



6 SEMESTERS | Day or evening and weekend
2265 hours

DEC
410.D0

With the growth of service and retail businesses, management specialists in these domains are more in demand than ever. The three-year Business Management program (DEC) meets these needs.

This program is geared towards training generalists who will master all aspects of business and sales-force management for companies. It aims to develop three aspects for its future business manager technicians: managing a retail business, representing commercial or industrial products or services, and managing one's own business.

Graduates will be able to put their knowledge to work in various types of commercial establishments or businesses.

Training Objective

Graduates will be able to put their knowledge to work in business and sales-force personnel management, as well as marketing and communications.

Methods of Instruction

On-campus: At the Montréal campus

Real-time remote learning: Training provided entirely in distance mode, with a teacher and in real time (synchronous). The internship (semester 6) could be done in a company with the virtual supervision of a teacher.

Work-Integrated Learning (WIL) - Hybrid (only in French): Training combining on-campus (on-site) and live remote (synchronous) courses, and practical workplace courses

Admission Criteria

Have obtained a Secondary School Diploma (DES) and completed the following program prerequisite:

- Mathematics CST 4 (or Math 436)

or

Have obtained a Professional Studies Diploma (DEP) and completed the following courses:

- Language of Instruction from Secondary V
- Second Language from Secondary V
- Mathematics CST 4 (or Math 436)

or

Have obtained an equivalent education or an instruction deemed sufficient. Every case will be analysed by the College.

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Concentration Courses

- Careers in Management (45 h)
- Introduction to eBusiness (45 h)
- Organizational Communication (45 h)
- Accounting I (60 h)
- Computer Management I (45 h)
- Management (60 h)
- Accounting II (60 h)
- Marketing (60 h)
- Computer Management II (45 h)
- Statistics for Management (60 h)
- Business Law (45 h)
- Financial Analysis (45 h)
- Français des affaires (60 h)
- Human Resources Management (60 h)
- Budget Planning and Control (45 h)
- Macroeconomics (60 h)
- Commercial Inventory Management (45 h)
- Marketing Research (60 hrs)
- Advertising and Promotion (45 h)
- Retail Sales (45 h)
- International Trade (45 h)
- Supervising and Training a Salesforce (60 h)
- Sales and Communication (60 h)
- Business Management Project (60 h)
- Consumer Service (45 h)
- Project Management (45 h)
- Strategic Marketing (45 h)
- Merchandising (45 h)
- Ecommerce (45 h)
- Internship in Business Management (120 h)

* The College reserves the right to substitute some courses.

General Education Courses

- 3 Physical Education courses (90 h)
- 3 Humanities courses (150 h)
- 4 Language and Literature courses (240 h)
- 2 Second Language courses (90 h)
- 2 complementary courses (90 h)

Diploma

This program leads to a Diploma of College Studies (DEC).

LaSalle College has signed equivalence-granting agreements with various universities, from which our graduates can benefit to lighten course loads.

Work-Study Program (WSP)

Work experience is recognized and in high demand by employers. The Work-Study Program (WSP) is an educational model that allows you to undertake two paid internships during your studies to gain work experience related to your field of study. Please consult the Work-Study Program section for more details. Not available to students who begin in the Winter semester.

Career Prospects

- Careers in management
- Retail sales
- Inventory management
- Advertising and promotion
- Accounting, budget planning and control
- Administrative and commercial law

Work-Integrated Learning option – Remunerated

- Receive practical, paid field training throughout your entire academic track
- Choose a dynamic and concrete approach, dividing your learning between the campus and renowned companies
- Consolidate and validate your skills in real-life situations
- Acquire experience that will soon be recognized