**Program Modification**

**Sporting Goods Business**

**Ontario College Diploma**

**School of Business, Computing and Hospitality**



January 20, 2010

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# Acknowledgements

This modification proposal has been developed with contributions from the following individuals:

Jim Drennan, Dean, School of Business, Computing and Hospitality

Charlie McGee, Program Co-ordinator, Sporting Goods Business

Wendy Thompson, Academic Lead, School of Business, Computing and Hospitality

Joan Sirtonski, Office Assistant, School of Environmental and Natural Resource Sciences

Terri Geerinck, Curriculum Consultant, Centre for Learning and Teaching

Trudy Heffernan, Leader, Centre for Learning and Teaching

Sporting Goods Business Program Advisory Committee Members

## Rationale for Program Modification

### Program Description and Background

The current Sporting Goods program, offered by the School of Business, Computing and Hospitality, has been operating very successfully since 1981. The program enjoys extremely strong support from industry with a 97- 100 per cent placement rate upon graduation with sporting goods companies, in retail management and on the supplier side of the industry.

A quick synopsis of the program is adequately described in current program promotional material on the college web site:

“If you want to mix your desire for a career in business with your passion for sport and you are an enthusiastic, outgoing individual who enjoys working with people, then the Sporting Goods Business program could be the beginning of a successful career. When you combine your passion for business, people, and sports with a strong work ethic and a desire to succeed, you can have a winning future.”

This program modification is the addition of a co-operative education semester in the summer between the second and third semesters of the program. This co-operative education experience provides students with the opportunity to experience active and paid participation in the Sporting Goods Industry. Students will perform appropriate industry related tasks and duties which will contribute to their mastery of the program outcomes in the areas of sales, marketing, product management and customer relations. During this learning experience, each student will work with the direction of a coach, supervisor or mentoring member of the organization.

This program modification proposal fulfills needs of both students and industry by incorporating and formalizing a co-operative education component that will further enhance the skills and abilities of graduates. Industry partners are more than willing to participate in this co-op semester and students are able to earn money through the spring/summer period as part of this program enhancement. Previously, students participated in two work placements totally 140 hours, but it was often not enough time to learn all of the skills in these time frames. Thus, as supported by the program advisory committee, a co-operative education experience would allow a longer learning time while also providing income for the students.

A formal proposal to the Ministry of Training, Colleges and Universities is required when a modification of this nature is proposed so that the College has the approval to charge additional co-op fees to students for this paid, experiential component.

### Advisory Committee Support

The program advisory committee initiated the concept of building more work experience into the program in 2009. The membership is fully in support of this modification to the program and is confident that co-op placements for students will be achievable on an ongoing basis.

Advisory committee meetings were held in October 2009 and the minutes of this meeting are included in Appendix III.

## Program Design

The overall design of the program has not changed, except for the addition of the mandatory full co-op semester experience in the May-August timeframe to enhance the overall skill set of the program graduates with a supporting preparation course similar to the past Field Integration Course that students took prior to their placements.

The co-operative education opportunity eliminates the two field placements in the third and fourth semesters. These placements were two weeks long and occurred with the independent study week. The second week of placement occurred during regular class time and students missed one week of classes in several courses which had to be made up at a later date. This new model eliminates this for the students and the extra work required catching up in several courses.

The students, employers, faculty and other involved staff will also have a detailed Co-operative Education Manual that explains all of the required components for the co-operative educational placement including responsibilities of student, employer and college and all evaluation forms.

### Program Outcomes

The graduate will reliably demonstrate the ability to:

1. Apply accounting and financial knowledge to organizations within the sporting goods industry.
2. Apply computer skills and knowledge of information technology to support the management of an organization.
3. Apply knowledge of the marketing function to the operation of an organization.
4. Develop retailing, methods of operation, organization, positioning for the marketplace
5. Analyze specifics of product and service mix, buying pricing, inventory control, security and retail promotions.
6. Identify the structure, trends and complexities of the sporting goods industry and perform competitor analysis.
7. Explain the terminology, construction, biomechanics of equipment design and manufacturing techniques of products within the sporting goods industry.
8. Demonstrate knowledge of acceptable standards of construction and quality in the sporting goods industry.
9. Identify proper selection, fit, usage, repair and care of recreational equipment.
10. Evaluate the speed of change of the sportswear market, sportswear merchandising and its role in the sporting goods industry and the world of fashion.
11. Apply the concept of fashion and function in the promotion of active sportswear, including trends analysis for both raw materials and finished goods.
12. Develop personal professional development strategies to enhance work performance and maximize career opportunities.
13. Recognize the economic, social, political, and cultural variables which influence the sporting goods industry.
14. Work progressively in a business/industrial environment as an informed corporate citizen demonstrating a sound knowledge of business infrastructure.
15. Develop life-long learning habits through the pursuit of inter-disciplinary areas of study related to social and cultural understanding, civic life, personal understanding, science and technology and arts in society

### Admission Requirements

OSSD with the majority of credits at the College (C) and Open (O) level, including:

* 2 College (C) English courses (Grade 11 or Grade 12).
* I College Math Course (Grade 11)

When (C) is the minimum course level for admission, (U) or (U/C) courses are also accepted.

[Mature Students](http://www.flemingc.on.ca/index.cfm/go/service/sub/admissions_mature.cfm):

Applicants who are 19 years of age or older before classes start, and do not possess an OSSD, can write the Canadian Adult Achievement Test to assess eligibility for admission.

