Advertising – Account Management

Program Code: 6419
Program Length: 1 year/3 semesters
Credential: Ontario College Graduate Certificate
Start: Fall
Campus: The Centre for Creative Communications
thecentre@centennialcollege.ca
416-289-5000, ext. 5100

Program Overview

The Advertising – Account Management program will prepare you for the client service area of the integrated marketing and communications industry. The advertising world needs specialized account managers who understand the full scope of advertising, event marketing, direct marketing, digital, mobile and social media platforms and can manage integrated communications plans from inception to final production.

If you like creating, planning, managing and working in collaborative teams, then Account Manager will be an ideal role for you. You will interact with all areas of communication agencies including media, creative, production & digital.

You’ll be mentored by a team of seasoned professionals as you build new skills and confidence for the industry.

It is the only post graduate program of its kind in Canada to offer a 15-week field placement.

BENEFITS

PROGRAM HIGHLIGHTS
• Turns your degree or diploma into a practical way to enter the communications business
• You know what you are doing the first day on the job, with skills in marketing communications management and media business communication
• Faculty is from the industry and can help you connect with the industry
• Onsite industry-equivalent computer software, media planning and research systems in specialized labs
• Tilt – the student-run communications agency provides real experience while you are in school
• Only post-grad Account Management program in Canada with a 15-week field placement that allows you to gain critical knowledge, professional relationships and work experience
• Centennial post grad students tend to get jobs quicker and are promoted sooner
• Centennial is recognized by the Interactive Advertising Bureau as offering the most breadth of digital/mobile curriculum
• Industry-recognized graduate certificate reflects a high standard of learning and is only available through the Centre for Creative Communications, 15 minutes from most major advertising firms in Toronto

CAREER OUTLOOK

Companies that have hired Centennial graduates include:
• Agency 59
• Anderson DDB
• BBDO / Proximity
• Canadian Tire
• Cossette Communications
• Cundari
• Draftfcb
• J Walter Thompson
• Juniper Park
• Leo Burnett
• MacLaren McCann
• Moticity
• Saatchi & Saatchi
• Young & Rubicam

At A Glance

Graduates start new careers with leading communications, digital and marketing companies in:
• Advertising
• Digital and Mobile Marketing
• Sales Promotion
• Event Marketing
• Direct Marketing

ADMISSION REQUIREMENTS

ELIGIBILITY
• College diploma or university degree in any discipline
• We will consider applicants with partial post-secondary education (minimum - two years) and relevant work experience

ADDITIONAL REQUIREMENTS
• Attend a mandatory program admission session where you will complete a writing test and questionnaire

NOTE
• After applying at ontariocolleges.ca, you will receive a letter with instructions on how to book your Program Admission Session

PROGRAM OUTLINE

Semester 1
AAM-700 Digital Communication Planning
AAM-701 Integrated Marketing Foundations
AAM-702 Advertising Research & Analysis
AAM-703 Account Management Practices
AAM-704 Media for Account Managers
AAM-705 Business Communications
AAM-706 Professional Practice
AAM-707 Broadcast Production Basics

Semester 2
AAM-710 Advanced Integrated Marketing
AAM-711 Strategic Planning & Consumer Insight
AAM-712 Agency Finance and Operations
AAM-713 Advertising Planning & Campaign Management
AAM-714 Advertising Issues for Account Managers
AAM-715 Digital Production Management
AAM-716 Copywriting Techniques
AAM-717 Design and Production Fundamentals

Semester 3
AAM-720 Placement (Account Management)
Minimum C grade required in all courses to pass.
Program Overview

Your career in advertising starts here. Advertising Media Management is a unique post-graduate program that will prepare you for the advertising and communications industry in the role of strategic media planning and buying. This hands-on and intensive industry-approved program will provide you with the fundamentals of media management, with a focus on consumer-driven communication channel choices such as mobile platform for advertising messages.

In this program you will:

- Develop an expertise in reaching target audiences with a creative message
- Build your business and negotiating skills on behalf of advertising clients to achieve strategic results
- Complement your in-class education with an industry field placement providing you an opportunity to work in the industry and hone your skills.

BENEFITS

PROGRAM HIGHLIGHTS

- You get practical hands-on learning
- The program provides career-ready skills in media management, research, analysis, planning, and buying
- High-level industry professionals teach you and help you to connect with the industry
- The school houses professional software onsite
- The program is unique and the first of its kind in Canada
- Extensive career and global job opportunities exist in this field
- Tilt – the student-run communications agency provides real experience while you are in school
- Centennial is recognized by the Interactive Advertising Bureau as offering the most breadth of interactive/mobile curriculum.

EDUCATIONAL PARTNERS

Qualified graduates may be eligible to participate in an actuated program with selected universities, institutes and professional associations. These partnerships allow graduates to apply academic credit towards further study.

Our partners are:

- Griffith University (Australia) – MA (Arts and Media or Journalism and Mass Communication)

CAREER OUTLOOK

Companies that have hired Centennial graduates include:

- PHD Canada
- Mindshare
- Media edge
- MacLaren McCann
- OMD
- Media Contacts
- MPG

ADMISSION REQUIREMENTS

ELIGIBILITY

- College diploma or university degree in any discipline
- We will consider applicants with partial post-secondary (minimum two years) and relevant work experience

ADDITIONAL REQUIREMENTS

- After applying at ontariocolleges.ca, you will receive a letter with instructions on how to book your mandatory Program Admission Session where you will complete a basic mathematics test and questionnaire

PROGRAM OUTLINE

Semester 1
AAM-701 Integrated Marketing Foundations
AAM-705 Business Communications
AAM-706 Professional Practice
AMED-701 Interactive Communications I
AMED-703 Media Research Data and Analyses
AMED-704 Introduction to Media Planning
AMED-705 Broadcast Buying and Measurement
AMED-707 Connection Planning

Semester 2
AAM-713 Advertising Planning & Campaign Management
AMED-716 Media Account Administration
AMED-720 Media Buying and Reporting
AMED-721 Interactive Communications II
AMED-723 Media Advertising Negotiation and Sales
AMED-724 Media Industry Issues

Semester 3
AMED-750 Field Placement (Media Management)

Minimum C grade required in all courses to pass.

At A Glance

Successful graduates of this program will launch new careers with:

- Advertising agencies
- Independent media management companies
- Marketing companies
- Multi-media owners and sellers
- Research companies
- Advertisers
Book and Magazine Publishing

Program Code: 6438
Program Length: 1 year/2 semesters
Credential: Ontario College Graduate Certificate
Start: Fall
Campus: The Centre for Creative Communications
thecentre@centennialcollege.ca
416-289-5000, ext. 5100

Program Overview

The Book and Magazine Publishing program is one of the most prestigious programs in Canada. Through hands-on education, it will prepare you for a wide variety of positions.

In this program you will:
• Be an integral part of the team that helps to shape the evolution of Canada’s cultural and literary landscape
• Publish e-books
• Help to build the careers of the next generation of writers in the publishing industry
• Complement your formal learning with an industry field placement at a book or magazine publisher in Toronto, where you’ll acquire critical working experience, industry knowledge and professional relationships as you initiate your new career
• Take part in publishing On the Danforth magazine twice a year

Established in 1974, this award-winning and unique program has earned several accolades for academic excellence and for the career success of its graduates. A career in book and magazine publishing promises a world of innovation, stories and culture that integrates your creative, marketing and business skills.

Note: This program requires students to have and use a mobile computing device (i.e. laptops, tablet) that meets or exceeds the recommended hardware requirements. For details please visit our website.

BENEFITS

PROGRAM HIGHLIGHTS
• The one-year accelerated format covers all facets of the publishing process including e-books
• The program is associated with Centennial College Press, a commercial publishing operation
• The graduate certificate that is earned reflects high standards of learning

EDUCATIONAL PARTNERS
Qualified graduates may be eligible to participate in an actuated program with selected universities, institutes and professional associations. These partnerships allow graduates to apply academic credit towards further study.

Our partners are:
• Athabasca University (AB, Canada) – BPA

CAREER OUTLOOK
Companies that have hired program graduates include:
• Random House Canada
• Toronto Life Magazine
• Nelson Educational Publishing
• Chatelaine Magazine
• Harper Collins Canada
• Outpost Magazine
• McClelland & Stewart
• McGraw-Hill Ryerson
• Profit Magazine.

ADMISSION REQUIREMENTS

ELIGIBILITY
• College diploma or university degree in any discipline
• We will consider applicants with partial post-secondary education (minimum two years) and relevant work experience

ADDITIONAL REQUIREMENTS
• Attend a mandatory program admission session where you will:
  » Complete an editing exercise
  » Submit a portfolio of writing and a resumé

NOTE
• After applying at ontariocolleges.ca, you will receive a letter with instructions on how to book your Program Admission Session

PROGRAM OUTLINE

Semester 1
PB-700 Introduction to Publishing
PB-701 Writing for Publication
PB-702 Editing
PB-704 Book Production
PB-705 Elements of Publishing Design
PB-706 Copyright, Contracts and Permissions

Semester 2
PB-750 Book Editing
PB-751 Magazine Editing
PB-752 Magazine Marketing
PB-753 Book Marketing and Sales
PB-754 Applications of Publishing Design
PB-755 Online Magazines
PB-790 Field Placement

Note: minimum C grade required in all courses for graduation.
Bridging to University Nursing

Program Code: 9251
9252 (IEN)
9253 (Flexible)

Program Length:
1 year/2 semesters (9251)
1 year/2 semesters (9252)
1 year/3 semesters (9253)

Credential: Ontario College Graduate Certificate

Start: Fall
Campus: Morningside
healthstudies@centennialcollege.ca
416-289-5303

Program Overview

This program is an academic pathway offered to assist registered practical nurses (RPNS) bridge to BScN in approximately three years. Nurses taking this program may be:

- RPNs who hold a diploma from a community college of applied arts and technology (CAAT) with a cumulative GPA of 3.00 or higher and containing no repeated courses or failures on their academic transcript
- Internationally-educated nurses who have not met the 2005 baccalaureate nursing education requirements for Ontario RNs
- RNs who have an expired certificate of registration in Ontario and/or do not have evidence of current and/or safe nursing practice

Curriculum is based on the College of Nurses’ Standards of Practice for Nursing and Entry to Practice Competencies for Ontario Registered Nurses. You will apply theoretical knowledge in clinical settings under the direction, facilitation and guidance of faculty. Courses emphasize ethics and professional practice, health assessment, skill mastery and caring for clients with acute and chronic illness and will provide the foundation for nursing practice.

An exciting and unique aspect of the Bridging to University Nursing program is the focus on caring for individuals, groups and communities in acute care, mental health and community settings.

BENEFITS

PROGRAM LEARNING OUTCOMES

Upon completion, the graduate of the RPN to BScN Bridging Nursing program will be able to:

- Apply generic skills that will facilitate the practice of nursing, ongoing learning and self development, including effective communication and interpersonal skills
- Demonstrate scholarly writing
- Apply decision-making models, which reflect critical thinking and self-reflection
- Assess knowledge appropriately and use research outcomes
- Acquire basic technological literacy skills
- Understand self, society and its institutions in order to assume a role as a responsible citizen
- Practice from a primary healthcare perspective with a multicultural client population including individuals, families, groups and communities
- Provide nursing care to clients in complex healthcare situations
- Provide safe, effective and ethical nursing care that meets the current College of Nurses of Ontario professional standards for registered nurses

CAREER OUTLOOK

Nurses work in a variety of settings inclusive of, but not limited to, the operating room, long-term care and specialty areas such as emergency, pediatrics and community settings. Typically, RPNS are attracted to positions where they can work with people through the healing process and provide hands-on nursing care. Graduates will be prepared to work with persons and communities of diverse backgrounds, ages, degrees of health and illness, in a variety of contexts.

A recent study commissioned by the Canadian Nurses Association predicts that by the year 2011, 59,000 to 113,000 new nurses will be needed.

EDUCATIONAL PARTNERS

Upon successful completion of all program requirements, students may apply to the post-diploma nursing degree program at Ryerson University, offered by the Daphne Cockwell School of Nursing and the Chang School of Continuing Education.

