Business

Ontario College Diploma (320)
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MOHAWK'S BUSINESS (GENERAL) PROGRAM PROVIDES A STEPPING STONE TO FURTHERING YOUR EDUCATION AND OPENS THE GATEWAY TO A REWARDING CAREER.
A Closer Look

Mohawk’s Business (General) program will prepare students for a wide variety of career opportunities in business. Students will acquire a solid foundation for success in decision making when employed in today’s global market. Student may earn an additional diploma in Business Administration when continuing their studies for one more year.

Program Description

- Acquire a solid foundation for success in decision making when employed in today’s global market
- Master fundamental skills in the core business processes:
  - Accounting and finance
  - Marketing
  - Operations and distribution
  - Human resources and labour
  - Business information systems and technology
  - Project management
- Prepare for a wide variety of career opportunities in business
- Upon completion of a common first semester, students can choose to transfer into second semester of one of the following programs:
  - Business - Accounting
  - Business - Financial Services
  - Business - Marketing
  - Business Administration
  - Insurance

Career Opportunities for Business (General) Graduates

The General Business Diploma program can lead to exciting career opportunities. Business careers may involve the following:

Industries of Employment:
- Manufacturing
- Operations
- Retail
- Wholesaling
- Banking
- Government
- Not-for-Profit Organizations

Occupational Categories:
- Front Line Production Supervisor
- Retail Trade Agent
- Customer Service Representative
- Buyer/Purchasing Agent
- Sales Representative
- Production Scheduler
- Inventory Control Clerk
# Program of Studies (Fall 2015)

## Semester 1

<table>
<thead>
<tr>
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<th>Course Title</th>
<th>Hrs/Week</th>
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<tr>
<td>CRED10018</td>
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### Options Group(1): Select 1

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<td>BUSNBE203</td>
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<td>BUSN10103</td>
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<td>BUSNCB436</td>
<td>Business Law</td>
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<td>BUSNIB100</td>
<td>Global Business Environment</td>
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<td>Human Resource Management</td>
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<tr>
<td>OPEL XXXXX</td>
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<td>3.00</td>
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<td>BUSN10102</td>
<td>Social Media &amp; Business</td>
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<td>BUSNBA532</td>
<td>Entrepreneurship and Business Planning</td>
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<td>BUSNBE305</td>
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<td>BUSNGB335</td>
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**Options Group(1): Select 1**

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Semester 1

**ACCT CB101 Accounting 1**
Develop an understanding of the role of accounting and its relationship to management. Prepare financial statements to determine the financial position of a business organized as a corporation and the results of its operations for a given period in accordance with current accounting standards.

**CRED 10018 Business Career Strategies**
This course provides a framework for building a successful and satisfying career in business. Students will develop strategies for personal growth as they create a skills inventory and discover their personal learning styles. They will identify and practice effective study and work habits, self and time management, and teamwork and communication skills in order to adopt the attitudes, interpersonal skills, ethics and values that are in demand by employers. Students will identify core business processes, and examine their interrelationships with an eye to assessing the skills required to be successful in different business specialty careers. They will plan their career path by choosing a program major that matches their personal skills to the requirement of that profession.

**ECON EB122 Microeconomics**
Through studying the fundamental economic problem of scarcity, this course will provide an opportunity for the student to develop a basic level of literacy in microeconomics. Students will learn to apply various economic theories and models to analyze technical and non-technical problems associated with various market economy environments.

**INFO 10048 Computer Applications For Business**
Develop business communication and documentation skills using industry-standard software and other electronic tools. Learn how to locate, create, edit, manage, and store documents and information in ways that will increase personal and organizational productivity. Gain initial hands-on experience before pursuing Microsoft Office certification.
MATH MA101  Mathematics
This first semester Business Mathematics 42 hour course covers: Percents, Equations, Trade and Cash Discounts, Markup/Markdown, and Break-Even Analysis. Prerequisite: Grade 11 Math (M or U) or Grade 12 Math (C)

MRKT CB158  Marketing 1
Understand how environmental forces shape an organization's Marketing program. Understand the process of developing Marketing plans that reflect current consumer behaviour patterns, and practice the development of a product or service component of the Marketing mix.

