

School of Extended Learning

21.1 SCHOOL OF EXTENDED LEARNING CREDITS AND CERTIFICATES

21.2 STUDENT TRANSITION CENTRE

21.3 CENTRE FOR CONTINUING EDUCATION

21.4 UNIVERSITY OF THE STREETS CAFÉ

Section 21

Dean
BRIAN LEWIS

Location

Sir George Williams Campus
Faubourg Tower
1600 St. Catherine St. W., Room: FB 100
514-848-2424, ext. 5426

Objectives

The School of Extended Learning provides a wide range of programs and services which are aimed at increasing student accessibility to the University. Programs developed by the School of Extended Learning include credit and non-credit course offerings; distance education courses; off-campus courses and programs; and designated pre-university and entry-level courses and undergraduate certificate programs. Services are focused on three support systems: Recruitment — providing alternative entry points to university studies; Retention — assisting students to explore alternative learning paths; and Remediation programs which support student re-entry and transition to university studies. These programs and services can be accessed through the School's Student Transition Centre and the Centre for Continuing Education.

21.1 SCHOOL OF EXTENDED LEARNING CREDITS AND CERTIFICATES

Complementary University Credits

Complementary University Credits are additional to the Faculty degree and certificate requirements stipulated in the University Undergraduate Calendar. They may be taken by any student wishing to do so. However, these credits are not assessed in any GPA calculation other than for those admitted into a Complementary University Credit certificate and are not transferable to any degree or Faculty certificate.

NOTE: SEL 149 Skills for Success in University Study (4 credits) is not transferable to any degree or certificate.

The primary function of Complementary University Credits is to provide a range of programming which is complementary to programs offered by the Schools and Faculties.

Complementary University Credits are offered together with a range of student-centred services in an integrated model that includes advising, skills development, and prescriptive monitoring. These services support the application and transfer of acquired competencies to students, whether to improve employability, continue to prepare for a university education, and/or to facilitate personal or professional development.

Complementary University Credit Certificates

The School of Extended Learning offers several 30-credit certificates leading to a Concordia University Complementary University Credit certificate. The certificates are aimed at the market of active practitioners seeking qualifications and skills development related to career enhancement. They function independently of certificates, diplomas, and degrees offered by the Faculties.

Courses for Elective Credit

The School of Extended Learning also offers courses for elective credit. These courses can be used as electives for any degree program unless otherwise stated in the course description or in the degree requirements of the respective program as described in the Undergraduate Calendar. These courses are designated by the SELC course code and are described in this section under the heading School of Extended Learning Credit Courses.

Admission Requirements

The SEL certificates are open only to Canadian citizens, landed immigrants and permanent residents of Canada. They are not intended for International students. Applicants must meet the minimum entry requirements to the University. (The most up-to-date information can be found at concordia.ca/admissions/undergraduate/admission-requirements.)

Applicants may be admitted as a Mature Entrant. For detailed information on this category, please refer to concordia.ca/admissions/undergraduate/admission-requirements/mature-entry.

The term "Mature Entrant" refers to those applicants who have not completed the normal academic admission requirements, as well as satisfying other criteria of age, immigration status, experience and potential, that are outlined on the link previously listed. Students will be expected to remain in acceptable academic standing by maintaining an annual GPA of at least 2.00. The School of Extended Learning will conduct the annual academic assessment for Complementary University Credit certificate students.

The rules and regulations contained in §13 and §16 apply to all students admitted in Complementary University Credit certificates. Please note that provisions stated in §16.2.3 (6) **do not** apply to Complementary University Credit certificates. All applicants are provided with a learning and study skills assessment (online). Additional courses may be required (such as English proficiency, mathematics or computer literacy) in order to satisfy admission requirements. Students will be evaluated on these skills during the admission process and will be advised of any additional requirements in their admission letter.

Required Academic Standing for Successful Completion

A cumulative grade point average of 2.00 or higher is required to be awarded the certificate.

Complementary University Credit Certificate in Business Practices

The Complementary University Credit Certificate in Business Practices is an introductory program designed for (i) current and aspiring entrepreneurs who need a foundational basis of best business practices and concepts, (ii) individuals employed in industry who wish to broaden their current knowledge of business, and (iii) students planning for a career in business.