DISTINCTIVE BENEFITS FOR CENTENNIAL STUDENTS

- The certificate that is earned provides evidence of reflective practice, employment and continuing education opportunities
- Individual clinical feedback and evaluation gives employers valuable evidence of current and safe clinical practice
- Clinical placement allows you to develop employment networking opportunities
- The school houses a well-equipped nursing lab that is available for independent and self-directed practice
- Evidence based practices are threaded through the delivery of the program
- Faculty members are knowledgeable, experienced and caring
- The needs of adult and English-as-a-second-language students are supported
- Opportunities to develop communication and leadership skills at an advanced level are applied in labs and clinical
- Individuals gain an understanding of nursing knowledge acquisition, and how research is utilized and applied to complex client care situations.

At A Glance

- Nurses work in a variety of settings inclusive of, but not limited to, the operating room, long-term care and specialty areas such as emergency, pediatrics and community settings
- Graduates will be prepared to work with persons and communities of diverse backgrounds, ages, degrees of health and illness, in a variety of contexts
- A recent study commissioned by the Canadian Nurses Association predicts that by the year 2011, 59,000 to 113,000 new nurses will be needed
ADMISSION REQUIREMENTS

ELIGIBILITY

• College diploma in practical nursing with a cumulative GPA of 3.00 or higher and containing no repeated courses or failures on their academic transcript

ADDITIONAL REQUIREMENTS

• For registered practical nurses:
  » Transcripts from a community college diploma program (indicating minimum B average and inclusion of courses in Anatomy and Physiology and Pathophysiology) are required
  » Proof of current certificate of registration in Ontario
• For nurses who have obtained a nursing diploma or degree out-of-country or out-of-province and do not hold a current certificate of registration in Ontario:
  » Interview with the Program Coordinator required prior to submitting an application
  » A letter from the College of Nurses of Ontario stating that the diploma/degree from country of origin does not meet baccalaureate entry to practice requirements
  » Proof of English language proficiency may be required
  » Proof of successful completion of a nursing program from country of origin or equivalent
  » Out-of-province applicants must have completed a 2 year diploma in Practical Nursing
• For nurses who hold a current certificate of registration without evidence of current and/or safe practice in Ontario:
  » Proof of current certificate of registration in Ontario
• For nurses who have an expired certificate of registration in Ontario and do not have evidence of current and/or safe nursing practice:
  » A letter from the College of Nurses of Ontario outlining the requirements for re-entry or safe practice requirements

CLINICAL PLACEMENT REQUIREMENTS

• Annual clear police check with vulnerable sector screening
• Completion of immunization requirements (immunization review form issued by the program coordinator)
• Successful completion and annual renewal of a recognized course in CPR (Healthcare provider level)
• Successful completion of a recognized course in standard first aid (recommended for RPNs who have not practiced within the last 3 years)
• Mask fit testing will be provided by Centennial College (shaving of portions of face may be required to meet safety standards)
All of the above requirements must be in effect for the duration of each placement.

PROGRAM OUTLINE: 9251 AND 9252

Semester 1
COMM-170/171 College Communications 2
NUPD-400 Health Assessment
NUPD-401 Acute and Chronic Illness Theory
NUPD-402 Acute and Chronic Illness Practice
NUPD-403 Ethics and Professional Practice
PATH-400 Pathotherapeutics

Semester 2
NUPD-406 Family-Centered Nursing Theory
NUPD-431 Mental Health & Crisis Management Theory
NUPD-432 Mental Health Nursing Practice
NUPD-435 Advanced Communication and Leadership
NUPD-441 Community Nursing Theory
NUPD-442 Community Nursing Practice
NUPD-450 Nursing Knowledge: Historical and Futuristic Perspectives
NURS-237 Nursing Research

Note:
1. All courses require a minimum C grade
2. Cumulative GPA of 3.0 is required to be eligible to apply to the Daphne Cockwell School of Nursing at Ryerson University

PROGRAM OUTLINE: 9253

Semester 1
COMM-170/171 College Communications 2
NUPD-401 Acute and Chronic Illness Theory
NUPD-403 Ethics and Professional Practice
NUPD-435 Advanced Communication and Leadership
PATH-400 Pathotherapeutics

Semester 2
NUPD-400 Health Assessment
NUPD-402 Acute and Chronic Illness Practice
NURS-237 Nursing Research

Semester 3
NUPD-431 Mental Health & Crisis Management Theory
NUPD-432 Mental Health Nursing Practice
NUPD-441 Community Nursing Theory
NUPD-442 Community Nursing Practice
NUPD-450 Nursing Knowledge: Historical and Futuristic Perspectives
NUPS-406 Family-Centred Nursing Theory

Notes:
1. All courses require a minimum C grade
2. Cumulative GPA of 3.0 is required to be eligible to apply to the Daphne Cockwell School of Nursing at Ryerson University

186 /Graduate Certificate Programs
Children’s Entertainment: Writing, Production and Management

Program Code: 6424
Program Length: 1 year/3 semesters
Credential: Ontario College Graduate Certificate
Start: Fall
Campus: The Centre for Creative Communications
thecentre@centennialcollege.ca
416-289-5000, ext. 5100

Program Overview
Create the memories and childhood heroes of a new generation. From Sesame Street to the Polka Dot Door, the business of creating exciting, quality children’s media is a key part of the Canadian entertainment industry. The Children’s Entertainment: Writing, Production and Management program is a one-of-a-kind post-graduate program that will prepare you for a career as a highly-skilled children’s content producer. You will learn to create a wide range of entertainment products (i.e. film, TV, books, education products, games, mobile and interactive media) for the rapidly growing children’s market.

You will hone your creative storytelling abilities, business skills and production management practices for the development of unique and innovative children’s media content for education or entertainment genres.

You’ll complement your in-class training with an industry field placement in a media organization in Canada.

Benefits
- Personal branding and career planning
- Team building for creative production
- TV and multi-platform production
- Pitching
- Project management
- Licensing and Merchandising
- The legal and regulatory aspects of children’s media
- Writing for children’s media
- Navigating the domestic and international marketplace.

Program History
Centennial College launched its Children’s Entertainment post-graduate certificate program in September 2009. It was born through the recognition that Canada has for many years been a leader in the creation and production of internationally successful children’s entertainment properties. It was formulated and developed by some of the very best and most respected contemporary producers, writers and industry leaders in Canada. As well, it is continuously guided by an active program advisory committee with members from across the spectrum of areas that involve and affect children’s entertainment – from education and early childhood specialists to toy manufacturers to interactive digital media producers.

Through the program, students gain a solid developmental understanding of their audience, a strategic and entrepreneurial approach to their careers, a global perspective and the passion and commitment to become tomorrow’s industry leaders. Through participation in industry events and a field placement, students have the opportunity to develop networking skills and gain contacts to assist in their career launch and growth.

In the short history of the program, graduates have already found employment in diverse areas, including the independent television production sector, industry funding bodies, freelance writing for television and cross-platform production.

Admission Requirements
Eligibility
- College diploma or university degree program in any discipline
- We will consider applicants with partial post-secondary education (minimum two years) and relevant work experience

Additional Requirements
- Attend an mandatory program admission session where you will:
  » submit an up-to-date resumé
  » complete a writing assessment

Note
- After applying at ontariocolleges.ca, you will receive a letter with instructions on how to book your Program Admission Session

Program Outline

Semester 1
- CHLD-701 Intro. to Child Development
- CHLD-703 Integrated Media for Children’s Entertainment
- CHLD-704 The Business of Children’s Entertainment 1
- CHLD-705 Survey of Children’s Entertainment
- CHLD-707 Team Building
- CHLD-708 Writing for Children’s Entertainment 1
- CHLD-709 Licensing & Merchandising
- CHLD-724 Introduction to the Production Process

Semester 2
- CHLD-702 Develop a Project
- CHLD-711 Producing the Project
- CHLD-712 Marketing Integrated Media for Children’s Entertainment
- CHLD-713 The Business of Children’s Entertainment 2
- CHLD-714 Writing for Children’s Entertainment 2
- CHLD-718 Television Production

Semester 3
- CHLD-721 Industry Field Placement
- CHLD-722 Professional Practice
- CHLD-723 Children’s Books
- CHLD-728 Advanced Writing for Children’s Entertainment

Note: Minimum C grade required in all courses.

At a Glance
Prepare for a new career in the children’s media industry as a:
- Children’s writer
- Marketing specialist
- Project manager
- Content manager
- Children’s TV producer
- Children’s multi-platform producer.
Construction Management

Program Code: 3130
Program Length: 1 year/3 semesters
Credential: Ontario College Graduate Certificate
Start: Fall, Winter, Summer
Campus: Morningside
csm@centennialcollege.ca
416-289-5000, ext. 8123

Program Overview
Construction management is the study of the management and technological aspects of residential, industrial, commercial, and institutional construction projects as well as engineering and infrastructure construction. The Construction Management program will provide practical training for individuals with a unique combination of construction and project management skills in conjunction with the added dimension of protecting the environment and sustainability. This program integrates a modular design with a principal focus on construction management and an ancillary focus on general project management in a construction environment.

BENEFITS

PROGRAM HIGHLIGHTS
- Graduates possess: strong construction/project management skills
- There is a focus on protecting the global environment, energy conservation and international sustainable construction strategies
- Curriculum includes construction management information systems, scheduling, procurement, legal documents and contracts, cost estimation and analysis and construction safety
- Emphasis on domestic and international sustainability and green building distinguishes this offering from other construction management programs
- Comparisons of international building codes and construction practices

CAREER OUTLOOK
The construction building industry is a key sector in Canada’s economy. Currently, the Canadian government, at all levels, is establishing funding initiatives to encourage growth and restore confidence in the economy. These programs are intended to stimulate housing construction and build infrastructure. Recent housing related funding announcements include:
- Investments in housing for Canadians
- Renovation and retrofit of social housing
- First Nations housing
- Northern housing
- Housing for low-income seniors and persons with disabilities
- Helping municipalities build stronger communities
These projects indicate there are a wide variety of career opportunities in the construction sector.

ADMISSION REQUIREMENTS

ELIGIBILITY
- College advanced diploma or a university degree in architectural, engineering or construction related discipline

ADDITIONAL REQUIREMENTS
- Proof of English proficiency
- Transcript and resumé review is required

PROGRAM OUTLINE

Semester 1
- CSM-101 Introduction to Construction Management
- CSM-102 Management of a Construction Project
- CSM-103 Business Practices
- CSM-104 Alternative Project Delivery Methods
- CSM-105 Ethics in Construction
- CSM-106 Occupational Health, Safety & Security

Semester 2
- CSM-201 Quantity Surveying, Estimating & Bidding Procedures
- CSM-202 Construction Contracts & Construction Law
- CSM-203 Construction Scheduling
- CSM-204 Construction Cost Planning & Control
- CSM-205 Project Monitoring for Quality Control & Safety
- CSM-206 Procurement Management

Semester 3
- CSM-301 Development and Construction Economics
- CSM-302 Innovation in the Construction Industry
- CSM-303 Sustainable Practices
- CSM-304 HR Management
- CSM-305 Risk Management
- CSM-306 Leadership Development

At A Glance
Graduates will be prepared for careers such as:
- Project managers/coordinators
- Estimators
- Site managers
- Inspectors
Corporate Communications and Public Relations

Program Code: 6417 (CCC) 6447 (Pickering Learning Site)
Program Length: 1 year/2 semesters
Credential: Ontario College Graduate Certificate
Start: Fall, Winter
Campus: The Centre for Creative Communications
thecentre@centennialcollege.ca 416-289-5000, ext. 5100

Program Overview

If you want to get connected to the public relations (PR) industry and study a field that’s full of variety, then this is the program for you. No two days are alike in corporate communications. Our program is one of the most highly regarded programs in Ontario that equips graduates to enter this exciting industry.

Corporate communicators and PR practitioners research, write, plan, edit, design and implement everything from strategic communications plans and employee newsletters to gala dinners for hundreds of people. They create communications strategies that influence employee attitudes, shift stockholders’ opinions and tell an organization’s story to the media.