Options Group (1): Select 1
COMM 11040  Communication D
Communication is an introductory college level English course. Through a variety of assignments, successful students in this course will develop the reading, writing, critical and analytical skills essential to them as communicators in college and upon graduation. This course teaches writing through the critical reading of various fiction and non-fiction material and brings students with basic skills to college level foundational skills.

COMM LL041  Communication
Communication is an introductory college level English course. Students exiting this course will demonstrate competence in grammar, sentence structure, and writing skills. Successful students in this course will develop the reading, writing, critical and analytical skills essential to them as communicators in college and upon graduation. This course teaches writing through the critical reading of various fiction and non-fiction material and brings students to college level foundation skills.

Semester 2
ACCT AC211  Understanding Financial Statements
The student will be able to interpret various financial statement components and demonstrate their relevance to managerial decision making.

BUSN BE203  Spreadsheet Data Management In Business
This course teaches students how to apply critical thinking skills in order to analyze numeric and financial data in an advanced spreadsheet application for the purpose of presenting and supporting business decisions. Students will design, develop and implement a wide variety of spreadsheet strategies covering various types of business
applications.

**COMM 10065  Business Writing and Reporting**
Students will create effective business documents and presentations including: using a clear, persuasive writing style; producing convincing business documents; and creating effective visual communications that deliver your message and improve your business and apply these skills using advanced techniques in Microsoft Word and PowerPoint.

**ECON EB222  Macroeconomics**
Understanding of the economy as a whole, how it works, and the role of business, government and individual consumers play in the overall performance of the economy.

**MATH 10037  Business Mathematics Of Finance**
Apply the following financial calculations to real problems designed to develop a student’s decision making competences in the business environment: Simple and Compound interest, Annuities, Perpetuities, Amortization and Sinking Funds.

**MRKT MK351  Marketing 2**
Build on the learning acquired in Marketing 1. Expand your understanding of the marketing mix with particular emphasis on the Place, Promotion and Pricing of elements. Interpersonal and cooperative group skills will be developed. Ability to assess and make key marketing decisions will be demonstrated.

**OPEL XXXXX  General Education 1 (Option Table)**

**Semester 3**

**ACCT CB203  Management Accounting**
Managerial accounting and some of the techniques used by managers to gather information and how to use this information in making decisions for operational effectiveness in an organization will be covered in this course. Some of the techniques covered include, budgeting, variance analysis and cost volume profit analysis.

**BUSN 10103  Building Customer Relationships**
Sales growth is the fuel that drives every business. BUSN 10103 offers strategies and tactics for achieving B2B sales success in an increasingly challenging setting. Development of a long term, mutually beneficial business relationship requires process. This course will guide you to an understanding of what it takes to build successful customer relationships in today’s environment.
**BUSN CB436 Business Law**
This course will acquaint the student with the basic legal concepts supportive to commercial institutions and transactions, but should not act as a substitute to the use of legal counsel nor can it be used in such a fashion.

**BUSN IB100 Global Business Environment**
Evaluate the context in which international trade takes place. Analyze the opportunities and challenges it represents for business. Demonstrate the knowledge to operate a successful international business.

**BUSN OB371 Introduction To Organizational Behaviour**
Establish a conceptual framework of organizational behaviour and the interpersonal skills necessary to function effectively as an individual and as a member of a team in an organization.

**HRES GB273 Human Resource Management**
Human capital development is essential to building organizational capacity. Explore the essential elements of human resources (HR) management and how it contributes to organizational goals. Examine the relationship between effective HR management, employee satisfaction and business strategy. Describe the functional areas of HR including job analysis, selection and recruitment, orientation, training and career development, performance appraisals, compensation and benefits, labour legislation, health and safety requirements, human resource planning and workplace applications.

**Semester 4**
**ACCT CB340 Business Finance**
Prepare and analyze financial information of a business to develop sound managerial decisions relating to Corporate Finance, including the valuation of securities, working capital management and short term financing.