NOTE: The Complementary University Credits earned in this certificate cannot be transferred to any degree or Faculty certificate program including those within the John Molson School of Business.

30 Complementary University Credit Certificate in Business Practices

24 SEL 151, 152, 153, 154, 155, 157, 161, 162

6 Chosen in consultation with an advisor within the School of Extended Learning

Complementary University Credit Certificate in Marketing Practices

The Complementary University Credit Certificate in Marketing Practices provides both aspiring and current marketing professionals and entrepreneurs an opportunity to explore up-to-date changes in marketing theory and practice, while at the same time examining the foundational, analytical, and conceptual tools that are common to all businesses.

NOTE: The Complementary University Credits earned in this certificate cannot be transferred to any degree or Faculty certificate program including those within the John Molson School of Business.

30 Complementary University Credit Certificate in Marketing Practices

24 SEL 151, 153, 157, 167, 168, 169, 177, 178

6 Chosen in consultation with an advisor within the School of Extended Learning

Complementary University Credit Certificate in Human Resources Practices

The Complementary University Credit Certificate in Human Resources Practices offers both current and aspiring human resource professionals an opportunity to enhance their career development by focusing on best and latest industry practices, as well as the requisite conceptual, analytical, and theoretical tools. Human resource managers and specialists face continuous challenges as organizations rapidly adapt to technological and economic evolution.

NOTE: The Complementary University Credits earned in this certificate cannot be transferred to any degree or Faculty certificate program including those within the John Molson School of Business.

30 Complementary University Credit Certificate in Human Resources Practices

24 SEL 151, 154, 155, 156, 164, 165, 166, 174

6 Chosen in consultation with an advisor within the School of Extended Learning

Complementary University Credit Certificate in Entrepreneurship

The Complementary University Credit Certificate in Entrepreneurship offers current and aspiring entrepreneurs developmental skills related to the start-up, management, marketing, and ultimate growth of their respective business concepts.

NOTE: The Complementary University Credits earned in this certificate cannot be transferred to any degree or Faculty certificate program including those within the John Molson School of Business.

30 Complementary University Credit Certificate in Entrepreneurship

24 SEL 150, 152, 157, 160, 161, 167, 170, 180

6 Chosen in consultation with an advisor within the School of Extended Learning

Complementary University Credit Courses

SEL 149 Skills for Success in University Study (4 credits)

This course is designed as an introduction to the critical elements needed for academic success at the university level. The elements are general study skills, information literacy, writing skills and motivation. Specific topics include time management, organizing content, working on group projects, formats of scholarly communication, proper citation formats, and evaluating and using information effectively. This course assists students in developing skills specific to their chosen area of study. It is evaluated on a pass/fail basis.

NOTE: Complementary University Credit courses are not transferable to any degree or certificate program. While this course may be required for certain students, it may be taken by any student wishing to do so.

SEL 150 *Entrepreneurship: The Fundamentals* (3 credits)

This course provides an overview of starting and managing a new business. The course focuses on concept development, the uncontrollables that can impact the nascent concept and an introduction to the specific business functions and strategies related to marketing, finance, accounting, management and human resources.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 151 *Business Practices: The Fundamentals* (3 credits)

This course provides an introductory overview of the business organization, focusing on both internal issues such as the structure of business, its principal functions and activities, and social and ethical concerns, as well as external issues, such as the economic, technological, and competitive landscapes and how these influence decision-making.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 152 *Business Practices: Financial Accounting* (3 credits)

This course develops a foundational understanding of basic accounting principles and statements, considering the role of accounting information as it relates to decision-making. Students develop competencies in journal entry processing and in the preparation and interpretation of income statements, balance sheets, and statements of changes in owners' equity.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 153 *Business Practices: Statistics* (3 credits)

This course focuses on applications for quantitative analysis of data that can be employed in support of managerial decision-making. Focal points of the course include displaying and describing categorical and quantitative data, randomness and probability, sampling distributions, and hypothesis testing.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 154 *Human Resources Practices: The Fundamentals* (3 credits)