You’re an ideal match for this program if you possess strong writing skills and the ability to manage various projects at the same time.

Note: This program requires students to have and use a mobile computing device (i.e., laptop or tablet) that meets or exceeds the recommended hardware requirements. For details please visit our website.

At A Glance

Centennial College’s Corporate Communications and Public Relations program will keep you connected and prepared to meet the demands of this fast-paced, exciting field.

As an entry-level communications specialist, you may land jobs that involve:
- media relations
- employee communications, and
- web-based communications for a variety of organizations.

BENEFITS

PROGRAM HIGHLIGHTS
- Leads the way in social media and PR content
- Located close to the heart of Toronto’s PR industry
- Includes a full-time, eight-week field placement
- Curriculum emphasizes learning by doing
- Emphasis on employability skills & landing a job

CAREER OUTLOOK
Centennial College’s Corporate Communications and Public Relations program will keep you connected and prepared to meet the demands of this fast-paced, exciting field. As an entry-level communications specialist, you may land jobs that involve media relations, employee communications and web-based communications for a variety of organizations.

Companies hiring corporate communications graduates include:
- Alliance Films
- Argyle Communications
- Apex Public Relations
- CTV
- Edelman Public Relations
- Enbridge
- Environics Communications
- Government of Canada
- Ontario Government
- Ontario Institute for Cancer Research
- Praxis Public Relations
- St. John’s Rehab Hospital
- WSIB

Graduates work as communication specialists with:
- Public Relations agencies
- Hospitals and health care providers
- Government ministries and agencies
- Trade Associations
- Not-for-profit organizations
- Financial Institutions
- Entertainment companies

ADMISSION REQUIREMENTS

ELIGIBILITY
- College diploma or university degree in any discipline
- We will consider applicants with partial post-secondary education (minimum – two years) and relevant work experience

ADDITIONAL REQUIREMENTS
Attend a mandatory program admission session where you will:
- Complete writing and editing exercises
- Submit a portfolio of writing
- A resume may be required

NOTE
- After applying at ontariocolleges.ca, you will receive a letter with instructions on how to book your Program Admission Session

PROGRAM OUTLINE

Semester 1
CN-701 Introduction to Corporate Communications
CN-720 Media Relations
CN-721 Public Relations Writing 1: Writing to Inform
CN-745 Event Management
CN-748 Business for Corporate Communicators
CN-749 Professional Practice
CN-750 Client Project
CN-752 Communications Management
CN-761 Design and Layout
CN-790 Field Placement

Note: Minimum C grade required for all courses.

Semester 2
CN-707 Public Relations Writing 2: Writing to Persuade
CN-715 Measurement & Metrics
CN-735 Online Public Relations & Social Media
CN-750 Client Project
CN-752 Communications Management
CN-753 Presentation Skills
CN-761 Design and Layout
CN-790 Field Placement

Note: Minimum C grade required for all courses.
Culture and Heritage Site Management

Program Code: 1832  
Program Length: 1 year/2 semesters  
Credential: Ontario College Graduate Certificate  
Start: Fall  
Campus: Progress  
hospitality@centennialcollege.ca  
416-289-5000, ext. 2323

**Program Overview**

Canada has 2,500 museums and related institutions which include not-for-profit museums, art galleries, science centres, aquariums, archives, sports halls-of-fame, artist-run centres, zoos, and heritage sites that attract more than 59 million visitors annually; a further 60 million visit our historic sites and national parks. These types of establishments/facilities require professionals trained in a very particular skill set and thus equipped and able to manage such culture and heritage resources.

Learners will be engaged in practical management courses as well as industry-based subjects relevant to this largely publicly run or not-for-profit culture and heritage sector pursuing an in-depth exploration of issues and cases pertinent to current challenges confronting cultural and heritage organizations at home and abroad. Partnerships with local, regional, provincial and national institutions and establishments will facilitate in-session learner field placements during the second semester.

**Benefits**

**Program Highlights**
- Two days per week industry placement for 15 weeks within semester 2  
- Learn from industry professionals currently practicing their art

**Career Outlook**

Graduates will be prepared to find rewarding careers in various parts of this fast growing industry. Potential employers of our graduates include local, national, cross border and possible international organizations:
- National Historic Sites  
- Municipal and not-for-profit Museums  
- Galleries  
- National and Provincial Parks  
- Historic Sites  
- Zoos  
- World Heritage Sites  
- Federal, Provincial and Municipal Cultural Funding Agencies  
- Government Departments  
- Arts Service Organizations  
- Related not-for-profit Arts, Cultural and Heritage Organizations

**Admission Requirements**

**Eligibility**
- College diploma or university degree in any discipline  
- We will consider applicants with partial post secondary education and relevant work experience in the field

**Additional Requirements**
- A resumé describing relevant work experience may be requested

**Program Outline**

**Semester 1**

- CHSM-701 Culture and Heritage Management Essentials  
- CHSM-702 Financial Management and Planning for the Culture and Heritage Sector  
- CHSM-703 Culture and Heritage Marketing and Strategy  
- CHSM-704 Grants, Fundraising and Sponsorship  
- CHSM-705 Collections and Exhibit Management; Educational and Interpretive Programming  
- CHSM-706 Innovative Technologies in the Culture and Heritage Sector  
- CHSM-712 National Historic Site Management  

**Semester 2**

- CHSM-707 Leadership in the Culture and Heritage Sector  
- CHSM-711 Municipal Cultural Planning  
- CHSM-713 Issues in Heritage, Museums and Galleries  
- CHSM-714 Culture and Heritage Industry Field Placement  
- CHSM-716 Heritage and Society  
- CHTM-207 Customer Relationship Management

Note: Minimum C grade (2.0 G.P.A.) is required for graduation
Entertainment and Media Systems Design

Program Code: 3420
Program Length: 1 year/3 semesters
Credential: Ontario College Graduate Certificate
Start: Fall
Campus: Progress
centrefcentennialcollege.ca
416-289-5000, ext. 5100

Program Overview

The entertainment and media systems design industry is a growing field. Our Media Engineering Design Integration Program offers a unique and hybrid post-graduate certificate focused on the design, production and management of innovative media products. This includes application development and content creation for wireless devices, interactive museum and retail installations, digital signage and systems and networks and more.

In this hands-on program, you will develop a balanced set of design skills and capabilities in media production and media engineering. You will also be cross-trained to lead collaborative teams of technologists and media producers in the creation of new applications and products for the media marketplace. This learning is complemented by an industry field placement.

The project-based learning environment will focus your analytical and decision-making skills on real world challenges. The program’s coaching and consultation is designed to focus your ability to assess, develop, manage and execute a media technology project from prototype to delivery.

BENEFITS

PROGRAM HIGHLIGHTS

- The program offers a 15-week industry field placement at a media technology company, interactive design firm, or media publisher
- Hands-on experience is gained in the creation and distribution of digital media, video and audio projects for mobile networks and environmental installations
- Laboratory experience is gained in PLCs, robotics, sensors, electrics and network technology project management, media informatics and information metrics knowledge
- Participation in team and individual projects guided and assessed by industry entrepreneurs provides essential skills

CAREER OUTLOOK

Graduates will be in high demand by media producers and publishers and media technology developers.

At A Glance

Graduates will be in high demand by media producers, publishers and media technology developers. Career opportunities include:
- Project manager, digital media production
- Interactive technical producer, museum and instructional design
- Producer, digital signage networks
- User experience designer, consumer electronics
- Software designer, embedded systems
- Mobile communications application developer
- Entertainment media designer
- Service producer, digital signage networks
- Content manager, multi-platform electronic publishing

ADMISSION REQUIREMENTS

ELIGIBILITY

- College diploma or university degree in a field related to engineering technology or media design
- We will consider applicants with partial post-secondary education (minimum - two years) and relevant work experience

ADDITIONAL REQUIREMENTS

- Attend a mandatory program admission session where you will submit a portfolio of work and present your previous education credentials for review

NOTE

- Students in either engineering technology and those in media design will be expected to qualify for advanced standing in two courses in their respective disciplines in the first semester, through transfer credit or Prior Learning Assessment Recognition (PLAR).

PROGRAM OUTLINE

Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDI-401</td>
<td>Project 1</td>
</tr>
<tr>
<td>MEDI-402</td>
<td>Introduction to Media Engineering</td>
</tr>
<tr>
<td>MEDI-403</td>
<td>Production 1: Video Production &amp; Sound Design</td>
</tr>
<tr>
<td>MEDI-404</td>
<td>Design 1: Visual Design</td>
</tr>
<tr>
<td>MEDI-405</td>
<td>Design 2: Design for Web and Mobile Devices</td>
</tr>
<tr>
<td>MEDI-406</td>
<td>EM 1: Math &amp; Electrical Fundamentals</td>
</tr>
<tr>
<td>MEDI-407</td>
<td>ICT 1: Media Electronics</td>
</tr>
<tr>
<td>MEDI-408</td>
<td>ICT 2: Computer Systems and Networks</td>
</tr>
<tr>
<td>MEDI-409</td>
<td>Software 1: Programming Fundamentals</td>
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</tbody>
</table>

Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MEDI-411</td>
<td>Project 2</td>
</tr>
<tr>
<td>MEDI-412</td>
<td>The Marketing Cycle</td>
</tr>
<tr>
<td>MEDI-413</td>
<td>Production 2: Physical Computing</td>
</tr>
<tr>
<td>MEDI-414</td>
<td>Entrepreneurship &amp; Product Development</td>
</tr>
<tr>
<td>MEDI-415</td>
<td>ICT 3: Media System Engineering 4hrs</td>
</tr>
<tr>
<td>MEDI-416</td>
<td>EM 2: Automated Control Systems</td>
</tr>
<tr>
<td>MEDI-419</td>
<td>Software 2: Web Programming</td>
</tr>
</tbody>
</table>

Semester 3

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MEDI-420</td>
<td>Industry Field Placement</td>
</tr>
<tr>
<td>MEDI-421</td>
<td>Project 3</td>
</tr>
<tr>
<td>MEDI-422</td>
<td>Media Informatics/Information Metrics</td>
</tr>
<tr>
<td>MEDI-423</td>
<td>Content Management</td>
</tr>
<tr>
<td>MEDI-424</td>
<td>Portfolio Production</td>
</tr>
</tbody>
</table>
Event Management – Festival and Conference

**Program Overview**

Centennial College’s one-year graduate certificate program in Event Management – Festival and Conference will prepare you for a career in an exciting and rapidly growing industry. It is well documented that festivals, events and conferences are a major catalyst for tourism worldwide as evidenced by the membership making up the local, national and global markets. This sector is projected to produce 121,000 new jobs by 2015.

**BENEFITS**

**PROGRAM HIGHLIGHTS**

Graduates are prepared to:

- Develop and implement financial initiatives based on event objectives through methods such as sponsorship programs and fundraising initiatives
- Plan, design and coordinate effective site and facility operations
- Apply the principles of marketing to festivals, events and conferences
- Apply strategies for effective human resource management
- Create, plan and implement effective programming for events
- Apply accounting and financial knowledge and skills to the operation of events
- Apply business administration skills to the operation of events
- Apply the principles of professionalism and ethics to event management

The Event Management – Festival and Conference program is accredited by UNWTO TedQual.

**CAREER OUTLOOK**

Graduates of this program may find employment in hotels, convention and conference centres, corporations, tourism and non-profit organizations, sports and recreational organizations, festival, arts and cultural organizations and event marketing management. Some entrepreneurial graduates may open their own event management companies.

**ADMISSION REQUIREMENTS**

**ELIGIBILITY**

- College diploma or university degree in hospitality, tourism or related discipline
- We will consider applicants with a diploma or degree in an unrelated discipline who have related work experience
- We will consider applicants with partial post secondary education and relevant work experience in hospitality

**ADDITIONAL REQUIREMENTS**

- A resumé detailing relevant work experience may be requested.