### Comparative Curriculum Summary

This proposed modification involves adding a mandatory co-operative education term of a minimum of 480 hours (based on 12 weeks of work with 40 hours per week) into this Ontario College Diploma program. This minimum allows businesses to design the work experience in a variety of formats while ensuring the student does get enough time in the co-op experience. The chart below illustrates the existing program as compared to the proposed modification, including modest curriculum changes to eliminate a field placement course and the two field placements. The changes are detailed in bold. Additional course detail is provided in Appendix I and II which will be included in the Application for Credential Validation that will be submitted to the Credential Validation Service subsequent to the approval by the Academic Planning and Development Committee. Appendix I also includes the two new course outlines: Co-operative Education Preparation and Co-operative Education Placement.

| **Current Program** | **Hours/**  **Week** | **Proposed Program (Sept 2010 intake)** | **Hours/ Week** |
| --- | --- | --- | --- |
| Semester 1 (September- December)  BUSN2 Business Essentials- A Survival Course  COMM78 Communications for Business  MKTG13 Intro to the Sporting Goods Industry  COMP345 Introductory Computing  MKTG14 Marketing  MATH11 Math Fundamentals for Business Studies | 3  3  3  3  3  3 | Semester 1 (September- December)  BUSN2 Business Essentials- A Survival Course  COMM78 Communications for Business  MKTG13 Intro to the Sporting Goods Industry  COMP345 Introductory Computing  MKTG14 Marketing  MATH11 Math Fundamentals for Business Studies | 3  3  3  3  3  3 |
|  | 18 |  | 18 |
| Semester 2 (January-April)  SOCI25 Business Teams  COMP103 Advanced Computers  COMM2 Communicating at Work  ACCT71 Financial Statements & the Finance Environment  MKTG27 Retail Marketing Management I  MKTG30 Sporting Goods Industry Marketing | 3  3  3  3  3  3 | Semester 2 (January-April)  SOCI25 Business Teams  COMP103 Advanced Computers  COMM2 Communicating at Work  ACCT71 Financial Statements & the Finance Environment  MKTG27 Retail Marketing Management I  MKTG30 Sporting Goods Industry Marketing  **NEW** Co-operative Education Preparation | 3  3  3  3  3  3  2 |
|  | 18 |  | 20 |
| Summer Break (May- Aug)  (no classes) |  | **Co-operative Education Placement (May- August)** |  |
| Semester 3 (September – December)  MKTG8 Effective Sales Techniques  FLPL9 Field Integration  FLPL41 Field Placement I\*  BUSN11 International Business  BUSN13 Macroeconomics  MKTG24 Recreation Equipment Product Knowledge I  MKTG33 Sportswear Merchandising I  XXXXX General Education Elective | 3  1  70  3  3  3  3  3 | Semester 3 (September – December)  MKTG8 Effective Sales Techniques  BUSN11 International Business  BUSN13 Macroeconomics  MKTG24 Recreation Equipment Product Knowledge I  MKTG33 Sportswear Merchandising I  XXXXX General Education Elective | 3  3  3  3  3  3 |
| \* Two weeks (35 hours per week) | 19 |  | 18 |

|  |  |  |  |
| --- | --- | --- | --- |
| Semester 4 (January – April)  MATH46 Business Statistics & Quantitative Methods  LAWS4 Business and Contract Law  MGMT66 Corporate Social Responsibility: Ethical Conduct of Business  FLPL11 Field Integration  FLPL44 Field Placement II  BUSN20 Operations Management  MKTG25 Recreation Equipment Product Knowledge II  MKTG34 Sportswear Merchandising II  XXXXX General Education Elective | 3  3  3  1  70  3  3  3  3 | Semester 4 (January – April)  MATH46 Business Statistics & Quantitative Methods  LAWS4 Business and Contract Law  MGMT66 Corporate Social Responsibility: Ethical Conduct of Business  BUSN20 Operations Management  MKTG25 Recreation Equipment Product Knowledge II  MKTG34 Sportswear Merchandising II  XXXXX General Education Elective | 3  3  3  3  3  3  3 |
| \* Two weeks (35 hours per week) | 22 |  | 21 |

## Resource Considerations

### Program Operational Support

In keeping with the Cooperative Education at Fleming Guidelines, operational support will be decentralized and provided through the School of Business, Computing and Hospitality Office. The School Office support staff will work collaboratively with the program co-ordinator on administrative matters directly associated with the preparation for, and search for co-op work placements. Students will pay a co-op fee ($450) for this service.

* 1. **Program Revenue and Expenses**

There are no extra expenses for this modification. Students will pay a $450.00 fee for the Co-op component to cover administrative costs as previously stated.

