literary technique; the other half offers constructive feedback for focusing, polishing, and deepening your work.
### Creative Writing Through Reading

**In-class**

- 8 meetings (20 hours) Fee: $625
- **SCS 1695–076** Tue 7pm–9:30pm
  Apr 14–Jun 2, 2015

**Online**

- Fee: $649
- **SCS 1695–069** Sep 29–Nov 22, 2014
- **SCS 1695–074** Apr 6–May 30, 2015

CERTIFICATE(S): Creative Writing

This course considers approaches to style. Examine techniques used in great works of literature – description, dialogue, character, transitions, image patterns, rhythm and sound – and incorporate them into your own writing.

### Writing Short Fiction: Introduction

**In-class**

- 8 meetings (20 hours) Fee: $625
- **SCS 1680–085** Wed 7pm–9:30pm
  Oct 1–Nov 19, 2014

**Online**

- Fee: $649
- **SCS 1680–087** Sep 22–Nov 29, 2014
- **SCS 1680–093** Apr 6–Jun 13, 2015

CERTIFICATE(S): Creative Writing

Learn the building blocks of fiction through the writing of short stories. This workshop takes you through a series of steps that establish a foundation on which to base your writing of short fiction. No previous creative writing experience is necessary.

### Writing Short Fiction II

**In-class**

- Meetings: 8 (20 hours) Fee: $625
- **SCS 1713–024** Wed 6:30pm–9pm
  Feb 4–Mar 25, 2015

**Online**

- Fee: $649
- **SCS 1713–023** Feb 2–Mar 28, 2015

PREREQUISITE(S): SCS 1680 Writing Short Fiction: Introduction or one story to workshop.

CERTIFICATE(S): Creative Writing

A workshop for budding writers with short stories to share and improve. Classes combine instruction on the elements of fiction and short writing exercises. This friendly and supportive workshop will provide focused, constructive feedback on your writing.

Please visit us at our website: [learn.utoronto.ca/utm](http://learn.utoronto.ca/utm)
Writing the Novel: Introduction

In-class
8 meetings (20 hours) Fee: $625

SCS 1679–096 Sat 10:30am–1pm
Jan 31–Mar 28, 2015

Online
Fee: $649

SCS 1679–091 Sep 15–Nov 22, 2014
SCS 1679–093 Jan 19–Mar 28, 2015
SCS 1679–097 Apr 6–Jun 13, 2015

CERTIFICATE(S): Creative Writing

Have you always wanted to write a novel, but have no idea how to begin? Basic techniques will be covered, as well as some of the tricks to help you out. Most importantly, you will write and read a lot. By the end of these informative sessions you will emerge with a highly polished first chapter.

Freelance Writing

Freelance Writing Fundamentals

In-class
8 meetings 20 hours Fee: $549

SCS 2904–015 Wed 7 to 9:30pm
Oct 7–Nov 25, 2014

Online
Fee: $649

SCS 1687–046 Wed 7pm–9:30pm
Oct 8–Nov 26, 2014

CERTIFICATE: Freelance Writing

Explore the essential writing tools and techniques to effectively pen a non-fiction story. Practice drafting effective focused leads and explore ways to structure your story for pace, logic, and flow. Designed for students who are keen to write effectively but have had little or no previous instruction in journalism.

Poetry & Songwriting

Poetry: Introduction

In-class
8 meetings (20 hours) Fee: $625

SCS 1687–046 Wed 7pm–9:30pm
Oct 7–Nov 25, 2014

Online
Fee: $649

SCS 1687–047 Sep 29–Dec 6, 2014
SCS 1687–049 Jan 26–Apr 4, 2015

CERTIFICATE(S): Creative Writing

Stretch your writing skills through discussions about contemporary poetry and poetics. Weekly assignments will introduce form, rhythm, imagery, and language, in a welcoming workshop environment.
Languages & Translation

Arabic

Every day, events in the Arab world are in the news. No longer the restricted domain of scholars and political analysts, the Arabic language is increasingly important for business people and travellers, or for anyone looking for a fuller appreciation of Arab nations, culture and religion.

Modern Standard Arabic

Modern Standard Arabic (MSA) provides the most balanced language base for studying Arabic. It is a moderate idiom that bridges the classical Arabic of literature and the Qur’an, and commonly spoken dialects of the 22 Arab countries. All native Arabic speakers can easily alternate between their spoken dialects and MSA. The language of education and scholarship, MSA is also used for communications and formal media, such as newspapers.