**BUSN BA532 Entrepreneurship and Business Planning**
Upon successful completion of this course, students will be able to perform the necessary research and fieldwork required for the writing of a respectable business plan for a new business venture. Students will be required to start and operate a micro-business and will be able to describe the most crucial planning, legal, financial and operational aspects of starting and managing a small business.
**BUSN BE305  Project Management**

Practical skills on how to plan, manage, execute and close a projecting MS Project are demonstrated. This course will utilize the theory and practical application of standards (Project Management Institute, PMI) to develop, monitor and complete project within the college and/or in coordination with outside agencies.

**BUSN GB335  Operations Management**

Apply key operations management concepts and methods utilized in both manufacturing and service operations within a global business environment. Examine the nature and scope of operations management and its relationship to the other functional areas of business management. Within the broad areas of product design/development, process strategy and supply chain management, additional topics include productivity, forecasting, operations technology, inventory management, material requirements planning, job design, quality assurance, short-term scheduling, just-in-time inventory and lean operations.

**BUSN 10102  Social Media & Business**

With the recent web developments in recent years, the way in which businesses and consumers talk has also changed. Navigating today’s dizzying array of social media platforms is a challenge for any business leader. This course is designed to give students a mix of hands on skills and theoretical background, so that they can weave social media effectively into their strategic business planning. Facebook, Twitter, LinkedIn, YouTube, Blogging are just some of the applications that will be included in this course.

**Options Group (1): Select 1**

**BUSN BA609  Tax Practice-Option**

The student will understand and demonstrate and concepts of taxation of income in Canada, with the emphasis on a practical vs. legal approach. The determination and computation of taxable income, and income taxes payable, will be covered. The student will prepare personal income tax returns for employed individuals.

**BUSN BE450  Personal Financial Management**

Develop a functional level of competency in managing their personal financial affairs. Identify the critical areas of financial concern and apply various techniques and models to analyze technical and non-technical problems associated with the various areas of financial planning.
Charter of Expectations

The McKeil School of Business strives to maintain standards of excellence as a community committed to personal development. Every student and employee of the College is to provide and maintain an environment conducive to learning and working, in which all individuals are treated with respect and dignity. The McKeil School of Business has set standards to promote positive student conduct which are structured around, but not necessarily limited to, the following principles:

Professionalism:
We expect students to:
- Adopt an attitude of professionalism that will promote a sense of pride in our community.
- Strive to maintain an environment in which proper language without profanity is used.
- Demonstrate integrity, responsibility, honesty, respect and enthusiasm.
- Maintain an environment free from harassment, discrimination and disruptive behaviour.

Honesty and Integrity:
We dedicate ourselves to upholding the reputation and honour of our role in education. We expect students to understand the following:
- All individual evaluations must be the result of the student’s own work and not that of others.
- Academic dishonesty is a serious offense and subject to the Academic Honesty policy.
- E-Learn, MoCoMotion and all computer accounts must be kept confidential. All inappropriate activity that comes from the student’s accounts will be associated with that student and they can be held accountable.
- Reasons for missing assignments, projects, deadlines, tests, or exams must be legitimate and formally documented to the satisfaction of individual faculty members.
- Forms of academic dishonesty include, but are not limited to the following:
  o Possession or use of unauthorized material
  o Copying from other students’ work
  o Direct use or paraphrasing of material without acknowledgement of its source
  o Falsifying data Copyright infringement, such as using unlawfully downloaded or photocopied materials
  o Submitting individual work that has been done by someone else, whether in whole or in part
  o Making material available for others to submit as their own work
  o Submitting for credit any academic work for which credit has been previously obtained or is being sought in another course.
*All of the above are subject to the penalties outlined in the Academic Honesty policy*

Responsibility:
As a member of the McKeil School of Business, the student is accountable for actions both in and out of class. These actions include but are not limited to the following:
- Reviewing the course outline and learning plan for course expectations including evaluation criteria.
- Attend classes prepared with assigned readings and homework completed.
• Preparing for classes by completing assignments such as readings and homework.
• Informing professors of CAAP’s prior to class times, especially if a CAAP requires in-class support.
• Scheduling personal appointments and work schedules outside of school hours.
• Scheduling group meetings in a mutually convenient manner.
• Working in a productive manner with group members.
• Completing and submitting assignments, reports, and projects on time.
• Keep a backup copy of all individual and group assignments.