This course examines the theory and practical application of personnel management. Topics to be discussed include recruitment, staff selection, orientation and training, wage and salary administration, and benefits management.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 155 *Human Resources Practices: Group Dynamics* (3 credits)

This course explores and analyzes behavioural characteristics within organizations. Competencies are developed in identifying work group and intergroup behaviour, and in developing strategies designed to maximize organizational effectiveness.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 156 *Human Resources Practices: Cross-Cultural Management* (3 credits)

This course provides tools which are necessary to (a) understand the many cultural dimensions that face business managers, (b) manage a diverse work environment, (c) integrate within a foreign work setting, (d) communicate with foreign business partners and associates effectively and with sensitivity, and (e) successfully navigate culture shock and the related stress upon returning home.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 157 *Marketing Practices: The Fundamentals* (3 credits)

This course introduces the basic concepts of marketing by focusing on the components of the marketing mix, market segmentation, and positioning. Competencies are built by examining the changing business environments, both external and internal, and developing an understanding of relevant target markets employing rapidly evolving distribution and promotional techniques.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 160 *Entrepreneurship: Management of a New Business* (3 credits)

Prerequisite: SEL 150. This course introduces students to basic entrepreneurship skills. Students learn how to recognize and approach opportunity, and to assess feasibility and potential of the idea. They assemble the necessary business and financial resources to launch, organize, manage, and grow a new business profitably, respond to obstacles and change, and employ harvesting, replication and exit strategies. The course also explores the dynamics of family business, buying into a going concern and franchise opportunities.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 161 Business Practices: The Law (3 credits)

Prerequisite: SEL 151. This course focuses on the general and emerging legal principles that apply to business in Quebec and Canada. Competencies are developed in identifying and analyzing those legal issues that are pertinent to day-to-day business transactions and relationships.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 162 Business Practices: Finance (3 credits)

Prerequisite: SEL 152. This course focuses on the environment of financial management, the valuation of financial assets, long-term investment decisions, capital structure, dividend policy, and working capital management. The fundamental issue examined is how to best allocate financial resources while respecting budget constraints.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 164 Human Resources Practices: Recruitment and Selection (3 credits)

Prerequisite: SEL 154. This course focuses on methods of locating qualified candidates, employing appropriate recruitment channels, and improving the overall efficacy of the recruitment process. Competencies are built by examining such aspects as an aging workforce, increased competition for available labour, dynamic environmental conditions, and the demand for qualified candidates exceeding supply. Further understanding is developed because the selection of an inappropriate candidate to fill a position is both a costly and time-consuming proposition.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 165 Human Resources Practices: The Law (3 credits)

Prerequisite: SEL 154. This course provides an opportunity for the student to acquire knowledge of and skills in the applicability of relevant and emerging legislation to the Canadian and Quebec work setting. Aspects such as a non-discriminatory work environment, providing a safe and secure workplace, protecting privacy, and ensuring general compliance with legislation that pertains to the workplace are examined.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 166 Human Resources Practices: Organizational Health and Safety (3 credits)

Prerequisite: SEL 154. This course examines challenges in the management of occupational health and safety. It focuses on relevant organizational issues, such as enforcement of current and emerging legislation, protecting workers from ergonomic hazards, complying with the latest Workplace Hazardous Materials Information System (WHMIS) standards, and managing health and safety issues from the perspective of Total Quality Management (TQM) and global competitiveness.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 167 Marketing Practices: Research (3 credits)

Prerequisite: SEL 157. This course develops the ability to create a research design, develop an effective questionnaire or sampling instrument, and determine the appropriate sampling technique for different research scenarios. The course demonstrates that research must be performed to ascertain the value, accessibility, and general merits of the market(s) contemplated.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 168 Marketing Practices: Advertising (3 credits)

Prerequisite: SEL 157. This course focuses on the nature of services provided by advertising agencies, as well as those services that can be performed "in-house." The course investigates the needs of the user of these services, the needs of the provider, and the needs of society in economic, ethical, and legal terms. A strategic focus permeates this course, emphasizing the communication process and the role of advertising, how advertising integrates with other marketing strategy elements, and how to employ both the classic and emerging tools associated with communicating an organization's message.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 169 Marketing Practices: Global Strategies (3 credits)