Courses in this stream have been designed for learners who want an introduction to this neutral Arabic form for travel, business, study or personal enrichment. In addition to practising speaking and understanding the language for everyday conversation, we will use the Arabic alphabet and transliteration to support reading, writing and listening skills.

**Arabic (Modern Standard): Level I**

**In-class**

<table>
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<th>10 meetings (20 hours) Fee: $395</th>
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<tr>
<td>SCS 2388–018 Wed 7pm–9pm</td>
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<td>Sep 17–Nov 19, 2014</td>
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**Online**

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<td>10 meetings (20 hours) Fee: $495</td>
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<td>SCS 2388–016 Sat 10am–12pm</td>
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<td>Sep 27–Nov 29, 2014</td>
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<tr>
<td>SCS 2388–019 Mon 6:30pm–8:30pm</td>
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<td>Jan 26–Mar 30, 2015</td>
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**CERTIFICATE(S):** Conversational Modern Standard Arabic

**Arabic (Modern Standard): Level II**

**In-class**

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<tr>
<td>SCS 1004–016 Thu 7pm–9pm</td>
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<td>Jan 22–Mar 26, 2015</td>
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**PREREQUISITE(S):** SCS 2388 Arabic (Modern Standard): Level I or equivalent.

**CERTIFICATE(S):** Conversational Modern Standard Arabic

**Arabic (Modern Standard): Level III**

**In-class**

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<td>SCS 1005–013 Thu 7pm–9pm</td>
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<td>May 7–Jul 9, 2015</td>
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**PREREQUISITE(S):** SCS 1004 Arabic (Modern Standard): Level II or equivalent.

**CERTIFICATE(S):** Conversational Modern Standard Arabic

**Arabic (Modern Standard): Level IV**

**In-class**

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<td>SCS 1851–002 Thu 6:30pm–8:30pm</td>
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<td>Sep 18–Nov 20, 2014</td>
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**PREREQUISITE(S):** SCS 1005 Arabic (Modern Standard): Level III or equivalent.

**CERTIFICATE(S):** Conversational Modern Standard Arabic
Chinese – Mandarin

Modern standard spoken Chinese, known as Mandarin, is based on the speech of Beijing. It is the official language of China, and it is one of the official languages of the United Nations. With more than 1.3 billion speakers around the world, Mandarin is the most commonly spoken language. These courses introduce Mandarin and written Chinese in full-form and simplified characters.

Chinese – Mandarin: Level I

In-class

10 meetings (20 hours) Fee: $395

SCS 0582–084  Mon 7pm–9pm
Sep 15–Nov 24, 2014
(no class on Thanksgiving Day)

Online

Virtual Classroom/Learning in Real Time (see website for details)

10 meetings (20 hours) Fee: $495

SCS 0582–088  Tue 6:30pm–8:30pm
Sep 23–Nov 25, 2014

CERTIFICATE(S): Conversational Chinese – Mandarin

Chinese – Mandarin: Level II

In-class

10 meetings (20 hours) Fee: $395

SCS 1008–054  Mon 7pm–9pm
Jan 19–Mar 30, 2015
(no class on Family Day)

PREREQUISITE(S): SCS 0582 Chinese – Mandarin: Level I or equivalent.

CERTIFICATE(S): Conversational Chinese – Mandarin

Chinese – Mandarin: Level III

In-class

10 meetings (20 hours) Fee: $395

SCS 1566–029  Mon 6:30pm–8:30pm
May 4–Jul 13, 2015
(no class on Victoria Day)

PREREQUISITE(S): SCS 1008 Chinese – Mandarin: Level II or equivalent.

CERTIFICATE(S): Conversational Chinese – Mandarin

French

French is spoken as a mother tongue by about 87 million people, and altogether by about 182 million people. Another 82 million people worldwide are currently learning French. French is thus 5th most spoken language in terms of daily speakers. It is an official language in 29 countries.

French: Level I

In-class

10 meetings (20 hours) Fee: $395

SCS 0667–196  Wed 7pm–9pm
Sep 10–Nov 12, 2014

Online

Virtual Classroom/Learning in Real Time (see website for details)

10 meetings (20 hours) Fee: $495

SCS 0667–212  Wed 6:30pm–8:30pm
Sep 24–Nov 26, 2014

CERTIFICATE(S): Conversational French

Please visit us at our website:
learn.utoronto.ca/utm
French: Level II

In-class

10 meetings (20 hours) Fee: $395

SCS 0669–152 Wed 7pm–9pm
Jan 21–Mar 25, 2015

PREREQUISITE(S): SCS 0667 French: Level I (“Regular”) stream or equivalent, or French: Level I (“For Absolute Beginners”) with the instructor’s approval.