**PROGRAM OUTLINE**

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>FECM-703</td>
<td>FECM-701</td>
</tr>
<tr>
<td>Event Marketing: Festival and Conference</td>
<td>Risk &amp; Security Management</td>
</tr>
<tr>
<td>FECM-705</td>
<td>FECM-702</td>
</tr>
<tr>
<td>Volunteer &amp; Team Building Coordination</td>
<td>Site Logistics &amp; Operations Management</td>
</tr>
<tr>
<td>FECM-706</td>
<td>FECM-704</td>
</tr>
<tr>
<td>Sponsorship Development</td>
<td>Programming Community and Cultural Festivals, Events &amp; Conferences</td>
</tr>
<tr>
<td>FECM-707</td>
<td>FECM-712</td>
</tr>
<tr>
<td>Introduction to Event, Festival &amp; Conference</td>
<td>Creativity and Innovation</td>
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<tr>
<td>FECM-711</td>
<td>FECM-713</td>
</tr>
<tr>
<td>Networking and Industry Relations</td>
<td>Greening Your Festival, Event &amp; Conference</td>
</tr>
<tr>
<td>FECM-714</td>
<td>FECM-715</td>
</tr>
<tr>
<td>Event Budgeting</td>
<td>Communications and Media Planning</td>
</tr>
<tr>
<td>FECM-716</td>
<td>FECM-716</td>
</tr>
<tr>
<td>Festival, Event and Conference Production Practicum</td>
<td>Note: minimum C grade is required for graduation.</td>
</tr>
</tbody>
</table>

**At A Glance**

Our employment partners include:

- Maple Leaf Sports & Entertainment
- AVIVA Canada
- Toronto Board of Trade
- Toronto Community News
- Marriott Hotels
- Toronto International Film Festival
- Delta Hotels
- Fairmont Hotels
- Four Seasons Hotels & Resorts

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Program Code: 1831
Program Length: 1 year/2 semesters
Credential: Ontario College Graduate Certificate
Start: Fall
Campus: Progress
hospitality@centennialcollege.ca
416-289-5000, ext. 2323
Financial Fraud Investigation

Program Code: 2730
Program Length: 1 year/2 semesters
Credential: Ontario College Graduate Certificate
Start: Fall, Winter
Campus: Progress
business@centennialcollege.ca
416-289-5000, ext. 2280

Program Overview

The program provides students with the essential skills and knowledge in forensic accounting and investigation techniques, equipping them to work in entry-level positions in the field of forensic accounting and audit investigations within the public or private sector.

This program is designed for students who have completed a recognized diploma or degree program and wish to acquire a specialization in the emerging field of forensic accounting and fraud investigations.

Graduates are prepared to practice in areas such as fraud and economic loss quantification including: investigating and analyzing financial evidence, testifying as a witness, becoming involved in criminal investigations, uncovering financial evidence in employee or insurance fraud cases and investigating in the rapidly evolving area of computer fraud.

BENEFITS

PROGRAM HIGHLIGHTS
• This program provides short and intensive training
• Courses are delivered by experienced faculty members who are experts in the industry, providing students with practical hands-on learning
• Geared to the motivated, mature learner with career experience

CAREER OUTLOOK
Successful analysis and findings reported by practicing professionals may be the difference between whether perpetrators avoid detection of their illegal activities or are brought to justice. In most cases, success is directly and primarily dependent upon the knowledge, skills and abilities of the professionals performing the work. Consequently, the demand for entry-level professionals with formal education in fraud and forensic accounting has grown.

The program content will prepare students for Certified Fraud Examiner (CFE) examination. Registration in this incurs costs in addition to the tuition.

ADMISSION REQUIREMENTS

ELIGIBILITY
• College diploma or university degree in any discipline
• We will consider applicants with partial post-secondary and relevant work experience (transcript and resume review is required)

ADDITIONAL REQUIREMENTS
• Proof of English proficiency

PROGRAM OUTLINE

Semester 1
FFIC-701 Introduction to Fraud Examinations
FFIC-702 Financial Crimes Investigation
FFIC-703 Introduction to Intelligence Gathering
FFIC-704 Financial Institutions & Identity Theft
FFIC-705 International Legal Elements
FFIC-706 Professional Court Presentation

Semester 2
FFIC-711 Advanced Fraud Examinations
FFIC-712 Forensic Accounting
FFIC-713 Investigative Methodologies
FFIC-714 Ethics and Fraud Criminology
FFIC-715 Practical Fraud Investigation Case Management
FFIC-716 Interview and Interrogations

At A Glance

Employment opportunities include positions such as:
• Forensic Accounting/Litigation Consultant
• Tax Auditor
• Gaming Investigator
• Insurance Investigator
• Bank Investigator
• Internal Auditor

Graduate Certificate Programs/193
Financial Planning

Program Code: 2843
Program Length: 1 year/2 semesters
Credential: Ontario College Graduate Certificate
Start: Fall, Winter, Summer
Campus: Progress
business@centennialcollege.ca
416-289-5000, ext. 2280

BENEFITS

PROGRAM HIGHLIGHTS
Upon completion of this program, graduates will be able to:
• Integrate economic and personal information necessary for effective financial planning decisions.
• Compare, contrast and select financial products and services, investment planning and counselling services for clients, while adhering to industry standards.
• Effectively market financial services to clients to gain new and renewal business.
• Recognize potential tax and legal implications within a financial planning situation

CAREER OUTLOOK
A 2009 report by the Toronto Board of Trade states that, with demographic changes and the need for regulation and associated trained professionals, there will be an increasing demand for graduates from programs such as this.

Graduates will find work in areas associated with their studies and the CFP licence with:
• Banks
• Credit unions
• Financial planning companies
• Life insurance companies
• Mutual fund companies
• Investment dealers

At A Glance
Upon completion of this program, graduates will be able to:
• Integrate ethical decision-making processes into all aspects of the financial planning profession
• Successfully adhere to financial planning principles and industry standards
• Prepare accurate and relevant financial plans, manually and electronically

ADMISSION REQUIREMENTS

ELIGIBILITY
• College diploma or university degree in any discipline
• We will consider applicants with partial post-secondary and relevant work experience (transcript and resume review is required)

ADDITIONAL REQUIREMENTS
• Proof of English proficiency
• An assessment of numeracy skills may be requested

PROGRAM OUTLINE

Semester 1
ACCT-701 Accounting for Managerial Decision Making
ACCT-705 Tax Planning
FINA-701 Estate Planning and Risk Management
FINA-702 Retirement Financial Planning
FINA-739 CSC Preparation 1*
MKTG-716 Marketing

Semester 2
ACCT-702 Financial Management
FINA-703 Corporate Credit Management
FINA-704 Certified Financial Planner (CFP) Preparation Course
FINA-749 CSC Preparation 2**
MGMT-702 Crafting and Executing Strategy
MGMT-703 Ethics and Stakeholder Management

Note: Students planning to complete their Certified Financial Planner (CFP) license are recommended to complete FINA-739 and FINA-749. Students who have completed the CSC Preparation courses are required to take the identified options.

* FINA 739 CSC Preparation 1 OR HRPD 401 Human Resources Management in Canada
** FINA 749 CSC Preparation 2 OR MGMT 704 Management & Leadership

Program Overview

The Financial Planning program will provide you with the opportunity to obtain an Ontario graduate certificate in the field of financial planning in two semesters. The program will provide you with all of the educational requirements to challenge the Certified Financial Planner (CFP) exam. Registration for this will incur in addition to regular tuition fees.

PROFESSIONAL ASSOCIATION
Accreditations gained as a result of successful completion of courses and industry exams include:
• Canadian Securities Course (CSC®)
• Wealth Management Essentials (WME®)
Designations and licences that can be obtained as a result of completing preparatory courses and successfully writing the industry exams include:
• Certified Financial Planner (CFP®)
Registration in these will incur costs in addition to tuition.
Global Business Management

Program Code: 2880
Program Length: 2 years/4 semesters
Credential: Ontario College Graduate Certificate
Start: Fall, Winter, Summer
Campus: Progress
business@centennialcollege.ca
416-289-5000, ext. 2280

BENEFITS
- Global Business Seminars enhance learning through guest speakers, external competitions, presentation of research reports and industry visits
- A final semester Capstone Project challenges graduates to apply what they’ve learned, by completing an integrated team project for a business client within the GTA
- International students who successfully complete Centennial’s Global Business Management program may be eligible to apply for a work permit (up to three years) upon graduation
- Strong employment prospects after graduation

IS THIS PROGRAM RIGHT FOR YOU?
The Global Business Management program is an ideal career path for individuals with the following traits and skills:
- Analytical with strong numeracy skills
- Highly organized with an ability to plan and prioritize
- Thrive under pressure and ability to meet deadlines
- Strong interpersonal skills
- Innovative problem solver and decision maker
- Comfortable working within a team environment
- Open-minded and have a willingness to learn new things

ADMISSIONS

ELIGIBILITY
- College diploma or university degree in any discipline
- We will consider applicants with partial post-secondary and relevant work experience (transcript and résumé review is required)

ADDITIONAL REQUIREMENTS
- Proof of English proficiency

PROGRAM OUTLINE

Semester 1
- ACCT-701 Accounting for Managerial Decision Making
- BUSN-733 Business Presentations
- ECON-701 Economic Analysis for Managers
- INTL-720 Global Business Seminars I
- MGMT-701 Information Systems for Business Management
- OMGT-701 Operations Management for Products & Services

Semester 2
- ACCT-702 Financial Management
- HRPD-702 Contemporary Organizational Behaviour
- INTL-704 Global Logistics
- INTL-721 Global Business Seminars II
- INTL-725 Global Business Research and Analysis
- MGMT-704 Management and Leadership Marketing
- MKTG-716 Fundamentals of Project Management

Semester 3
- BUSN-701 Employment Preparedness
- INTL-702 International Banking and Finance
- INTL-703 Comparative Geopolitical Systems
- INTL-705 International Business Law
- MGMT-703 Ethics and Stakeholder Management
- MKTG-732 International Marketing
- PMGT-701 Fundamentals of Project Management

Semester 4
- HRPD-712 Human Resources Strategy
- INTL-706 Global Business Strategy
- INTL-710 Corporate Social Responsibility and International Development
- INTL-722 Global Business Seminars III
- INTL-726 Import and Export Management
- INTL-727 International Sales and Negotiation
- INTL-728 Developing an International Business Plan
Hotel, Resort and Restaurant Management

Program Code: 1830
Program Length: 1 year/2 semesters
Credential: Ontario College Graduate Certificate
Start: Fall
Campus: Progress
hospitality@centennialcollege.ca
416-289-5000, ext. 2323

Program Overview

The post-graduate certificate program in Hotel, Resort and Restaurant Management addresses the needs of graduates who would like to upgrade their hospitality education, in a short period of time, preparing them to advance their careers in hotel, resort and restaurant leadership roles. In 2010, the accommodation, food and beverage sectors employed 1,086,000 people and have generated revenues of almost $18.8-billion.

This short, intensive, program will cover key leadership and management areas such as: Finance, Human Resources, Labour Relations, Oenology, International Operations, Leadership, Entrepreneurship, Security and Risk Management, Service Quality, Marketing and Revenue Management.

Students gain valuable work experience through an individualized industry placement, designed to provide a practical foundation for a future career. After graduation, many students continue on as full-time employees at their placements.

At A Glance

Graduates are prepared to work in tourism and hospitality areas such as:
• Hotel and restaurant general management
• Human resources management
• Sales and marketing management
• Convention services management
• Housekeeping management
• Hotel revenue and financial management

BENEFITS

PROGRAM HIGHLIGHTS
• Two days per week industry placement for 15 weeks in semester 2
• Operational lab practice facilities
• Full service student operated restaurant
• Modern continually updated computer labs
• On-site conference centre
• Industry experienced faculty

CAREER OUTLOOK
Organizations hiring students upon graduation include:
• Delta Hotels & Resorts
• Fairmont Hotels & Resorts
• Four Seasons Hotels & Resorts
• InterContinental Hotel Group
• Marriott Hotels & Resorts
• Starwood Hotels & Resorts
• Hyatt Hotels & Resorts
• Wyndham International
• Choice Hotels International.