# Appendix I: Courses and Course Descriptions

| **Semester** | **Course Code\*** | **Course Title (and brief course description)** |
| --- | --- | --- |
| **1** | **COMM78** | **Communications for Business**  Successful business and administrative communication requires an understanding of both individual and organizational audiences and the ability to create effective messages for them. Communications for Business will introduce students to the critical-thinking, problem-solving and professional writing skills that are necessary to meet these communication challenges. |
| **1** | **BUSN2** | **Business Essentials- A Survival Course**  This course will explore the nature of business and the role of the individual within the business context. The course will help to prepare the student for the world of business by developing an understanding of the major functional aspects of a successful business. The course will also focus on a number of important business trends that will continue to affect business into the future. These include the growth and influence of international business, the role of ethics and social responsibility in business decisions, the significance of small business, the growth of the service sector, and the influence of technology on business activities. This is an approved general education course. |
| **1** | **COMP345** | **Introductory Computing**  Working in the Windows XP environment, this computer course introduces the student to computer basics (computer terminology, e-mail, file management) and the application and use of word processing, spreadsheet, and presentation software using Microsoft Office 2007. Through the extensive use of hands-on activities, students will gain sufficient knowledge and experience to make productive use of computers as a tool in both college and workplace environments. Students will have the opportunity to attain the International Computer Driving Licence (ICDL) Start Certification if they attain 75% or more on each of the four ICDL Start Certification tests. |
| **1** | **MKTG13** | **Introduction to the Sporting Goods Industry**  The study of the structure, trends, and complexities of the sporting goods industry as provided through a series of guest speakers, class discussions, magazine and research readings, and projects. A first hand knowledge is gained of the structure, challenges and opportunities facing the manufacturing, distribution, and retailing sectors. An awareness of the emerging trends and future direction of the sporting goods industry is discussed. This course is an opportunity for the Sporting Goods Business student to witness the scope and variety of employment possibilities. Students committed to employment in the sporting goods industry will use this introductory course as a springboard to future successes. Retail selling is an additional component of the course. |
| **1** | **MKTG14** | **Marketing**  This is an introductory course in Marketing designed to provide an awareness and understanding of the role and function of marketing within an individual firm and throughout the total economy. The student is introduced to the principles and techniques of marketing and its various functional areas. The various marketing strategies utilized in product or service planning and development, pricing, distribution and promotion in response to the needs and wants identified in various markets are explored. |
| **1** | **MATH11** | **Math Fundamentals for Business Studies**  The Math Fundamentals for Business Studies course was designed to be an integral portion of all programs offered by the School of Business at Sir Sandford Fleming College. This course is a one-semester study of the mathematics applicable to the business and financial community. Math Fundamentals for Business Studies places the significance of mathematics as a problem solving and decision making tool. Topics covered: manipulation of business formulae, break-even analysis, monetary conversion, mathematics of buying and selling, simple, compound interest and annuities. |
| **2** | **SOCI125** | **Business Teams**  Learn about the movement towards getting work done through teams in organizations, and develop the knowledge and skills to thrive in this area. This course meets the General Education requirements primarily in the areas of Work and the Economy and Social Understanding, as well as touching Civic Life, Personal Development, and Cultural Understanding. |
| **2** | **COMP103** | **Advanced Computers**  This course builds on the common functions of File Management, Word Processing, Spreadsheets and Database to enhance skills for a business environment. The use of tables, multi-page documents and graphics will be covered in Word Processing. Spreadsheet skills in the use of functions and formulas, formatting, conditions, lists, graphics and multiple worksheets will be developed. The integration of word processors, spreadsheets and databases will be included, particularly mail/merge. |
| **2** | **COMM2** | **Communicating at Work**  This course will enable you to continue to improve your general communication skills to meet the learning outcomes demanded by the assignments in this course, as well as the expectations of other subjects and eventual career employment. This course emphasizes concepts of critical thinking and problem-solving skills as they apply to processes fundamental to effective communication. You will continue to reinforce speaking, writing, reading, and listening techniques common to the expectations demanded by the work place of your career choice by applying, at a more sophisticated level, principles of style, structure, mechanics and techniques (for orals). |
| **2** | **ACCT71** | **Financial Statements and the Finance Environment**  This course offers business students a basic understanding of how the activities of an organization are reflected in the financial statements as well as offering an understanding of the basic terms and content of financial statements. The student is then required to apply that basic understanding of concepts along with analytical techniques to reach financial decisions in business organizations. Practical applications of financial concepts to the operation of the business are emphasized. Specific topics include understanding of the Balance sheet, Income Statement, Statement of Retained Earnings and Statement of Cash flows. Other topics include financial planning, working capital management, the capital budgeting process, financial statement analysis and break even analysis. Note: This course has been approved by the Human Resources Professionals Association (HRPA) as a half credit in the Canadian Council of Human Resources Associations' (CCHRA) national certification program. To qualify to write the National Knowledge Exam, it is necessary to attain an overall average of 70 percent in the nine subjects covered, with no grade of less than 65 percent. |