CERTIFICATE(S): Conversational French

French: Level III

In-class

10 meetings (20 hours) Fee: $395

SCS 0666–064 Wed 7pm–9pm
May 6–Jul 15, 2015
No class on Canada Day

PREREQUISITE(S): SCS 0669 French: Level II or equivalent.

CERTIFICATE(S): Conversational French

French: Level IV

In-class

10 meetings (20 hours) Fee: $395

SCS 1563–031 Wed 7pm–9pm
Sep 10–Nov 12, 2014

PREREQUISITE(S): SCS 0666 French: Level III or equivalent.

CERTIFICATE(S): Conversational French

Translation

Translation courses are available online for translation into French, Chinese – Cantonese, Chinese – Mandarin, Japanese, Korean, Portuguese and Spanish. Courses are offered via online or distance learning. Distance learning is by the e-mail exchange of Word and PDF documents.

These are not courses in language acquisition. Students must already have mastered the principles of grammar and composition in English and the target language. Each course comprises real-world translation assignments of increasing complexity.

It concludes with an invigilated examination in a locality near you. Examinations can be arranged almost anywhere in the world. An Overseas Examination Fee of Canadian $125 is charged to those students who write examinations outside Canada and the United States.

Please visit learn.utoronto.ca/languages for more information.
KOOM KANKESAN. Instructor, Creative Writing

“Teaching writing and literature gives me a chance to connect with my students; to reconnect with the wonderful books we read; and to engage with what makes good writing so great.”

Koom, author of The Panic Button and The Rajapaksa Stories, is also an unabashed fan of comic books and movies.
University of Toronto Mississauga Essentials

Explore more of what we have to offer at our Toronto West location. The University of Toronto Mississauga offers a welcoming environment for you to access more of what you need for a bright future.
We gratefully acknowledge our donors for their generosity and belief that adults wanting to enrich their lives through continuing education should be both supported and rewarded.

**Awards**

The Au Juk Kiu Award in Cantonese Language Studies recognizes Cantonese culture and rewards excellence in Cantonese language. Value $1,000.

The Janice Colbert Poetry Award (value $1,000) was created to encourage emerging poets to pursue excellence in their craft. The award was established by poet and visual artist Janice Colbert. She is a graduate of the School of Continuing Studies’ Creative Writing Certificate Program and recipient of several writing awards at the School.

The Larry Chester Excellence in Leadership Award rewards outstanding leadership for students in the Certificate in Strategic Leadership program. Value $1000.

The Marina Nemat Creative Writing Award rewards the most promising Creative Writing Certificate graduate with a cash award. Value $1000.

The Random House of Canada Student Award in Fiction has rewarded emerging writers in the Creative Writing program since 2002; winning entries are published in a chapbook. Value $1000.

The Timothy Fong & Enrico Chir Award rewards individuals in the Financial Trading & Option Strategies Certificate program who demonstrate notable community engagement and academic excellence. Value $1,000.

**Bursaries**

The Academy for Lifelong Learning Bursary provides assistance to individuals experiencing financial challenges to enrol in courses at the School of Continuing Studies. Value up to $500.

The Michael J. Herman Bursary provides assistance to individuals experiencing financial challenges to enrol in Arts & Science, Creative Writing, or Languages & Translation courses. Value up to $300.

The University of Toronto School of Continuing Studies Bursary enables us to provide assistance to individuals with financial challenges to enrol in any of our courses. Value up to $600.

For more information about these bursaries and awards please visit learn.utoronto.ca/bursaries-awards.
Creating Opportunity

The University of Toronto Mississauga and School of Continuing Studies create opportunities for the Western GTA and its surrounding communities to advance their learning, career and life goals. By expanding the number of courses and certificates at U of T Mississauga, we hope to increase the capacity for all members of the community – regardless of age, previous education or affiliation to the University – to enrich their lives through continuing education.

Location

The University of Toronto Mississauga is on fifteen acres of ravine and green space. The facilities and buildings on campus are exceptional, with state-of-the-art buildings by several of Canada’s most renowned architects.

The School of Continuing Studies Office at U of T Mississauga is found in Rm. 2117 in the William G. Davis Building.

About Us

Since 1974, the School of Continuing Studies has worked hard to make continuing education an easy decision. In addition to the priority we’ve given to expanding courses at the University of Toronto Mississauga, we offer a variety of course start dates and times, have an increasing number of online and distance-hybrid courses, and have developed courses and certificates in languages other than English.