Prerequisite: SEL 157. This course examines globalization and its impact on decision-making from a strategic marketing perspective. To this end, the course addresses the global marketing environment, the manner in which organizations approach global markets, and the global marketing mix.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 170 Entrepreneurship: Strategies and Practice (3 credits)

Prerequisite: SEL 160. This course focuses on the development of strategies for entrepreneurial ventures, building on concepts covered in previous courses. Strong emphasis is placed on tactical application. Case studies and live company analyses are

employed liberally, examining successful business practices for both new companies and recent start-ups.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 174 Human Resources Practices: Remuneration and Benefits (3 credits)

Prerequisite: SEL 164. This course focuses on developing competence in both the designing and building of strategic compensation plans that are tailored to meet the specific challenges faced by individual organizations. Issues such as an aging workforce, the rising costs of labour, competition for talented workers, and legislation related to wage and salary levels are examined within the context of effective compensation plans.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 177 Marketing Practices: The Consumer (3 credits)

Prerequisite: SEL 167. The focal point of this course is consumer decision-making. Borrowing from psychology, sociology, and anthropology, the course examines how and why consumers buy. Through the study of, among other things, the cultural, social, and attitudinal factors and their influence on consumer decision-making, current and aspiring marketing professionals gain insight on how to more effectively reach their intended market.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 178 Marketing Practices: Strategies and Practice (3 credits)

Prerequisite: SEL 168. This is the capstone course of the Marketing Practices Certificate, dedicated to the student with the foundational knowledge of marketing. The course focuses on cutting-edge strategy development and marketing planning, building on concepts already addressed in previous courses. Strong emphasis is placed on hands-on, tactical application. Case studies and live company analyses are employed liberally.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 180 Entrepreneurship: Creating a Business Plan (3 credits)

Prerequisite: SEL 170. In this course, students develop a written business plan for an existing or proposed new business, ultimately proposing the completed plan to an expert panel. It is expected that the student has a new business concept in mind at the start of the course, as this concept forms the basis of the business plan and the work to be completed throughout the term.

NOTE: Complementary University Credit courses may be taken by any student wishing to do so but are not transferable to any degree or Faculty certificate program.

SEL 197 Selected Topics in Extended Learning (4 credits)

Specific topics for these courses, and prerequisites relevant in each case, will be stated in the Undergraduate Class Schedule.

NOTE: This course may be taken by any student, but it cannot be used for credit in any degree or Faculty certificate program.

SEL 198 Selected Topics in Extended Learning (3 credits)

Specific topics for these courses, and prerequisites relevant in each case, will be stated in the Undergraduate Class Schedule.

NOTE: This course may be taken by any student, but it cannot be used for credit in any degree or Faculty certificate program.

SEL 199 Selected Topics in Extended Learning (6 credits)

Specific topics for these courses, and prerequisites relevant in each case, will be stated in the Undergraduate Class Schedule.

NOTE: This course may be taken by any student, but it cannot be used for credit in any degree or Faculty certificate program.

School of Extended Learning Credit Courses

SELC 294 Orientation to International Community Service (3 credits)

Students prepare for service learning in an international context through reflection on key elements related to international cooperation, approaches to community development and citizen engagement. An experiential learning approach is applied, focusing on self-reflection and applied learning.

NOTE: Students registered in Applied Human Science programs may not take this course for credit.

NOTE: Students who have received credit for SEL 195 or for this topic under a SEL 198 number may not take this course for credit.

SELC 295 Introduction to Experiential Learning (3 credits)

This course introduces students to the theories of the experiential learning process; participatory action research methods and application; community engagement approaches; and to the development of the specialized skill sets required for specific learning activities.

NOTE: Students registered in Applied Human Science programs may not take this course for credit.

NOTE: Students who have received credit for SEL 195 or for this topic under a SEL 198 number may not take this course for credit.

SELC 296 Service Learning Practicum (3 credits)

Prerequisite: SEL 195 or 198A or SELC 295. Based on the knowledge and skills acquired in the introduction course and the learning goals identified, this supervised practicum is designed to assist students in acquiring experiential, on-site learning in community settings. Regular in-class seminar sessions provide opportunities for students to monitor and share their progress and learning.