| **2** | **MKTG27** | **Retail Marketing Management I**  This course is designed to give the student an overview of the Canadian retail industry as well as retail in general. Topics will include positioning strategy for the market place, fundamentals of management planning and the growing business of Franchising. Students will look at setting buying budgets, sourcing product, buying and merchandising, and other associated strategies. |
| **2** | **MKTG30** | **Sporting Goods Industry Marketing**  This course builds on the general principles and techniques of marketing theory and applies them at a more advanced level to the specifics of the sporting goods industry in Canada. Significant emphasis is placed on current events in the industry, which are tied to long-standing marketing principles. |
| **2** | **NEW** | **Co-operative Education Preparation**  The co-op experience is central to the program of study and the Co-op Preparation course is designed to assist students in the process of researching, selecting and preparing for the most appropriate business experience that will align with their interests and needs. This weekly two- hour seminar will assist students in procuring a co-operative education placement. Students will also review professional behaviour, job expectations and review the co-operative education manual in detail.  Students will research possible placements, prepare a resume and cover letter, and be prepared for interviews for the Month of April. |
| **May-August** | **NEW** | **Co-operative Education Placement** |
| **3** | **MKTG8** | **Effective Sales Techniques**  This course demonstrates to students the vital role of sales in the business world. Without an effective sales effort, businesses perish. Similarly, without a well-planned, professional, and deliberate sales approach, graduates will not achieve appropriate employment situations. Students will examine their current level of self-presentation and work toward enhancing their image through practical, applied course work. |
| **3** | **BUSN11** | **International Business**  This is a survey course in international business. It provides students with the understanding of the functions, responsibilities, advantages, problems, and operations of international corporations in a global marketplace. |
| **3** | **BUSN13** | **Macroeconomics**  Macroeconomics is the study of the overall performance of the economy. Fluctuations in the level of national output, incomes, prices and employment are analyzed along with government policies to control these fluctuations. |
| **3** | **MKTG24** | **Recreation Equipment Product Knowledge I**  The first in a two part series of in-depth product knowledge courses designed to educate the Sporting Goods Business students on a number of different aspects of the sporting goods industry. This course will provide the student with a solid product knowledge foundation regarding the innovative process involved in creating and building sports equipment with emphasis placed on terminology, construction, materials, bio-mechanics, manufacturing, merchandising, selling and marketing of the product. |
| **3** | **MKTG33** | **Sportswear Merchandising I**  This course provides students with the knowledge and understanding of the expanding soft-goods market: of the merchandising of sportswear: and of the significant role played by soft goods (sportswear) in the sporting goods industry in Canada today. An understanding of fashion principles and terminology is provided, together with current raw material product knowledge and some basic design and construction techniques. Current events, as provided through trade publications, are an important element of the course, and will be used as a vehicle to relate classroom theory to the practical business environment. |
| **4** | **MATH46** | **Business Statistics and Quantitative Methods**  The understanding and application of basic statistical analysis to business related problems will be examined. The calculation and interpretation of statistical measures will be thoroughly covered. Once the basic measures are mastered, probability and probability distributions will be discussed. Statistical measures, data collection and probability distributions will be brought together to perform statistical inference with confidence intervals and hypothesis testing. Then, simple linear regression will be developed. The calculation and interpretation of statistical measures will be learned within a format of class time practice, specific course assignments and use of the Excel? computer spreadsheet. |
| **4** | **LAWS4** | **Business and Contract Law**  Business people and consumers in Ontario are affected by a broad spectrum of federal, provincial and municipal laws and a variety of court-created legal principles. This course serves as an introduction to business and consumer law. |
| **4** | **MGMT66** | **Corporate Social Responsibility: Ethical Conduct of Business**  We live in the age of globalization. Due to many recent events, corporate business is under fire to manage their activities in a culturally sensitive and ethical manner. Moreover, many corporations are learning that it is good business to do good. In this case-based course we will examine various specific ethical dilemmas in the conduct of domestic and international business. We will discuss the structure of the corporation and the various contemporary ethical issues it presents. Finally we shall discuss the best practices of many leading companies to conduct their business in a socially responsible way. |
| **4** | **BUSN20** | **Operations Management**  This course is designed to give students an understanding of the functions of business operations. Students develop an understanding of the important factors and some of the analytical tools that can be used to improve productivity and customer service. Emphasis is placed on the cost benefit relationship. |
| **4** | **MKTG25** | **Recreation Equipment Product Knowledge II**  The second in a two part series of in-depth product knowledge courses designed to educate the Sporting Goods Business students on a number of different aspects of the sporting goods industry. This course will provide the student with a solid product knowledge foundation regarding the innovative process involved in creating and building sports equipment with emphasis placed on terminology, construction, materials, bio-mechanics, manufacturing, merchandising, selling and marketing of the product. |
| **4** | **MKTG34** | **Sportswear Merchandising II**  This course, the second of two, provides students with enhanced knowledge and understanding of the expanding soft-goods/sportswear marketplace: of the merchandising of soft goods/sportswear: and of the significant role played by soft goods/sportswear in the sporting goods industry in Canada today. This course builds on the principles, concepts, and product knowledge presented in Sportswear Merchandising I (MKTG 33). Current sportswear events, as provided through various trade publications, are an important element of the course. |