Contact Info

There are a number of ways to get information about the School of Continuing Studies at the University of Toronto Mississauga:

- **Website:** learn.utoronto.ca/utm
- **Email:** learn@utoronto.ca
- **Telephone:** 416.978.2400
- **Fax:** 416.978.6666

**In Person:**
Come visit us at our offices at the University of Toronto Mississauga: 3359 Mississauga Road Mississauga, Ontario, L5L 1C6

The School of Continuing Studies Office at U of T Mississauga is found in Rm. 2117 in the William G. Davis Building.

When are courses offered?

- **Fall Term:** September to December
- **Winter Term:** January to April
- **Spring Term:** May to August

How do I register?

If you are 18 years of age or older, you may register into any course you choose, provided space is available and you meet any pre-requisite course requirements.

Our website is available at learn.utoronto.ca/utm seven days a week for information and registration. Simply choose your course, and click on “Request Registration.” You will be prompted to create your own personal file, and then to enter your Visa, MasterCard or American Express payment information. You will know within seconds that your payment has been authorized and your place in the course secured.

- **Email:** learn@utoronto.ca
- **Telephone:** 416.978.2400
  Call 416.978.2400 and press 2 to speak with a Student Services representative between 8:45am and 5:00pm (4:30 between July 2nd and Labour Day).
- **Fax:** A completed Registration Form can be faxed to 416.978.6666.

**In Person at U of T Mississauga**

Come visit us with your completed registration form at our offices at the University of Toronto Mississauga: 3359 Mississauga Road Mississauga, Ontario, L5L 1C6 Rm. 2117 William G. Davis Building.

**By Mail**

U of T St. George
School of Continuing Studies
Student Services
158 St. George Street
Toronto, ON M5S 2V8

For more information on frequently asked questions about registration, please visit: learn.utoronto.ca/how-to-register/registration-faqs
Forms of payment

- Credit Card: Visa, MasterCard, American Express are accepted
- Certified bank cheque/money order made payable to University of Toronto.

Personal and Financial Information

Any information you provide, online or by telephone, mail, or fax, is kept confidential and secure. We are committed to protecting your privacy and only use information gathered for School of Continuing Studies administrative and communications purposes.

Getting there:

Drive
We are located on the University of Toronto Mississauga (U of T Mississauga) campus found at 3359 Mississauga Road, Mississauga, Ontario. Our School of Continuing Studies Office is located in the William G. Davis Building.

Transit
The U of T Mississauga campus is connected by convenient public transit routes
- GO Transit, Brampton Transit, Oakville Transit & TTC all connect with Mississauga Transit (MiWay)
- Nearest GO Stations: Erindale Station and Clarkson Station

For more information, please visit: utm.utoronto.ca/parking/alternative-transportation/public-transportation.

Other Helpful Information:

- **Book Store**
  Davis Building, 1st Floor
  Phone: 905.828.5246
  Web: uoftbookstore.com/hours

- **Copy Centre**
  Davis Building, First Floor, Room 1132
  Phone: 905.828.5248
  Web: utm.utoronto.ca/hospitality/copy/contact-us

- **Dining on Campus**
  Food locations and hours of operation
  Web: dineoncampus.ca/utm

- **Library Services and Student Card (Tcard)**
  Office Davis Building Room 2122
  Phone: 905.569.4975
  Websites:
  library.utm.utoronto.ca
  utm.utoronto.ca/registrar/current-students/tcard-information

- **Parking & Transportation Services**:
  Alumni House, Room 108
  Phone: 905.828.5254
  Email: parking.utm@utoronto.ca
  Web: utm.utoronto.ca/parking

  For Evening Parking Permit information visit:
  utm.utoronto.ca/parking/permits/application-forms
Julie Narciso, Graduate, Certificates in Enterprise Risk Management and in Risk Management

“The certificate programs have equipped me with the skills and knowledge for a career in the risk management field. They have allowed me to become a trusted risk management advisor to my organization.”

Julie, Senior Operational Risk and Control Specialist for Canadian Tire Financial Services, holds the Canadian Risk Management designation.
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more.
DAN LABRECQUE, Student, Business & Professional Studies

“Continuing education provides me with a forum to think differently. It facilitates my ability to challenge the status quo and continuously improve the quality of service to my community.”

Dan, volunteer and board member for numerous organizations, was named the City of Brampton Citizen of the Year in 2012. He is Commissioner of Public Works for the Regional Municipality of Peel.
Expand your boundaries with the School of Continuing Studies and the University of Toronto Mississauga. Whatever your goals, we are here to help you meet the challenge of new possibilities and provide the tools to shape your future.

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