ADMISSION REQUIREMENTS

ELIGIBILITY
• College diploma or university degree in hospitality, tourism or related discipline
• We will consider applicants with a diploma or degree in an unrelated discipline who have related work experience
• We will consider applicants with partial post secondary education and relevant work experience in hospitality

ADDITIONAL REQUIREMENTS
• Resumé with relevant work experience may be requested

PROGRAM OUTLINE

Semester 1
HOTL-702 Human Resources and Labour Relations Management
HOTL-703 Wines and Oenology
HOTL-704 International Hotel, Resort and Restaurant Management
HOTL-706 Managing Service Quality and Business Excellence
HOTL-751 Hospitality Safety, Security, Risk and Crises Management
HOTL-754 Hotel, Resort and Restaurant Field Placement

Semester 2
HOTL-701 Hospitality Marketing Strategies
HOTL-705 Hospitality Revenue and Distribution Management

Note: minimum C grade is required for graduation.
Human Resources Management

Program Code: 2860
Program Length: 1 year/2 semesters
Credential: Ontario College
Graduate Certificate
Start: Fall, Winter, Summer
Campus: Progress
business@centennialcollege.ca
416-289-5000, ext. 2280

Program Overview

In today’s competitive business world, employment retention reaches far beyond the recruitment process. Individuals who specialize in Human Resources Management are essential to maintaining a healthy work environment, increasing retention, boosting performance and shaping the overall potential of a company. A career in human resources management involves interacting with senior management on a regular basis, pinpointing company goals and leading a team towards them.

Centennial’s one-year graduate certificate provides the knowledge base to confidently handle several human resources issues including: compensation, hiring, performance management, organization development, safety and wellness benefits, employee motivation, communication, administration and training.

This in-depth program prepares graduates with knowledge of core HR concepts and solutions that can be transferred across industries and organizations. With course offerings that meet Human Resource Professionals Association (HRPA) of Ontario’s expectations, graduates are prepared with the skills to confidently align their team towards success.

Benefits

Program Highlights
- Fast track your career with a two-semester graduate certificate
- An emphasis is placed on emerging human resource management trends such as managing diversity, alternative dispute resolution, pensions and benefits and human resource management systems
- Eligibility to earn the CHRP designation granted by the Human Resources Professional Association of Ontario (HRPAO) of Ontario increases marketability
- Extensive use of case studies, simulations and project-based learning helps prepare you for real workplace situations
- Human Resource Information Systems (HRIS) training using an SAP application
- A continuous watch of current HR and technological trends helps you stay one step ahead

Career Outlook

Graduates of the program are prepared to work as:
- Human resources administrators
- Human resources generalists
- Human resources specialists (i.e. recruiters, compensation analysts, trainers, pensions and benefits administrators, occupational health and safety officers, HRMS specialists)

Certified Human Resources Professional (CHRP) Designation

Graduates of this program may be eligible to participate in an articulated program with selected universities, institutes and professional associations. These partnerships allow graduates to apply academic credit towards further study.

Our partners are:
- Griffth University
- University of Western Sydney

Certified Human Resources Professional (CHRP) Designation

Graduates of this program may be eligible to earn the Certified Human Resources Professionals (CHRP™) designation granted by the Human Resource Professionals Association (HRPA) of Ontario.

This professional designation signals to employers that you have met the education and experience requirements to be successful in human resources. Applicants seeking the CHRP™ must satisfy the following requirements:
- Maintain membership in the HRPA
- Successful completion of the required nine courses obtaining an average grade of 70% or better over all nine courses with no single course below 65% (The HRPA courses are marked with an asterisk in the course offerings).
- Pass the National Knowledge Exam (NKE), a standard examination used by the Canadian Council of Human Resources Association (CCHRA), to ensure that applicants have a solid foundation of core HR concepts.
- Hold a university degree or advanced university degree.
- Demonstrate that they have at least three years of HR experience at a professional level.

Admission Requirements

Eligibility
- College diploma or university degree in any discipline
- We will consider applicants with partial post-secondary and relevant work experience (transcript and resume review is required)

Additional Requirements
- Proof of English proficiency

Note
- This program is not open to graduates of the three-year Human Resources Management program at Centennial.

Program Outline

HRPD-701 Human Resources Management in Canada
HRPD-702 Contemporary Organizational Behaviour
HRPD-703 Management Accounting for Human Resources
HRPD-704 Staffing Organizations
HRPD-705 Strategic Compensation
HRPD-706 Labour and Employment Law
Semester 1
HRPD-707 Employee Health and Safety
HRPD-708 Training and Development
HRPD-709 Industrial Relations
HRPD-710 Alternative Dispute Resolution
HRPD-711 Pensions and Benefits
HRPD-712 Human Resources Strategy
HRPD-713 Advanced HRMS

At A Glance

Specializing in Human Resources Management can lead to a wide variety of career opportunities, in all areas of business, industry and employment environments. Here are just a few possibilities:
- HR Administrator
- HR Generalist
- HR Recruiter
- Compensation Analyst
- Trainer
- Pensions and Benefits Administrator
- Occupational Health and Safety Officer
Program Overview

The post-graduate certificate in Inclusive Leadership provides students with the knowledge and skills needed to effectively manage and supervise in an increasingly complex and diverse working environment. Students will gain an understanding of the impact of global citizenship, the principles and practices of inclusion, and the approaches to ethical communication required of today's leaders. Utilizing a student-centred, pedagogical approach, the program will equip students with critical thinking, analytical, reflective, creative, and evaluative skills that will allow them to participate in their fields of work as socially responsible leaders.

The program is ideal for students currently employed in management or supervisory roles and for those who wish to upgrade their leadership skills.

BENEFITS

PROGRAM HIGHLIGHTS:
- Analyze the complex relationship between inclusive leadership and global citizenship, equity principles, and organizational change
- Identify personal and professional values and inclusive leadership practices within the workplace
- Using reflective practice, document personal learning and development as an inclusive leader
- Examine the impact of media in both personal and professional contexts utilizing a critical media literacy framework
- Employ ethical, equitable and inclusive communication practices
- Incorporate global citizenship, equity, inclusion, and leadership theoretical frameworks in all aspects of the workplace setting

ADMISSION REQUIREMENTS

ELIGIBILITY
- College diploma or university degree in any discipline
- We will consider applicants with partial post-secondary and relevant work experience

ADDITIONAL REQUIREMENTS
- Resumé review is required
- Proof of English proficiency
You cannot apply to this program at ontariocolleges.ca.

HOW TO APPLY

Please contact mmather@centennialcollege.ca or 416-289-5000, ext. 2351.

PROGRAM OUTLINE

The program consists of the following nine courses, which may be offered in various delivery modes:

- GCEL-110  Introduction to Global Citizenship, Inclusion and Leadership
- GCEL-120  Personal Identity and the Workplace
- GCEL-140  Inclusive Leadership and Organizational Change
- GCEL-180  Conflict Management and Resolution
- GCEL-150  Media, Leadership and the Workplace
- GCEL-160  Intercultural and Organizational Communication
- GCEL-130  Globalization, Global Citizenship and the Workplace
- GCEL-190  Investigation, Research and Analysis
- GCEL-170  Practicum

For further information about this program, please e-mail inclusiveleadership@centennialcollege.ca or phone 416-289-5000 ext. 2351.
Interactive Digital Media

Program Code: 6410
Program Length: 3 semesters
Credential: Ontario College Graduate Certificate
Start: Fall
Campus: The Centre for Creative Communications
thecentre@centennialcollege.ca
416-289-5000, ext. 5100

Program Overview
Interactive Digital Media is a post-graduate, collaborative and project-driven program that prepares you for today’s world of interactive technology, media and innovation.

The new media landscape is changing as tablets, mobile and immersive computing are becoming more important and prevalent. The Interactive Digital Media program is designed to leverage your previous skill set and prepare you for a career in interactive media content production and process management. The program emphasizes strategy, narrative and management skills in the interactive production industry with a focus on understanding industry, technology, processes, job roles and documentation skills.

The Interactive Digital Media program is designed to make you an effective producer working in the interactive media landscape.

The first semester builds a foundation of theory, practical coding and professional skills. The second semester focuses on the business side of interactive media production with niche skills such as project management, analytics, and business. You’ll be involved with the industry in early stages of the program and complete your learning with an intensive industry field placement.

At A Glance
Careers opportunities include:
• Online producer
• Interactive project manager
• Interactive visual designer
• Interactive media designer
• Interactive producer

BENEFITS

CAREER OUTLOOK
Where do program graduates go? With a combination of creative and practical skills, our alumni work in all aspects of the interactive media industry in Canada including the following:
• Andrea Acosta, Duarte, interactive developer at Sonic Boom Creative Media Inc.
• Bonnie Large, designer/producer at CanWest Interactive
• Kharlo Tawatao, national training designer, RCI, customer care at ROGERS
• Tracey Ratelle- Westdorp, Project Manager at Enbridge

ADMISSION REQUIREMENTS

ELIGIBILITY
• College diploma or university degree in any discipline
• We will consider applicants with partial post-secondary (minimum two years) and relevant work experience

ADDITIONAL REQUIREMENTS
• Submit a letter of interest to program coordinator
• Attend a Program Admission Session
  » After applying at ontariocolleges.ca, you will receive a letter with instructions on how to submit your letter and how to book your Program Admission Session.

PROGRAM OUTLINE

Semester 1
IDM-701 Production Tools 1 *
IDM-702 Emerging Technology
IDM-703 Interactive Digital Industry *
IDM-704 Experience Design Tools *
IDM-705 Writing for Interactive Media
IDM-706 Interactive Narrative 1 *
IDM-707 Skills for Collaborative Workplace
IDM-708 Video & Sound for Interactive Media

Semester 2
IDM-720 Analytics
IDM-721 Collaborative Project
IDM-723 Production Tools 2
IDM-724 Studio Mentorship/Partnership
IDM-726 Senior Project
IDM-727 Project Management
IDM-728 Interactive Narrative 2
IDM-729 Interactive Media Business

Semester 3
IDM-730 Career Networking
IDM-731 Pitching & Presentations
IDM-732 Entrepreneurship
IDM-750 Field Placement

*minimum C grade required in all courses to pass.
International Business Management

Program Code: 2859
Program Length: 1 year/3 semesters
Credential: Ontario College
Graduate Certificate
Start: Fall, Winter, Summer
Campus: Progress
business@centennialcollege.ca
416-289-5000, ext. 2280

Program Overview

Business today, whether large, medium or small, is inevitably international and that recognition is vital to its survival in a globalized world economy.

The International Business Management graduate certificate program at Centennial helps you prepare for the global realities of today’s marketplace. If you have earned a previous university degree or diploma and/or possess business experience, you may be eligible to benefit from this uniquely crafted one-year program.

The first semester of this program includes foundational courses, while the second semester provides specialized, industry-valued courses. Upon completion of the program students have an opportunity to further develop their skills by registering for an experiential learning opportunity (field placement) in a real-world setting.

The International Business Management program allows individuals from a variety of academic backgrounds to gain the global business knowledge necessary in leveraging their career prospects.

Whether you are from an arts, humanities, technical or commerce background, the program curriculum design enables you to be at par with the latest theoretical and practical aspects of global business.

Benefits

Program Highlights

• Upon graduating, there are strong employment prospects
• Program faculty members have extensive experience in international business
• A strong focus is placed on specialized areas of international business, including international development, small to medium-sized international entrepreneurship, trade and investment, global logistics and transportation and global management
• There is an emphasis on the use of computer and Internet technology in performing international business functions to ensure that you have the necessary skills for career success in the current international business environment
• An extensive use of case studies, simulations and project-based learning, with focus on developing project management, teamwork, report writing and communication and presentation skills are features of the program
• Students graduating from degree and diploma programs and those in career transition are able to channel their focus and gain a solid foundation in international business practice in a short period of time
• You will gain practical industry experience through the industry project component

Educational Partners

Graduates of Centennial’s International Business Management program have the opportunity to continue their studies and apply their Centennial credits towards a Master’s degree with our university partners:
• Griffith University
• University of Western Sydney

At a Glance

Graduates of the program are prepared to work as:
• Foreign investment and risk analysts
• Foreign trade consultants
• Commercial bank officers
• International marketing representatives
• International development assistants

Admission Requirements

Eligibility

• College diploma or university degree in any discipline
• We will consider applicants with partial post-secondary and relevant work experience (transcript and resume review is required)

Additional Requirements

• Proof of English proficiency

This program is not open to graduates of the three-year International Business diploma program at Centennial College.