\* There are two general education courses that students select in the third and fourth semesters.

| Co-operative Education Preparation | |  | |
| --- | --- | --- | --- |
| **Course Number: NEW** | **Course Hours: 30**  **2 hour seminar** | | **Semester: 2** |

**Course Description:**

The co-op experience is central to the program of study and the Co-op Preparation course is designed to assist students in the process of researching, selecting and preparing for the most appropriate business experience that will align with their interests and needs. This weekly two- hour seminar will assist students in procuring a co-operative education placement including all necessary arrangements such as living accommodations and transportation. Students will also review professional behaviour, job expectations and review the co-operative education manual in detail.

Students will research possible placements, prepare a resume and cover letter, and be prepared for interviews.

This course contributes to the following learning outcomes or essential knowledge and skills required by learners as defined by Ministry of Training, Colleges and Universities program standards, employers, industry and professional organizations.

**Aim:**

To enable students to research, select and prepare for co-op placements that align with their personal and professional goals in the sporting goods industry.

**Learning Outcomes:**

1. Establish realistic personal and professional goals for co-op placement.
2. Research a range of placements and assess them against program and personal criteria for co-op selection.
3. Prepare for the selection and interview process (including preparation of a resume and cover letter).
4. Negotiate contract details, remuneration, taxable benefits, start and end dates.
5. Develop an appropriate learning contract and learning goals for the placement.
6. Prepare for and undertake a professional interview for placement.