As a member of Mohawk College, the student shall not in any way abuse other students, college employees or guests of the college. Abusive communication means any unwelcome words or images received or distributed in person or by any communication medium, including social media, that intimidate, disparage or cause humiliation, offence or embarrassment to a person.

Faculty Contact:
McKeil School of Business faculty may be contacted by e-mail, or by phone. If leaving a voice mail message, please speak slowly and clearly include your full name, student number, and course code, reason for the call and how you can be contacted. If you choose to e-mail the professor, you must use your Mohawk College e-mail account and clearly include your full name, student number, course code and reason for the e-mail.

Tests and Evaluations:
All references to test(s) should be understood to mean test(s), quizzes, exam(s) or in-class assessment(s).

• It is the student’s responsibility to be available for all tests at their scheduled time – including those scheduled during exam week(s). It is the student’s responsibility to notify the course professor by telephone and/or e-mail prior to the start of the test if he/she cannot be present for any reason. If a student misses a test without contacting the professor BEFORE the test takes place, he/she will receive a grade of zero for that test.

• The student will be required to provide documentation, such as a medical note or accident report, validating the reason for missing the test. Medical notes must specifically state that you were unable to write the test on the specific date.

A student has a right to view her/his final test or exam with the professor within ten (10) working days of the grade being posted and should make these arrangements with the professor directly.

Test Protocol:
• Students must arrive 10 minutes prior to all tests.
• Students arriving less than 30 minutes late for a test will be allowed to write the test, but they have lost the time that they have missed.
• Students will not be permitted to enter a testing room if they are 30 minutes late and will receive a grade of zero unless relevant documentation is provided.
• Students will not be permitted to leave within the first thirty 30 minutes of a test.
• Students who request to leave the test at any point during the scheduled test will not be able to return unless permission has been granted by the professor.
• The use of aids, such as electronic devices, dictionaries, and translators during a test must be approved by a professor prior to the test.
• Students must place their personal belongings at the front or side of the test room.
• Students must place their Mohawk Identification Card in front of them on the desk throughout
the test period for identification purposes.

- While waiting outside a test room, students should be respectful and considerate of others who are still writing the test.
- Students will not be permitted to talk or make unnecessary noise at any point during the test.

**Compliance:**
Individual faculty members are charged with the responsibility of dealing with infractions of the Charter of Expectations. Disciplinary measures may include, but not be limited to, any of the following:

- Verbal warning
- Written warning
- Deductions from the student’s class mark
- Ejection from the class, course, program, or College

**Blended Learning:**
In the blended delivery model, students commit to both face-to-face classroom instruction and active learning outside the classroom. The student is expected to be fully prepared for face-to-face classes by completing self-study activities such as:

- Required readings
- Pre-class deliverables
- Supplementary learning resources such as videos, games or simulations
- On-line discussions through Discussion Boards
- On-line activities
- Group work

**Group work:**
In courses involving group work, students **MUST PASS** the individual component of the course in order to receive a passing grade. If he/she does not pass the individual component, he/she will receive the grade for the individual component **ONLY** as their final grade. Students must be aware that as members of a group they are collectively and individually responsible for all work submitted.

**Placements:**
For programs where there are unpaid work-term placements, the student must meet the academic requirements of the program before they are allowed to participate in the work placement. All placements are at the discretion of the Associate Dean and/or Program Coordinator.

**Program of Studies and Graduation**
For each program, the College defines a Program of Studies which lists courses, sorted by semester, that provide a continuum of learning from basic to more complex levels. Programs of Studies are reviewed annually and changes made where necessary. Each new intake of students is associated with the most current version of the program, which is indicated by the year.

Students are responsible to apply to graduate for the next upcoming convocation ceremony during the semester he/she is completing the final courses of the program.

