

Business Marketing & Promotion 11 -Distance Learning (CEAP)

Distance Learning Course

This course focuses on product and service promotion, including test marketing, forms of advertising, and event planning. Learning includes ethical practices and emerging trends, such as social marketing.

MMAP-11DL

Grade 11
Credits 4**Business Business Computer Applications 12 -Distance Learning (CEAP)**

Distance Learning Course— Business Computer Applications 12 is an introduction to business computer applications and their integration within other business application suites. Focus includes business communication tools and protocol, publication and presentation tools and techniques, business writing, and preparing digital and print media. Learning explores local, server and cloud-based operations.

MBCA-12DL

Grade 12
Credits 4**Business Economics 12**

Students discover how an economy operates from both a macro and micro economic perspective; economic concepts; critical thinking skills. Emphasis is placed on what to expect from both a university course structure and a career in business. Topics include: government policies and price controls; supply and demand; economic indicators; Canadian and global economy; financial securities and the stock market; incentives and human behaviour; current news and trends.

MEC--12

Grade 12
Credits 4**Business Entrepreneurship 12-Distance Learning (CEAP)**

Distance Learning Course—Entrepreneurship 12 gives students the opportunity to conduct detailed evaluations of new business ideas. Moreover, students will identify the key principles and practices needed to start a business from the initial idea to the management of profits and further expansion. Students will learn how to develop a business plan and analyze the reasons businesses fail.

MENT-12DL

Grade 12
Credits 4**Business Tourism 12 -Distance Learning (CEAP)**

This course broadens the scope of learning in tourism and hospitality services to include entrepreneurship and the necessary components for small business development and emerging trends in global tourism, such as leisure innovation and indigenous tourism in worldwide destinations. Learning includes the development of hospitality and communication skills to interact effectively with local and international tourists and career options in various tourism sectors.

MTRM-12DL

Grade 12
Credits 4