**Vocational Outcomes:**

1. Establish realistic personal and professional goals for co-op placement.
2. Research a range of placements and assess them against program and personal criteria for co-op selection.
3. Prepare for the selection and interview process (including preparation of a resume and cover letter).
4. Negotiate contract details, remuneration, taxable benefits, start and end dates.
5. Develop an appropriate learning contract and learning goals for the placement.
6. Prepare for and undertake a professional interview for placement.

**Essential Employability Skills:**

**Communication**

1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.

**Critical Thinking & Problem Solving**

1. Apply a systematic approach to solve problems.
2. Use a variety of thinking skills to anticipate and solve problems.

**Information Management**

1. Manage the use of time and other resources to complete projects.

**Interpersonal Effectiveness**

1. Show respect for the diverse opinions, values, belief systems, and contributions of others.
2. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

**Self Management**

1. Take responsibility for one’s own actions, decisions, and consequences.

| Co-operative Education Placement  Sporting Goods Business | |  | |
| --- | --- | --- | --- |
| **Course Number: NEW** | **Approx 16 wks** | | **May-August** |

**Description:**

The co-op placement will take place in a Sporting Goods Business or related industry. The co-op placement is planned and selected in consultation with the program co-ordinator and ideally should align with the student’s own career plans within their area of interest in the Sporting Goods Industry.

The co-op is modelled on effective practices that have been developed and refined by other post secondary institutions that have focussed on developing job skills via a co-op model. Placements may have some variables in start and end dates, but the schedule ensures students can work through the summer between their third and fourth semesters.

A manual is provided for all parties involved in the placement including the business coach/ mentor/supervisor, faculty, staff, and the student.

This course contributes to the following learning outcomes or essential knowledge and skills required by learners as defined by Ministry of Training, Colleges and Universities program standards, employers, industry and professional organizations.

**Aim:**

To enable students to integrate theory and practice learned in the program to a paid work experience in the industry.

**Learning Outcomes:**

These learning outcomes are directly from the Co-operative Education Manual. Upon successful completion of the placement, students will have reliably demonstrated the knowledge, skills and abilities needed to:

1. Successfully explain the essential core functions and duties relating to the Sporting Goods Industry.
2. Identify and use the personal and professional development resources available to the Sporting Goods Industry and the activities used to promote growth and contribute to lifelong learning within their chosen profession.
3. Meet the ethical, legal, and safety requirements and standards as set by the sponsor agency.

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1. Demonstrate effective communications in all forms including; written and/or electronic methods.
2. Interact with others in a variety of situations in a manner that demonstrates confidence, professionalism, and sensitivity to others and to the situation.
3. Demonstrate respect for human rights and appreciate the dignity of others when communicating effectively with diverse communities and their members.
4. Use effective and appropriate problem-solving and decision-making skills in administrative and operational situations.
5. Work effectively with other members of the host agency, and other related groups to provide comprehensive service in work situations.

# 

# Appendix II: Program Curriculum Maps

**Vocational Program Outcomes**

| **PROVINCIAL PROGRAM DESCRIPTION OUTCOMES** | **PROPOSED PROGRAM VOCATIONAL LEARNING OUTCOMES** | **COURSE TITLE / COURSE CODE (From Appendix C)** |
| --- | --- | --- |
| 1. Apply accounting and financial knowledge to organizations within the sporting goods industry. | Same | BUSN2 Business Essentials- A Survival Course  MATH11 Math Fundamentals for Business Studies  ACCT71 Financial Statements & the Finance Environment  MATH46 Business Statistics and Quantitative Methods |
| 1. Apply computer skills and knowledge of information technology to support the management of an organization. |  | COMP345 Introductory Computing  MATH11 Math Fundamentals for Business Studies  COMP103 Advanced Computers  MATH46 Business Statistics and Quantitative Methods |
| 1. Apply knowledge of the marketing function to the operation of an organization. |  | BUSN2 Business Essentials- A Survival Course  MKTG13 Intro to the Sporting Goods Industry  MKTG30 Sporting Goods Industry Marketing |
| 1. Develop retailing, methods of operation, organization, positioning for the marketplace |  | MKTG13 Intro to the Sporting Goods Industry  MKTG27 Retail Marketing Management I  MKTG30 Sporting Goods Industry Marketing  MKTG8 Effective Sales Techniques  BUSN20 Operations Management |
| 1. Analyze specifics of product and service mix, buying pricing, inventory control, security and retail promotions. |  | COMP345 Introductory Computing  MKTG27 Retail Marketing Management I  MKTG30 Sporting Goods Industry Marketing  MKTG8 Effective Sales Techniques  BUSN20 Operations Management  MKTG 34 Sportswear Merchandising II |
| 1. Identify the structure, trends and complexities of the sporting goods industry and perform competitor analysis. |  | MKTG13 Intro to the Sporting Goods Industry  MKTG27 Retail Marketing Management I  BUSN11 International Business |
| 1. Explain the terminology, construction, biomechanics of equipment design and manufacturing techniques of products within the sporting goods industry. |  | COMM78 Communications for Business  COMM2 Communicating at Work  MKTG24 Recreation Equipment Product Knowledge I  MKTG25 Recreation Equipment Product Knowledge II |
| 1. Demonstrate knowledge of acceptable standards of construction and quality in the sporting goods industry. |  | MKTG30 Sporting Goods Industry Marketing  MGMT66 Corporate Social Responsibility: Ethical Conduct of Business  MKTG24 Recreation Equipment Product Knowledge I  LAWS4 Business and Contract Law  MKTG25 Recreation Equipment Product Knowledge II |
| 1. Identify proper selection, fit, usage, repair and care of recreational equipment. |  | MKTG30 Sporting Goods Industry Marketing  MKTG24 Recreation Equipment Product Knowledge I  MKTG25 Recreation Equipment Product Knowledge II  MKTG33 Sportswear Merchandising I |
| 1. Evaluate the speed of change of the sportswear market, sportswear merchandising and its role in the sporting goods industry and the world of fashion. |  | MKTG27 Retail Marketing Management I  MKTG30 Sporting Goods Industry Marketing  BUSN13 Macroeconomics  MKTG33 Sportswear Merchandising I  MKTG 34 Sportswear Merchandising II |
| 1. Apply the concept of fashion and function in the promotion of active sportswear, including trends analysis for both raw materials and finished goods. |  | MKTG27 Retail Marketing Management I  MKTG8 Effective Sales Techniques  BUSN11 International Business  MKTG25 Recreation Equipment Product Knowledge II |
| 1. Develop personal professional development strategies to enhance work performance and maximize career opportunities. |  | BUSN2 Business Essentials- A Survival Course  MKTG13 Intro to the Sporting Goods Industry  SOCI125 Business Teams  MKTG30 Sporting Goods Industry Marketing  NEW Co-operative Education Preparation  MGMT66 Corporate Social Responsibility: Ethical Conduct of Business |
| 1. Recognize the economic, social, political, and cultural variables which influence the sporting goods industry. |  | BUSN2 Business Essentials- A Survival Course  MKTG27 Retail Marketing Management I  MKTG30 Sporting Goods Industry Marketing  NEW Co-operative Education Preparation  BUSN11 International Business  BUSN13 Macroeconomics  MKTG33 Sportswear Merchandising I  MKTG 34 Sportswear Merchandising II |
| 1. Work progressively in a business/industrial environment as an informed corporate citizen demonstrating a sound knowledge of business infrastructure. |  | SOCI125 Business Teams  NEW Co-operative Education Preparation  MGMT66 Corporate Social Responsibility: Ethical Conduct of Business  LAWS4 Business and Contract Law |
| 1. Develop life-long learning habits through the pursuit of inter-disciplinary areas of study related to social and cultural understanding, civic life, personal understanding, science and technology and arts in society |  | BUSN2 Business Essentials- A Survival Course  COMM78 Communications for Business  SOCI125 Business Teams  COMM2 Communicating at Work  NEW Co-operative Education Preparation |