Note

• All applicants apply to program code 2859.

Program Outline

Semester 1
BUSB-733 Business Presentations
INTL-702 International Banking and Finance
INTL-704 Global Logistics
INTL-705 International Business Law
INTL-711 International Entrepreneurship
INTL-720 Global Business Seminars I
INTL-725 Global Business Research and Analysis

Semester 2
BUSB-701 Employment Preparedness
INTL-703 Comparative Geopolitical Systems
INTL-706 Global Business Strategy
INTL-710 Corporate Social Responsibility and International Development
INTL-726 Import and Export Management
INTL-728 Developing an International Business Plan
MKTG-732 International Marketing and Trade

Semester 3
BUSB-750 Business – Experiential Learning*

*Successful completion of 80% of courses in 1st and 2nd semesters with a minimum GPA of 2.5.
Logistics Management

Program Overview

Effective logistics strategies are the driving force behind a company’s success.

As industry leaders move their firms into the global marketplace, employers are seeking talent with the proper mix of supply chain management and logistics knowledge, to allow for competition on a national and global scale.

In just one year, the graduate certificate in Logistics Management will prepare graduates with a solid logistics foundation that can be transferred across all industries.

Program Code: 2862
Program Length: 1 year/2 semesters
Credential: Ontario College Graduate Certificate
Start: Fall
Campus: Progress
business@centennialcollege.ca
416-289-5000, ext. 2280

BENEFITS

PROGRAM HIGHLIGHTS

• Centennial College’s Logistics Management Program maintains a partnership with the Canadian Institute of Traffic and Transportation (CITT)
• CITT is a leading professional development association in the supply chain and logistics sector. It is Canada’s most respected and widely held professional designation in the industry. Graduates who successfully fulfill the CITT certification enhance their overall career success, as CITT certification signals a higher level of understanding and ability to employers
• Centennial’s Logistics Management program prepares graduates with the academic credentials necessary to pursue the CITT designation. To become fully accredited with the CITT designation, applicants must also fulfill the following requirements:
  • Attain five years of industry experience
  • Provide proof of continuous professional development
  • Accept the CITT Code of Ethics
  • Pay CITT membership dues

CAREER OUTLOOK

Graduates of this program may work in the following areas:
• Manufacturing and production companies
• Retailers and distributors
• Transport companies
• Government agencies
• Consulting firms

ADMISSION REQUIREMENTS

ELIGIBILITY

• College diploma or university degree in any discipline
• We will consider applicants with partial post-secondary and relevant work experience (transcript and resume review is required)

ADDITIONAL REQUIREMENTS

• Proof of English proficiency

PROGRAM OUTLINE

Semester 1
BUSN-733 Business Presentations
HRPD-702 Contemporary Organizational Behaviour
MKTG-716 Marketing
OMGT-707 Transportation Systems & Logistics Processes
OMGT-711 Transportation Law

Semester 2
ACCT-701 Accounting for Managerial Decision Making
MGMT-702 Crafting and Executing Strategy
MGMT-703 Ethics and Stakeholder Management
MGMT-704 Management and Leadership
OMGT-708 Transportation Economics
OMGT-709 Integrated Logistics

At A Glance

Possible occupations/job titles include:
• Production coordinator
• Consultant
• Supply chain analyst
• International logistics manager
• Supply chain software manager
• Warehouse operations manager
• Customer service manager
• Fulfillment supervisor
• Transportation coordinator
• Purchasing manager
• Inventory specialist
Program Overview
Marketers rely on analysts for their insight, to make effective decisions, attract a greater client base and deepen existing client relationships. This reliance indicates the vital role that marketing research plays in managerial decision-making. The Marketing Research & Analytics graduate certificate program teaches students the techniques used to datamine and extract valuable knowledge about competitors and customers in a market setting.

Graduates of this program will learn different research methods and obtain the expertise necessary for creating effective surveys, statistical analysis, industry trends and consumer behaviour. These skills are highly valued by employers because of their propensity for making better and informed decisions.

The two semester program consists of a mixture of lectures and labs where students are exposed to SAS Enterprise Guide and SAS Enterprise Miner. These are leading software solutions used in the Research and Analytics fields. Upon completion of the three specified SAS courses, students will receive a certificate of recognition.

BENEFITS

PROGRAM HIGHLIGHTS
• Good employment prospects for marketing professionals
• Taught by professors with extensive experience in marketing research, statistics, marketing communications and customer relationship management
• Hands-on focus in areas like questionnaire design, data manipulation, quality control, creation of statistical output and development of programs
• Strong focus on the use of applied marketing research and analytics to strategic marketing decision-making
• Extensive use of learner-centred approaches such as: case studies, simulations and project-based learning
• Hands-on training in SAS Enterprise Guide and Enterprise Miner
• A second semester capstone project allows students to incorporate and showcase their skills

CAREER OUTLOOK
Graduates of this program may work in the following areas:
• Organizations with in-house analytical and research functions, especially those that are mid-to-large sized
• Marketing research firms
• Companies specializing in direct marketing, mobile marketing and e-marketing
• Loyalty program management companies

IS THIS PROGRAM RIGHT FOR YOU?
If these words describe you, the Marketing – Research and Analytics graduate certificate program may be your route to career success:
• Comfortable dealing with numbers and computers
• Analytical with strong numeracy skills
• Innovative problem solver, self-directed with strong attention to detail
• Highly-organized and able to manage multiple tasks simultaneously
• Strong interpersonal skills
• Excellent written and oral communication skills
• Self-directed, innovative problem solver, who works well in a dynamic environment
• Thrive under pressure and can meet deadlines

ADMISSION REQUIREMENTS

ELIGIBILITY
• College diploma or university degree in any discipline
• We will consider applicants with partial post-secondary and relevant work experience (transcript and resume review is required)

ADDITIONAL REQUIREMENTS
• Proof of English proficiency
• An assessment of numeracy skills may be requested

PROGRAM OUTLINE

Semester 1
BUSN-733 Business Presentations
MKTG-716 Marketing
MKTG-741 Case Analysis and Marketing Metrics
MKTG-742 Marketing Analysis and Planning
MKTG-743 Fundamentals of Marketing Research
MKTG-744 Computer Applications for Marketing Analytics

Semester 2
BUSN-701 Employment Preparedness
MKTG-745 Database Mining and Analytics
MKTG-746 Advanced Computer Applications for Marketing Analytics
MKTG-747 Fundamentals of Interactive Marketing
MKTG-748 Advanced Marketing Research
MKTG-749 Research and Analytics – Capstone
PMGT-701 Fundamentals of Project Management

At A Glance
Graduates of this program are prepared to work as:
• Marketing Research Analysts
• Web Marketing Analysts
• CRM Analysts
• Direct Response Analysts
• Online Marketing Analysts
• Data and Analytics Specialists
• Business Analytics Specialists
• Loyalty Program Analysts
• Sales Data Analysts
• Marketing Strategy Analysts
Marketing – Sales and Account Management

**Program Code:** 2846  
**Program Length:** 1 year/2 semesters  
**Credential:** Ontario College Graduate Certificate  
**Start:** Fall, Winter  
**Campus:** Progress  
**business@centennialcollege.ca**  
**416-289-5000, ext. 2280**

**Program Overview**

The Marketing – Sales & Account Management program prepares graduates for career success in key account management and professional sales. In a comparatively short period of time, graduates will gain a solid foundation in the intricacies of acquiring and maintaining relationships with major client accounts. They will be able to secure employment in account management in a wide variety of industries and be upwardly mobile in their careers.

**BENEFITS**

**PROGRAM HIGHLIGHTS**
- Excellent employment prospects for sales professionals  
- Taught by professors with extensive experience in sales, negotiation and account management in the business-to-business realm  
- Extensive use of learner-centered approaches such as: role plays, simulation and cases, with a focus on developing selling, negotiating and presentation skills  
- Hands-on training using sales force automation software

**IS THIS PROGRAM RIGHT FOR YOU?**

If these words describe you, the Marketing – Sales and Account Management graduate certificate program may be your route to career success.
- Excellent interpersonal skills  
- Excellent listening and oral communication skills  
- Self-directed  
- Thrive under pressure  
- Highly organized

**ADMISSION REQUIREMENTS**

**ELIGIBILITY**
- College diploma or university degree in any discipline  
- We will consider applicants with partial post-secondary in an accounting discipline and relevant work experience (transcript and resume review is required)

**ADDITIONAL REQUIREMENTS**
- Proof of English proficiency

**PROGRAM OUTLINE**

**Semester 1**
- BUSN-733 Business Presentations  
- MKTG-716 Marketing  
- MKTG-741 Case Analysis and Marketing Metrics  
- MKTG-742 Marketing Analysis and Planning  
- PMGT-701 Fundamentals of Project Management

**Semester 2**
- BUSN-701 Employment Preparedness  
- MKTG-752 B2B Marketing  
- MKTG-753 Strategic Account Development  
- MKTG-754 Sales and Account Management  
- MKTG-755 Business Ethics & Negotiation Skills  
- MKTG-756 Sales Force Automation & Technology  
- MKTG-757 Sales and Account Management: Placement

**CAREER OUTLOOK**

Graduates of this program may work in the following areas:
- Mid-to-large sized business-to-business (B2B) organization with their own sales force, especially those that are mid-to-large sized  
- Companies in a wide variety of industries are in need of professional account managers. Here are just a few examples: medical and dental technology, hardware and software vendors, pharmaceutical and packaged goods companies

**At A Glance**

Possible occupations/ job titles include:
- Key Account Manager  
- Account Executive  
- Commercial Sales Representative  
- Sales Specialist  
- Technical Sales Representative  
- Sales Consultant  
- Sales Coordinator  
- Inside Sales Representative  
- Territory Sales Representative
Medical Robotics and Automation

Program Code: 3712
Program Length: 1 year/3 semesters
Credential: Ontario College Graduate Certificate
Start: Fall, Winter
Campus: Progress
mra@centennialcollege.ca
416-289-5000, ext. 2356

Program Overview
This program has been suspended for Winter 2012.
The Medical Robotics and Automation program focuses on developing the technical skills needed to use medical instrumentation and automation. Students learn to design, develop and commission equipment in the medical engineering and pharmaceutical production fields. The program also covers future growth areas in medical robotics (use of robotics in surgery) and nano-robotics.

Benefits
Program Highlights
Graduates are positioned at the forefront of emerging technologies. They are able to:
• Perform sampling, root-cause analysis and auditing of manufacturing practices
• Install and maintain medical and pharmaceutical automation equipment
• Troubleshoot medical and pharmaceutical automation equipment
• Identify and solve technical problems in a medical environment
• Evaluate operating and maintenance records

Career Outlook
Today's world is technologically focused, with strides constantly being made in medical technology. With the growth of an aging population, there is an unprecedented healthcare demand for this technology to continue advancing at a rapid rate. Therefore, trained professionals in Medical Robotics and Automation are essential. Graduates of this program will be eligible to work in areas that include:
• Hospital automation equipment
• Pharmaceutical production and distribution
• Medical robotics, including electro-mechanical robotics and nanotechnology

Admission Requirements
Eligibility
• College advanced diploma in Electromechanical Engineering Technology, Biomedical Engineering Technology, or related discipline, or a university degree in Electrical Engineering or related discipline

Additional Requirements
• Proof of English proficiency
• Transcript and resume review is required

Program Outline
Semester 1
MRA-111 CAD & Machining Fundamentals
MRA-112 Pneumatics & Hydraulics
MRA-113 Advanced Information Technology
MRA-114 Anatomy & Physiology
MRA-115 Medical Robotics I
MRA-116 Medical and Pharmaceutical Automation Devices

Semester 2
MRA-121 PLC/Robotics
MRA-122 Medical Instrumentation and Network Systems
MRA-123 Clinical/Biomedical Engineering
MRA-124 Medical Robotics II
MRA-125 Pharmaceutical Automation & Dispensing

Semester 3
MRA-131 Enterprise Management Software
MRA-132 Electrical Safety & Patient Monitoring
MRA-133 Medical Imaging & Devices
MRA-134 Pharmaceutical Manufacturing Application
MRA-135 Research Project

Notes:
1. Students who have graduated from a university with a four year Electrical Engineering degree will be individually assessed for course credits.
2. Students who have graduated from a college with a three year Electromechanical Engineering Technology diploma may receive credit for MRA-111 and MRA-112.
3. Students who have graduated from a college with a three year Biomedical Engineering Technology diploma may receive credit for MRA-114.

