

BUSINESS (BUSI)

BUSI 1315 Credits: 2**Media and Public Relations Total Hours: 30**

Build a foundation of knowledge and experience in the key concepts of communicating with the public. Topics include audience analysis, stakeholder interaction, and developing messaging for press releases and sales letters.

Prior Learning Assessment is available.

BUSI 1334 Credits: 3**Foundations of Business Total Hours: 45**

Foundations of Business is a gamified business simulation where students assume the role of an entrepreneur pursuing their passion of selling clothing online and in their retail store. The player subscribes to the guidance of a business coach and will build a successful venture in a virtual neighbourhood. The player can upgrade their store and operations by completing learning modules and testing. Through self-paced gameplay, instructional guides, presentations, and discussion topics, students learn important concepts from Finance, Human Resources, Marketing, Health and Safety, Risk Management, and more. In the process, they acquire the skills to effectively run a business as they upgrade their operation by completing learning modules and quizzes. Each student has a unique playing experience via in-game customizations, such as avatar creation, store design, and random quiz selection.