**Essential Employability Skills Outcomes**

| **SKILL CATEGORIES** | **DEFINING SKILLS**  **Skill areas to be demonstrated by the graduates** | **ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES**  **The graduate has reliably demonstrated the ability to:** | **COURSE TITLE / COURSE CODE** (From Appendix C) |
| --- | --- | --- | --- |
| **COMMUNICATION** | * Reading * Writing * Speaking * Listening * Presenting * Visual Literacy | * communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience | BUSN2 Business Essentials- A Survival Course  COMM78 Communications for Business  ACCT71 Financial Statements & the Finance Environment  SOCI125 Business Teams  COMM2 Communicating at Work  MKTG27 Retail Marketing Management I  MKTG30 Sporting Goods Industry Marketing  MKTG8 Effective Sales Techniques  NEW Co-operative Education Preparation  BUSN11 International Business  BUSN13 Macroeconomics  MATH46 Business Statistics and Quantitative Methods  LAWS4 Business and Contract Law  MGMT66 Corporate Social Responsibility: Ethical Conduct of Business  MKTG 34 Sportswear Merchandising II |
| * respond to written, spoken, or visual messages in a manner that ensures effective communication | BUSN2 Business Essentials- A Survival Course  COMM78 Communications for Business  SOCI125 Business Teams  COMM2 Communicating at Work  MKTG30 Sporting Goods Industry Marketing  NEW Co-operative Education Preparation  BUSN11 International Business  BUSN13 Macroeconomics  MKTG33 Sportswear Merchandising I  MATH46 Business Statistics and Quantitative Methods  LAWS4 Business and Contract Law  BUSN20 Operations Management  MKTG25 Recreation Equipment Product Knowledge II |
| **NUMERACY** | * Understanding and applying mathematical concepts and reasoning * Analysing and using numerical data * Conceptualizing | * execute mathematical operations accurately | MATH11 Math Fundamentals for Business Studies  ACCT71 Financial Statements & the Finance Environment  MKTG27 Retail Marketing Management I  MKTG8 Effective Sales Techniques  BUSN13 Macroeconomics  MKTG33 Sportswear Merchandising I  MATH46 Business Statistics and Quantitative Methods  BUSN20 Operations Management |
| **CRITICAL THINKING & PROBLEM SOLVING** | * Analysing * Synthesizing * Evaluating * Decision-making * Creative and innovative thinking | * apply a systematic approach to solve problems | COMM78 Communications for Business  MATH11 Math Fundamentals for Business Studies  NEW Co-operative Education Preparation  BUSN11 International Business  BUSN13 Macroeconomics  MATH46 Business Statistics and Quantitative Methods  LAWS4 Business and Contract Law  BUSN20 Operations Management |
| * use a variety of thinking skills to anticipate and solve problems | BUSN2 Business Essentials- A Survival Course  MKTG13 Intro to the Sporting Goods Industry  MATH11 Math Fundamentals for Business Studies  ACCT71 Financial Statements & the Finance Environment  COMP103 Advanced Computers  SOCI125 Business Teams  COMM2 Communicating at Work  NEW Co-operative Education Preparation  BUSN11 International Business  MGMT66 Corporate Social Responsibility: Ethical Conduct of Business  MKTG24 Recreation Equipment Product Knowledge I  MKTG33 Sportswear Merchandising I  MATH46 Business Statistics and Quantitative Methods  MKTG25 Recreation Equipment Product Knowledge II  MKTG 34 Sportswear Merchandising II |
| **INFORMATION MANAGEMENT** | * Gathering and managing information * Selecting and using appropriate tools and technology or a task or a project * Computer literacy * Internet skills | * locate, select, organize, and document information using appropriate technology and information systems | COMM78 Communications for Business  MKTG13 Intro to the Sporting Goods Industry  MATH11 Math Fundamentals for Business Studies  ACCT71 Financial Statements & the Finance Environment  COMP103 Advanced Computers  SOCI125 Business Teams  COMM2 Communicating at Work  MKTG27 Retail Marketing Management I  MKTG8 Effective Sales Techniques  BUSN11 International Business  MKTG24 Recreation Equipment Product Knowledge I  LAWS4 Business and Contract Law |
| * analyse, evaluate, and apply relevant information from a variety of sources | BUSN2 Business Essentials- A Survival Course  COMM78 Communications for Business  MATH11 Math Fundamentals for Business Studies  SOCI125 Business Teams  COMM2 Communicating at Work  MKTG27 Retail Marketing Management I  MKTG30 Sporting Goods Industry Marketing  BUSN11 International Business  MATH46 Business Statistics and Quantitative Methods  MKTG25 Recreation Equipment Product Knowledge II  MKTG 34 Sportswear Merchandising II |
| **INTER-PERSONAL** | * Team work * Relationship management * Conflict resolution * Leadership * Networking | * show respect for the diverse opinions, values, belief systems, and contributions of others | BUSN2 Business Essentials- A Survival Course  COMM78 Communications for Business  ACCT71 Financial Statements & the Finance Environment  SOCI125 Business Teams  MKTG8 Effective Sales Techniques  NEW Co-operative Education Preparation  BUSN11 International Business  BUSN13 Macroeconomics  MGMT66 Corporate Social Responsibility: Ethical Conduct of Business |
| * interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals | BUSN2 Business Essentials- A Survival Course  COMM78 Communications for Business  SOCI125 Business Teams  MKTG27 Retail Marketing Management I  NEW Co-operative Education Preparation  BUSN11 International Business  BUSN13 Macroeconomics  MKTG24 Recreation Equipment Product Knowledge I  MKTG33 Sportswear Merchandising I  MGMT66 Corporate Social Responsibility: Ethical Conduct of Business  MKTG25 Recreation Equipment Product Knowledge II  MKTG 34 Sportswear Merchandising II |
| **PERSONAL** | * Managing self * Managing change and being flexible and adaptable * Engaging in reflective practices * Demonstrating personal responsibility | * manage the use of time and other resources to complete projects | BUSN2 Business Essentials- A Survival Course  COMM78 Communications for Business  MKTG13 Intro to the Sporting Goods Industry  ACCT71 Financial Statements & the Finance Environment  COMP103 Advanced Computers  SOCI125 Business Teams  COMM2 Communicating at Work  MKTG27 Retail Marketing Management I  NEW Co-operative Education Preparation  BUSN11 International Business  BUSN13 Macroeconomics  MKTG24 Recreation Equipment Product Knowledge I  MKTG33 Sportswear Merchandising I  MKTG25 Recreation Equipment Product Knowledge II  MKTG 34 Sportswear Merchandising II |
| * take responsibility for one’s own actions, decisions, and consequences | BUSN2 Business Essentials- A Survival Course  COMM78 Communications for Business  MKTG13 Intro to the Sporting Goods Industry  MATH11 Math Fundamentals for Business Studies  COMP103 Advanced Computers  SOCI125 Business Teams  COMM2 Communicating at Work  MKTG27 Retail Marketing Management I  NEW Co-operative Education Preparation  BUSN11 International Business  MKTG24 Recreation Equipment Product Knowledge I  BUSN20 Operations Management  MKTG33 Sportswear Merchandising I  MGMT66 Corporate Social Responsibility: Ethical Conduct of Business  MKTG25 Recreation Equipment Product Knowledge II  MKTG 34 Sportswear Merchandising II |

# Appendix III: Advisory Committee Membership and Minutes of Meetings



**Sporting Goods Business**

**Advisory Committee Meeting**

**Tuesday, October 6, 2009**

**Scholfield Boardroom**

Present:

External members:

Stefan Cott – Cott Agencies

Todd Fraser – Taylormade Adidas Golf

Michael Tadgell – Sports Projects, Inc.

Brian Gilliland – Norco Products Ltd

Lyndsay Jensen – New Era Cap

Chris Tamas – Second Skin Garment Co.

Jeff Hieminga – Canadian Sporting Goods Assoc.

Brad Mrakava – Saucony Canada

Barry Monaghan – NHL Enterprises Canada

Sally Thorburn – Source For Sports

Internal members:

Jim Drennan – Dean, School of Business, Computing & Hospitality

Charlie McGee – Coordinator, Sporting Goods Business Program

Peter Watt – Fleming Faculty

Pam Selkirk – School Operations Liaison

Jessica McIntosh – Cottage Toys/Fleming Faculty

Tim Schultz – Fleming Student Representative

Chris Pittman – Fleming Student Representative

1. **Meet and Greet** – 10:00am – 10:30am
2. **Student Meeting** – 10:30am – 12:00pm
3. **Advisory Meeting** – Welcome and Introductions – 12:30pm

Members were welcomed to the meeting and introductions completed. Jeff Hieminga is acting chair for this meeting as Jeff Budway is away on business.