At A Glance
Upon graduation, students are able to install and troubleshoot equipment for disciplines such as:
• Medical Imaging
• Diagnostics
• Pharmaceutical Automation
• Medical Robotics
• Medical Automation
Paralegal

Program Code: 2870
Program Length: 1 year/3 semesters
Credential: Ontario College Graduate Certificate
Start: Fall, Winter, Summer
Campus: Progress
psullivan@centennialcollege.ca
416-289-5000, ext. 2143

Program Overview
Paralegals are an integral part of the legal system and are active throughout the legal process from the first client meeting until case resolution. Paralegals also have the distinction of being allowed to represent clients in Small Claims Court.

With Centennial’s one-year graduate certificate program, you will gain practical experience within the paralegal field.

Whether you prefer working with lawyers, or diversifying and embracing your entrepreneurial spirit with your own paralegal practice, Centennial prepares you to make that choice!

The Law Society of Upper Canada (LSUC) accredits Centennial’s Paralegal program. Once you have successfully completed the program, you will be eligible to write the mandatory LSUC licensing examination that is required to practice as a paralegal in Ontario.

In addition to the core LSUC academic materials, Centennial’s program incorporates an extensive 210-hour field-training component giving students real-world experience in a legal environment.

BENEFITS

PROGRAM HIGHLIGHTS
• Strong employment prospects after graduation
• Assessments through mock tribunals prepare you for the realistic expectations of the field
• An Experiential Learning Opportunity (field-placement) is available in the third semester, to expose you to realistic workplace environments, and to prepare you for industry expectations
• Upon graduation, you will be eligible to write the mandatory licensing exam from the Law Society of Upper Canada
• Hands-on learning using technology systems, such as PCLaw, Quicklaw and other legal research tools that support paralegal objectives

CAREER OUTLOOK
Graduates are prepared to work with:
• Law firms
• Community legal service
• Government
• Insurance firms
• Self-employed
• Collection Agencies
• Corporations

IS THIS PROGRAM RIGHT FOR YOU
If these words describe you, the Paralegal graduate certificate program may be your route to career success:
• Highly organized with an ability to plan and prioritize
• Comfortable with researching tasks
• Analytical with strong numeracy skills
• Thrive under pressure and ability to meet deadlines
• Strong interpersonal skills
• Innovative problem solver and decision maker
• Ability to work successfully in a team environment
• Adapt easily to technology and current industry computer software.

ADMISSION REQUIREMENTS

ELIGIBILITY
• College diploma or university degree in any discipline
• We will consider applicants with partial post-secondary and relevant legal work experience (transcript and résumé review is required)

ADDITIONAL REQUIREMENTS
• Proof of English proficiency

PROGRAM OUTLINE

Semester 1
PRLG-701 Introduction to the Canadian Legal System
PRLG-702 Legal Computer Applications
PRLG-703 Legal Research/Writing
PRLG-704 Torts and Contracts
PRLG-705 Alternative Dispute Resolution (ADR)
PRLG-706 Administrative Law

Semester 2
PRLG-721 Advocacy
PRLG-722 Communication/Writing
PRLG-723 Evidence and the Litigation Process
PRLG-724 Ethics and Professional Responsibility
PRLG-725 Tribunal Practice and Procedure
PRLG-726 Provincial Offences/Motor Vehicle Offences
PRLG-727 Small Claims Court

Semester 3
PRLG-731 Field Placement
PRLG-732 Criminal/Summary Conviction Procedure
PRLG-733 Residential-Landlord and Tenant Law
PRLG-734 Employment Law
PRLG-735 Legal Accounting
PRLG-736 Practice Management/Operating a Small Business
PRLG-737 Immigration Law

At A Glance
Possible areas of paralegal practice include:
• Highway Traffic Act offences
• Small Claims Court
• Tribunals
• Provincial/minor criminal offences
Payroll Management

Program Code: 2725  
Program Length: 1 year/2 semesters  
Credential: Ontario College Graduate Certificate  
Start: Fall  
Campus: Progress  
business@centennialcollege.ca  
416-289-5000, ext. 2280

Program Overview

Professional payroll management is critical to businesses and other organizations because of the significant amounts of money involved in employee remuneration and the complexity of the legal requirements. The Payroll Management graduate certificate program prepares graduates for career success as payroll professionals. In addition to gaining an extensive knowledge base, you will develop and enhance crucial skills in a number of key areas and will be ready to begin working as a payroll generalist with a solid foundation for subsequent career advancement. The program uses case studies, simulations and project-based learning, with a focus on developing project management, teamwork, report writing and presentation skills.

Benefits

Program Highlights

- There are strong employment prospects for payroll professionals.
- The program is delivered in partnership with the Canadian Payroll Association (CPA). Qualified students are eligible to earn the Payroll Compliance Practitioner (PCP) professional designation granted by the Association. Registration in this will incur costs in addition to tuition.
- Industry leading payroll curriculum is supplemented by graduate level instruction in managerial accounting, strategic compensation, pensions and benefits.
- The program is taught by professionals with extensive experience.
- An emphasis is placed on emerging trends and issues in payroll management, such as the use of promising technologies and changing legislative requirements.
- Payroll systems training is taught using SAP and payroll specific software.
- Students graduating from other programs and those in career transition are able to alter their focus and gain a solid foundation in payroll management in a relatively short period of time.

Certifications

Students completing this program will be eligible to receive the Payroll Compliance Practitioner (PCP) from the Canadian Payroll Association (CPA) subject to their joining the CPA and complying with its professional requirements. Registration in this will incur costs in addition to tuition.

Graduating students of this program will have completed all but two course credits for the Canadian Payroll Association’s CPM designation. The additional courses, Introduction to Payroll Management and Applied Payroll Management, have an experience requirement and are offered through Centennial College’s School of Continuing Education.

Admission Requirements

Eligibility

- College diploma or university degree in any discipline.
- We will consider applicants with partial post-secondary and relevant work experience (transcript and resume review is required).

Additional Requirements

- Proof of English proficiency.
- An assessment of numeracy skills may be requested.

Program Outline

Semester 1

ACCT-703 Fundamentals of Financial Accounting  
BUSN-733 Business Presentations  
CPAC-701 Payroll Compliance  
HRPD-705 Strategic Compensation

Semester 2

HRPD-701 Human Resources Management in Canada  
HRPD-702 Contemporary Organizational Behaviour  
HRPD-703 Management Accounting for Human Resources  
HRPD-711 Pensions and Benefits  
HRPD-714 Payroll Systems  
PMGT-701 Fundamentals of Project Management

Note: There are additional materials and examination fees for each of the CPAC courses.

At A Glance

Program graduates are prepared to work in every sector of the Canadian economy as:

- Payroll clerks/officers
- Payroll and benefits administrators
- Payroll accountants
- Human resource and payroll generalists
- General accounting coordinators
- Small business bookkeepers/accountants

206 /Graduate Certificate Programs
Project Management

Program Code: 2528
Program Length: 1 year/3 semesters
Credential: Ontario College Graduate Certificate
Start: Fall, Winter, Summer
Campus: Progress
business@centennialcollege.ca
416-289-5000, ext. 2280

Program Overview

Today’s business environment is changing. Most new and innovative work is in the form of projects delivered on-time and on-budget. Graduates from any discipline are encouraged to join this prestigious graduate Project Management program.

The program follows the Project Management Body of Knowledge (PMBOK) methodology and provides solid, fundamental hands-on training to equip specialists in any discipline with the skills needed to manage projects in a timely and cost-effective manner. The program is also designed to enhance the basic learning from PMBOK by delivering a curriculum that includes hands-on integration of technology tools such as Microsoft Project and leading-edge industry case studies with a focus on organizational leadership.

Engaging in an optional full-time, 12-week experiential learning opportunity (field placement) with a participating organization will allow you to gain valuable project management experience. The experience can be used towards work requirements for the PMI designation. You will also be required to participate in an online course and prepare assignments related to the experiential learning opportunity.

This program is suited for college and university graduates from any discipline who wish to increase their employability by working towards a globally-recognized certification in project management. It is also ideal for experienced project managers seeking to bring a new dimension of leadership to their work environment and for leaders who want to manage innovation in a structured manner.

PROFESSIONAL ASSOCIATION

You will be prepared to write the Project Management Professional (PMP) Certification Exam from the Project Management Institute (PMI) by meeting the eligibility criteria. Registration in this will incur costs in addition to tuition.

BENEFITS

PROGRAM HIGHLIGHTS

- A PMBOK-centered curriculum ensures that you will be equipped with standards the industry expects
- Gain skills and strategic business techniques to manage projects in your discipline
- Network with industry professionals from all disciplines
- Use leading-edge project management tools, technologies and best practices
- An optional 12-week Experiential Learning Opportunity (field placement) can be applied towards PMI work experience and criteria
- Confidently write the PMP certification exam after completing the program, provided you meet eligibility criteria
- The opportunity to work towards the PMI’s Certified Assistant in Project Management (CAPM) designation, a valuable entry-level certification for project practitioners

EDUCATIONAL PARTNERS

Qualified graduates may be eligible to participate in an articulated program with selected universities, institutes and professional associations. These partnerships allow graduates to apply academic credit towards further study.

IS THIS PROGRAM RIGHT FOR YOU?

The Project Management graduate certificate program is tailored to individuals with the following traits and skills:

- Excellent communication skills
- Ability to analyze and prioritize
- Good listeners
- Maintain a positive outlook, and can motivate other team members
- Highly organized
- Thrive under pressure
- Work well with other team members
- Good problem solvers and decision makers

ADMISSION REQUIREMENTS

ELIGIBILITY

- College diploma or university degree in any discipline
- We will consider applicants with partial post-secondary and relevant work experience (transcript and résumé review is required)

ADDITIONAL REQUIREMENTS

- Proof of English proficiency
- An assessment of numeracy skills may be requested

PROGRAM OUTLINE

Semester 1
BUSN-733 Business Presentations
PMGT-706 Business Principles and Requirements Management
PMGT-701 Fundamentals of Project Management
PMGT-702 Project Leadership
PMGT-725 Project Management Tools and Applications
PMGT-721 Project Planning and Scheduling

Semester 2
BUSN-701 Employment Preparedness
PMGT-728 International Project Management & Professional Responsibilities
PMGT-724 Procurement and Contract Management
PMGT-727 Project Estimation and Cost Management
PMGT-729 Project Management Office
PMGT-723 Project Risk and Quality Management

Semester 3
BUSN-750 Business – Experiential Learning*

*Successful completion of 80% of courses in first and second semesters with a minimum GPA of 2.5

Note: For students opting to graduate without Internship please transfer to program 2598.

At A Glance

Graduates are prepared to work in both private and public sectors as:

- Project managers (health, engineering, computer, new media, advertising, marketing, financial, education, transportation, construction, etc.)
- Project leaders
- Process development analysts
- Global project managers

This program is fully licensed by the Project Management Institute as a Registered Education Provider.
Sports Journalism

Program Code: 6415
Program Length: 1 year/3 semesters
Credential: Ontario College Graduate Certificate
Start: Winter
Campus: The Centre for Creative Communications
thecentre@centennialcollege.ca
416-289-5000, ext. 5100

Program Overview

Sports Journalism is a unique post-graduate program that will prepare you for a career in the high-profile and energetic world of sports media. Whether it is covering the World Series or interviewing a local athlete, you’ll develop your specialized talents in sports writing, editing and reporting as you tell the stories behind the games, the players and the fans. Sports journalism is a highly specialized field and requires specific knowledge and skills, but the disciplines and practices are similar to those of a standard journalist.