**References:**
Mohawk College has developed several policies and procedures designed to protect students and provide an enriching and rewarding learning experience in which the rights of individuals are respected.

For the most up-to-date information on the following policies and procedures, please consult the
Mohawk College website.

Policies and Procedures that relate to academic issues:
- Academic Appeal Policy
- Academic Honesty Policy
- Human Rights Policy
- Information Technology - Use and Security Policy
- Student Behaviour Policy
- Program Promotion and Graduation Requirements
- Student Complaint Procedure
- Violence Prevention & Protection Policy
- Academic Accommodation for Students with Disabilities
Promotion Guidelines

Plan Ahead! Determine your Goals!

Effective Fall 2009, Mohawk College introduced changes to promotion and grading. The new passing grade for a course is 50%. For any courses taken prior to this date, the passing grade is 60%.

In addition, in order to be promoted to the next semester (and future semesters) a student must have a WGPA of 60%. Certain courses have pre-requisites for future courses so please refer to your Program of Study.
As well, in order to qualify to graduate from a program a student must have earned a WGPA of 60% overall of the combined courses in the Program of Study.

Summary of Promotion Policy

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<tr>
<th>Weighted GPA</th>
<th>0 Failures</th>
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<td>Compulsory Withdrawal</td>
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<td>Promote with Advice</td>
<td>Probation</td>
</tr>
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<td>Promote with Advice</td>
<td>Probation</td>
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*Weighted GPA (Grade Point Average) A representation of student achievement that is calculated using the following formula: the sum of the percentage grades multiplies by the credit value and divided by the sum of the credits for the courses taken as defined by the Program of Studies

Promotion Criteria
Students must pass three of the following courses: ACCT CB101, MRKT CB158, MATH MA101, INFO 10048.

## Academic Year: 2015/2016

**Coordinators**

Reception (905) 575-2005

If calling from outside the college dial (905) 575-1212 and ask for extension.
If calling within the School of Business student phone please call the 4 digit extension.

<table>
<thead>
<tr>
<th>Program</th>
<th>Coordinator</th>
<th>Ext.</th>
<th>E-Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>Gallagher, Monica</td>
<td>3334</td>
<td><a href="mailto:monica.gallagher@mohawkcollege.ca">monica.gallagher@mohawkcollege.ca</a></td>
</tr>
<tr>
<td>Advertising &amp; Marketing Communications Management</td>
<td>Grossi, Robin</td>
<td>3050</td>
<td><a href="mailto:robin.grossi@mohawkcollege.ca">robin.grossi@mohawkcollege.ca</a></td>
</tr>
<tr>
<td>Business</td>
<td>McTear, Andrew</td>
<td>2273</td>
<td><a href="mailto:andrew.mctear@mohawkcollege.ca">andrew.mctear@mohawkcollege.ca</a></td>
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<tr>
<td>Business Administration</td>
<td>Smith, Laurence</td>
<td>2410</td>
<td><a href="mailto:laurence.smith@mohawkcollege.ca">laurence.smith@mohawkcollege.ca</a></td>
</tr>
<tr>
<td>Business Analysis</td>
<td>Pegg, Lisa</td>
<td>4024</td>
<td><a href="mailto:lisa.pegg@mohawkcollege.ca">lisa.pegg@mohawkcollege.ca</a></td>
</tr>
<tr>
<td>Business Financial Services</td>
<td>Iannazzo, Mary</td>
<td>4732</td>
<td><a href="mailto:mary.iannazzo@mohawkcollege.ca">mary.iannazzo@mohawkcollege.ca</a></td>
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<tr>
<td>Human Resources Management</td>
<td>DiGiovanni, Rocco</td>
<td>3625</td>
<td><a href="mailto:rocco.digiovanni@mohawkcollege.ca">rocco.digiovanni@mohawkcollege.ca</a></td>
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<tr>
<td>Insurance</td>
<td>Martin, Mary</td>
<td>3139</td>
<td><a href="mailto:mary.martin@mohawkcollege.ca">mary.martin@mohawkcollege.ca</a></td>
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<tr>
<td>International Business</td>
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<td>Marketing</td>
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