1. **Approval of the Agenda**

The Agenda was approved as presented with no changes or additions.

1. **Review and Approval of the previous minutes of September 23, 2008 – All**

The minutes were approved by Barry Monaghan.

Seconded - Mike Tadgell.

1. **Conflict of Interest – Charlie McGee**

No conflict among members declared.

1. **School of Business, Computing and Hospitality – Challenges and Strategies**

Jim Drennan

* Change in title of our school from School of Business & Technology to the ‘School of Business, Computing and Hospitality’.
* Most of the pure technology programs have moved to the Skilled Trades School.
* We were able to cluster our common disciplines of computer studies, hospitality and business courses and programs.
* Schools of business generally in both colleges and universities are seeing significant downward trends in enrolment for a variety of reasons.
* Changing demographics for population for elementary and secondary feeder system
* Curriculum changes at the high school level moving away from business type courses to more community based courses
* An audience shift to ‘second career” and mature students
* Fall 2009 registration numbers, *New students* in our school - target 471 – registered 535,

*Returning students* in our school - target 923 – registered - 1061

* 18% growth with 17.5% of the growth being Second Career students
* We need to market ourselves differently to attract more people from the post secondary school direct entries to the second career and mature students.
* We must involve a sustainability approach to what we do in our curriculum and our programs.
* We know from the feedback from our advisory committees that the employers in the business, technology, computing and hospitality industry who hire our graduates are having to prove within their own jobs, careers and organizations that they are doing things that are sustainable.
* Our graduates must have the ability to demonstrate illustrate to employers, beyond their diploma the competencies in both technical and human skills that will make them successful in the organization.
* We want to provide our students with not only a diploma but also a document known as a DACUM chart (developing a curriculum). It is not based on grades or marks but shows a perspective employer the student’s performance level. It is demonstration based. It indicates what they can do and at what level they can do it.
* Throughout our curriculum we have to have people who completely understand the connection between the importance of both human and organizational diversity.
* Other strategies are to improve our performance and quality as a school to build the relationships with the community and boards.
* We will be working much more closely with the feeder system heads of business, computer information technology and hospitality.
* We will be meeting on a regular monthly basis with our department heads and coordinators to discuss how we can build dual credits where a student can earn a high school credit and a college program credit at the same time.

1. **For Discussion/updates – Charlie McGee**

**Awards and Bursary Updates**

* Easton Sports Canada Award – Tim Schultz
* Norco Products Performance Award – Dan Sutherland
* CSGA Award of Excellence – Janna Cory & Mike Jensen

**2009 Graduate Placement Review**

* 21 Graduates
* SGB Industry – 8
* Return to School – 7
* Other Industries – 5
* N/A – 1

**Field Placement & Date**

* Fall Semester Oct 26, 2009 – November 6, 2009
* Winter Semester February 22, 2010 to March 5, 2010

**2007 Graduate Update**

* 20 Graduates
* 8 returned for 3rd year or University
* 7 employed in industry
* 2 returned to school fulltime
* 2 P/T in industry while going to school

**Sporting Goods Program Charities**

* ***Mike Campbell Memorial Ball Hockey Tournament***

- Spring 2008 - $2019

- Fall 2008 - $1000

- Total to date: $14, 257.90

* ***Annual SGB Alumni Golf Tournament***

- $1000 for Five Counties Children Centre

* ***United Way Sports Auction***

- 2008 $13,755

- 17 yr total to date - $246,410

**Curriculum Update for 2010-2011**

A proposed change in semester 2:

* MTRL 13 – Manufacturing Information Systems.
* Currently an Evolve based operating system
* Build and modify a completely interactive database
* Understand the purpose and requirements of the various modules
* Become familiar with a menu driving system similar to those in use in industry.

Concern from the advisory committee that ‘Sporting Goods’ courses may no longer be as much a part of the SGB program and did not want to see them disappear. Charlie confirmed the content for each concern and where/what course it was being covered.

1. **SAP software – Jim Drennan**

Only one more program is required to have this software purchased for the school of Business, Computing and Hospitality.

The advisory committee overwhelmingly agreed that this software is currently used in the industry and felt that it should be purchased and used in this program.

1. **Sporting Good Marketing Strategies – Charlie McGee**

2008 PAC meeting – focus on CJEP schools

New Focus – to get out into the French Immersion High Schools in the Peterborough area to recruit new students

* 2 schools in Peterborough County
* 2 schools in Northumberland County
* 2 schools in Municipality of Clarington

1. **Sporting Goods Paid Co-op Proposal – Charlie McGee**

A *‘draft’* of the Sporting Goods Business, Co-operative Education manual 2011 was shared with the advisory committee members. It is modeled after the Georgian College model. Implementation for a paid coop program in the SGB would be for summer 2011.

* Completed between semesters 2 & 3
* Length 12-16 weeks
* Students would be compensated
* Benefits to both the student and to the co-op host.

Advisory committee members strongly supported the proposal for implementation.

1. **Next Meeting:**

* Aaron Barsanti sent an email requesting to have the meeting date changed to April.
* The October timing of the meeting is ideal for students and for the college for implementation of changes.
* The group discussed and all that were present agreed early October is a favourable time for the majority.
* The date of the next meeting: Tuesday October 5, 2010.

**Adjourned:** 2:47pm