In this program students will:
• Learn best practices for sports journalism in a diverse and gender inclusive environment
• Complement your in-class training with an industry field placement in a sports media organization in Canada or around the world
• Prepare for a new career as a specialized journalist

Note: This program requires students to have and use a mobile computing device (i.e. laptops, tablet) that meets or exceeds the recommended hardware requirements. For details please visit our website.

Benefits

Program Highlights
• You’ll learn to write and tell stories in an energetic, dynamic and hands-on environment, led by a faculty of experienced sports journalism professionals and educators
• You’ll develop a portfolio of published sports journalism stories, photos, videos, podcasts, columns, blogs and Tweets
• You’ll discover new career paths in sports reporting with local, national and international news and multi-platform outlets
• There is an industry field placement component

Educational Partners
Qualified graduates may be eligible to participate in an actuated program with selected universities, institutes and professional associations. These partnerships allow graduates to apply academic credit towards further study.

Our partners are:
• Griffith University (Australia) – MA (Journalism and Mass Communication)

Career Outlook
Companies that have hired program graduates include:
• 680 News
• Barrie Examiner
• Baseball America
• CBC Sports
• CBCSports.ca
• CBS News New York
• Fan 590
• Mississauga News
• MLB.com
• National Post
• Sportsnet
• Tennis Canada
• TSN
• World Fishing Network

Admission Requirements

Eligibility
• College diploma or university degree in any discipline
• We will consider applicants with partial post secondary (minimum two years) combined with relevant experience in the field of journalism

Additional Requirements
Attend a mandatory program admission session where you will:
• Present your resume
• Submit a portfolio of writing that includes a minimum of three pieces of your published or unpublished work
• Complete a writing test (this may be waived for applicants with a degree or diploma in journalism)

Program Outline

Semester 1
SPRT-711 Sports Writing and the Sports Experience
SPRT-712 Sports Interviewing and Beat Reporting
SPRT-713 Sports in Canada: The Field of Play
SPRT-714 Sports Reporting 1

Semester 2
SPRT-721 The Sportscast
SPRT-722 Total Sports: Stats and Research
SPRT-723 The Business of Sports
SPRT-724 On-air Performance
SPRT-725 Feature Writing for Mags, Docs and Profiles
SPRT-726 The Feature for Sports Radio and Television

Semester 3
SPRT-731 Sports Observer / Placement
SPRT-732 Centennial Sports TV
SPRT-733 Professional Placement Seminars
SPRT-750 Field Placement

Note: minimum C grade required in all courses

At A Glance

Students will develop new career skills in:
• Sports writing for print, radio, TV, online and multiplatform media
• Advanced interviewing techniques
• Sports beat reporting, statistics and imaging
• Sports history, culture and business
Program Overview

Centennial’s Strategic Management program primes graduates with the comprehensive knowledge and skill sets that will enhance their managerial effectiveness across all industries. As leading employers urgently seek individuals with the strategic skills that will enhance their enterprise, Centennial's program teaches graduates how to design and implement their decisions, while staying aligned with a company’s objectives. Graduates will also develop an understanding of how internal and external industry forces influence the implementation of their strategic decisions.

Centennial’s experienced faculty ensure the business strategies they deliver are sharp and relevant. A close watch on the current practices used by leaders in the field, through the use of case studies, and team research ensures Centennial’s Strategic Management graduates are solidly prepared with the job-specific skills that industry leaders value.

Program Code: 2841
Program Length: 1 year/2 semesters
Credential: Ontario College Graduate Certificate
Start: Fall, Winter
Campus: Progress
business@centennialcollege.ca
416-289-5000, ext. 2280

BenEFITS

PROGRAM HIGHLIGHTS
• Comprehensive coverage of all the key areas of management
• Extensive use of case studies and simulations
• Strong focus on leading-edge managerial practices of the best companies in the world
• Hands-on exposure to the latest technology applications in the area of management information systems, including ERP systems
• Program is delivered by a team of professors with strong academic backgrounds and extensive business and management experience

CAREER OUTLOOK
Graduates of the program, depending on their undergraduate education and work experience, may seek employment in the following industries:
• Engineering
• Information technology
• Financial services
• Life sciences
• Commercial real estate
• Pharmaceuticals
• Supply chain and logistics
• Contract management
• Service sector management

At A Glance
A sample of the job titles that graduates of this program are likely to have within a reasonable period of time after graduation include:
• Business Manager
• Business Analyst
• Project Manager
• Program Manager
• Account Manager
• Facilities Manager
• Administrative Services Manager
• Service Operations Manager
• Manager of Client Services
• Contract Manager
• Supply Chain Manager
• Business Development Manager

ADMISSION REQUIREMENTS

ELIGIBILITY
• College diploma or university degree in any discipline
• We will consider applicants with partial post-secondary and relevant work experience (transcript and resume review is required)

ADDITIONAL REQUIREMENTS
• Proof of English proficiency

PROGRAM OUTLINE

Semester 1
ACCT-701 Accounting for Managerial Decision Making
ECON-701 Economic Analysis for Managers
HRPD-701 Human Resources Management in Canada
MGMT-701 Information Systems for Business Management
MKTG-716 Marketing
OMGT-701 Operations Management for Products & Services

Semester 2
ACCT-702 Financial Management
BUSN-701 Employment Preparedness
HRPD-702 Contemporary Organizational Behaviour
MGMT-702 Crafting and Executing Strategy
MGMT-703 Ethics and Stakeholder Management
MGMT-704 Management and Leadership
OMGT-702 Supply Chain Management & Logistics

Program Overview

Centennial’s Strategic Management program primes graduates with the comprehensive knowledge and skill sets that will enhance their managerial effectiveness across all industries. As leading employers urgently seek individuals with the strategic skills that will enhance their enterprise, Centennial’s program teaches graduates how to design and implement their decisions, while staying aligned with a company’s objectives. Graduates will also develop an understanding of how internal and external industry forces influence the implementation of their strategic decisions.

Centennial’s experienced faculty ensure the business strategies they deliver are sharp and relevant. A close watch on the current practices used by leaders in the field, through the use of case studies, and team research ensures Centennial’s Strategic Management graduates are solidly prepared with the job-specific skills that industry leaders value.

A sample of the job titles that graduates of this program are likely to have within a reasonable period of time after graduation include:
• Business Manager
• Business Analyst
• Project Manager
• Program Manager
• Account Manager
• Facilities Manager
• Administrative Services Manager
• Service Operations Manager
• Manager of Client Services
• Contract Manager
• Supply Chain Manager
• Business Development Manager
Program Overview

This unique program is designed to provide graduates with advanced accounting, financial management and strategic management expertise, which are required to be successful in today's complex business environment. As a student in the program you will gain a perspective on the organizational techniques required for the effective execution of strategic decisions, and the critical role that managerial leadership plays in the viability and growth of the business. You will continue to learn and deepen your understanding in the areas of financial accounting, management accounting, taxation and auditing.

Graduates work in a broad range of employment settings in all sectors of business and industry, including financial institutions, government offices, public accounting firms, manufacturing industries, service industries, small business and self-employment. Graduates may also apply to CGA-Ontario and depending on their academic background, may receive level four CGA transfer credits.

Career Outlook

Graduates of the program, depending upon their undergraduate education and work experiences, may pursue employment in a wide variety of industries including:
- Financial institutions
- Government offices
- Public accounting firms
- Manufacturing industries
- Service industries
- Small business
- Self-employment

At A Glance

Possible job occupations include:
- Accounting supervisor
- Accounting manager
- Assistant controller
- Controller
- Business analyst
Workplace Wellness and Health Promotion

Program Code: 1213
Program Length: 1 year/2 semesters
Credential: Ontario College Graduate Certificate
Start: Fall
Campus: Morningside
healthstudies@centennialcollege.ca
416-289-5303

Program Overview
Centennial’s Workplace Wellness and Health Promotion graduates promote the total well-being of individuals and groups within a corporate and community context. Skilled in program design and management, psychological and physical health issues, stress management, nutrition and health promotion theory, graduates bring a holistic and multidisciplinary approach to workplace wellness and community health promotion.

This is Canada’s first postgraduate wellness program with a respected national and international reputation that is recognized by leading employers. You will benefit from acquiring essential program management and communication skills needed to become an effective manager of wellness programs.

The program focuses on assessing health risk factors, developing health and wellness plans and strategies to promote personal well-being. You will gain knowledge in providing wellness coaching as well as designing, implementing and evaluating effective wellness strategies and programs and managing programs in accordance with organizational policies and procedures. As a graduate, you will be able to utilize a variety of presentation techniques and strategies, develop a business case for wellness and market and promote wellness programs.

BENEFITS

PROGRAM HIGHLIGHTS
Graduates have demonstrated the ability to:
- Assess wellness needs of individuals, groups, organizations and communities
- Apply best practices to design, implement, evaluate and manage effective individual and agency intervention strategies and wellness programs to achieve goals mutually determined through consultation
- Communicate effectively, both verbally and in writing (i.e. presenting workshops, seminars, speeches and facilitating groups; writing reports and proposals and developing promotional materials)
- Identify risk factors that influence human behaviour, health and wellness and implement strategies that facilitate personal, organizational culture and community wellness
- Analyze the trends and issues in the political, social and economic environment and effectively deliver contemporary wellness programs that address these factors
- Work in team settings and apply leadership and organizational skills to a variety of populations and settings
- Provide appropriate referral information to assist individuals, groups and organizations
- Advocate wellness concepts and philosophies in community and employment settings
- Maintain professional helping and working relationships that adhere to legal and ethical standards
- Apply principles of health promotion to a variety of diverse individuals, organizations and communities
- Apply research design and methods to workplace wellness and health promotion projects
- Examine the strategic approach to human resource management
- Develop global citizenship and equity knowledge, skills and experience as it relates to sustainability of resources, individual and community identities, critical social analysis and enhanced personal and social responsibility

PLACEMENT PARTNERS
- American Express
- Banyan Work Health Solutions
- Canadian Cancer Society
- Canadian Tire Corporation
- Centennial College
- Ceridian
- Cooperators
- School Board’s Cooperative
- Shelpell-fgi
- The Scarborough Hospital
- University Health Network

ADMISSION REQUIREMENTS
ELIGIBILITY
- College advanced diploma or university degree in any discipline

ADDITIONAL REQUIREMENTS
- Demonstration of English Proficiency is required

FIELD PLACEMENT REQUIREMENTS
- Annual clear police check with vulnerable sector screening
- Successful completion and annual renewal of a recognized course in CPR (Health Care Provider level)
- Successful completion of a recognized course in Standard First Aid

PROGRAM OUTLINE

SEMESTER 1
WELL-707 Program Planning*
WELL-708 Research Methods in Health Studies*
WELL-721 Health Promotion Theory*
WELL-729 Health & Wellness Concepts*
WELL-730 Coaching & Communication Skills*
WELL-731 Mental Health Management*
WELL-737 Professional Skills Development*

SEMESTER 2
WELL-724 Program Planning 2*
WELL-732 Environmental Health*
WELL-734 Field Placement*
WELL-738 Health Promotion and Organizational Development*
WELL-ELECT Elective (from selection)*

* requires a minimum C grade
- not eligible for transfer credit

CAREER OUTLOOK
This program opens employment doors in corporate employee wellness, community health promotion and not-for-profit organizations. It also prepares you to work as a wellness entrepreneur in such positions as wellness coordinator, health promotion consultant or program manager. The Workplace Wellness and Promotions program provides employment search support services for students and graduates.

At A Glance
- Course assignments focus on practical application of individual, workplace and community employability skills
- In 2009, the Workplace Wellness and Health Promotion program was awarded the President’s Academic Program Recognition for 100 per cent employer satisfaction (KPI data 2008/2009)
- Two days per week (during second semester) students have the opportunity to practice, apply skills, network and gain relevant experience in a field placement