NOTE: Students registered in Applied Human Science programs may not take this course for credit.

NOTE: Students who have received credit for SEL 196 or for this topic under a SEL 198 number may not take this course for credit.

21.2 STUDENT TRANSITION CENTRE

Senior Students Program Coordinator

(See §13.6.4)

SYLVIA DE NIVERVILLE

Location

Sir George Williams Campus

Faubourg Tower

1600 St. Catherine St. W., Room: FB 201

514-848-2424, ext. 3893

The primary aim of the Student Transition Centre is to provide services to Mature Entry students (Undergraduate Calendar §13.6.1 and §14), to Independent students (Undergraduate Calendar §13.6.3), to non-credit Continuing Education students (Undergraduate Calendar §21.3), and to at-risk and failed students. Advisors provide students with personalized guidance and support needed for full participation in university life.

21.3 CENTRE FOR CONTINUING EDUCATION

Assistant Director, and Administrator of Business and Administration Programs and Computer Institute

JOHN DICKSON

514-848-2424, ext. 3603

Administrator of Visual Arts/Communications; Hospitality Management and Tourism

SANDRA ROZANSKY

514-848-2424, ext. 3605

Administrator of the Language Institute

MAUREEN R. HABIB

514-848-2424, ext. 3607

Administrator, Curriculum Development

BRENDA GRANT

514-848-2424, ext. 4312

Courses in Personal Development

514-848-2424, ext. 3602

Location

Sir George Williams Campus

Faubourg Tower

1600 St. Catherine St. W., Room: FB 100

514-848-2424, ext. 3600

As part of its commitment to the lifelong pursuit of education, Concordia University, through its Centre for Continuing Education, offers a variety of non-credit educational programs. These are designed to meet the practical needs and interests of people in the workplace, helping them to refine and improve their skills.

Students may choose individual courses or a program series to earn diplomas or certificates in a particular area of specialization. Acceptance to any of the Centre for Continuing Education's programs does not guarantee admission to, or credit towards, any of the University's degree programs.

The Centre for Continuing Education calendar (concordia.ca/conted) provides a description of the available courses and programs as well as the Centre's regulations pertaining to admission, tuition, and academic concerns.

Programs

PROFESSIONAL CAREER

DIPLOMA AND CERTIFICATE PROGRAMS

	Diploma	Certificate	Full-time	Part-time
Computer Aided Design CAD/MCAD	✓			✓
Digital Photographic Imaging	✓			✓
Graphic Applications in Desktop Publishing	✓		✓	✓
Graphic Design		✓		✓
Page Layout		✓		✓
Photoshop		✓		✓
Web Publications		✓		✓
Java EE Programming and Application Development	✓			✓
Journalism	✓			✓
Creative Writing		✓		✓
Journalism Fundamentals		✓		✓
Specialized Journalism Topics		✓		✓
Photography	✓			✓
Public Relations	✓		✓	✓
Public Relations Business Practices		✓		✓
Public Relations Digital Presentation		✓		✓
Public Relations Fundamentals		✓		✓
Visual Studio.NET Enterprise Solutions Development	✓			✓
Website Creation and Design	✓		✓	✓
Website Design Basics		✓		✓
Web Visibility and Interface Design		✓		✓
Wordpress and Javascript		✓		✓
Web Programming	✓			✓
Programming Fundamentals		✓		✓
Web Development		✓		✓
PHP and MySQL Web Applications		✓		✓

PROGRAMS AND COURSES OFFERED BY THE LANGUAGE INSTITUTE

	Number of levels	Course hours per level	Full-time	Part-time
English Intensive Program	8	260	✓	
English Conversation Program	6	40		✓
English Writing Workshop Program	5	40		✓
English Proficiency Test Preparation (TOEFL, IELTS)		40		✓
French Conversation Program	6	40		✓
French Written Communication Program	2	40		✓

The Centre reserves the right to alter the information contained in this list without notice.

21.4 UNIVERSITY OF THE STREETS CAFÉ

Imagine sitting in your neighbourhood café having a moderated conversation, open to all, on selected themes that reflect what matters to people in Montreal, allowing space for critical reflection and engagement. Please visit the website for the schedule of activities: univcafe.concordia.ca.
