

## Certificate (2005)

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## PROGRAM OVERVIEW

This part-time online certificate is designed for tradespersons who would like to develop the skills needed to manage a trades business. Learners will develop a variety of relevant business-related knowledge and skills including operations, planning, finance, marketing, human resources, health and safety, and ethics. Graduates will be well-positioned to manage a small to medium-sized trades-related business, to start their own trades-related business, or to use their newly developed skills and knowledge to improve their existing business.

## ADMISSIONS

### MINIMUM ACADEMIC REQUIREMENTS

#### Entrance and Certificate Requirements

- Students must have an Ontario Secondary School Diploma (OSSD), or equivalent, and be 19 years of age or older.
- Students must successfully complete all courses within 7 years of acceptance into the program in order to graduate.
- Students must obtain a G.P.A. of 2.0 or 60% or higher to obtain this certificate.

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## CAREER PATHS

For more details on related occupations, job market information and career opportunities, see the Government of Canada website: <http://www.jobbank.gc.ca>.

## PROGRAM OF STUDY

### SEMESTER 1

OEL1292-3 Building and Maintaining Customer Relationships

OEL1293-3 Financial Processes in the Trades

OEL1294-3 Occupational Health and Safety

OEL1295-3 Marketing a Trades Business

OEL1296-3 Operating a Trades Business

OEL851-2 Human Relations

### Course Descriptions

#### Semester 1

**Building and Maintaining Customer Relationships (OEL1292) (3 credits)**

Students develop an understanding of customer service and the skills associated with understanding the needs of customers, meeting those needs and fostering an environment that encourages customers to return.

**Financial Processes in the Trades (OEL1293) (3 credits)**

This finance course is unique in that it provides a financial toolkit specifically designed with the entrepreneurial Journey person in mind. It is rich with common business taxation dilemmas faced by those operating their own businesses or for those serving in a managerial role. Although the focus is on practicality of use, the goal is for the Journey person to acknowledge and embrace the usefulness of the learning. Comprehending the logic behind appropriate project pricing and time to completion charting can be the difference between profit and loss. This course also introduces the simplicities of an IPO and the complexities of the risk and return correlation.

**Occupational Health and Safety (OEL1294) (3 credits)**

This course introduces participants to the broad and ever-changing field of occupational health and safety, an inherently technical subject area. The multiple dimensions of the various issues--technical, legislative, political, and personal--are a required part of the training for a professional in this field or for someone who is involved with this kind of operation. Major topic areas include the Occupational Health and Safety Act, WCB, WHMIS, transportation of dangerous goods, accident prevention and investigation, physical and biological agents, and the management of Occupational Health and Safety programs

**Marketing a Trades Business (OEL1295) (3 credits)**

Business owners in trades, such as plumbing, automotive service, heating and cooling repair, electrical contracting and carpentry have a difficult task in marketing their business. This course provides a brief overview of selected marketing theory before engaging participants directly in practical exercises on how to improve a trades business through proven marketing strategies. Participants will understand how service marketing in a trades business differs from traditional product marketing, and the enormous impact that the individual's personal brand has on the company. Through a self-analysis exercise and a competitive analysis, participants will determine where they fit in the market. The importance of networking and referrals will be emphasized. Participants will also consider various messaging and media options that resonate best with trades customers. Finally, participants will consider their specific trade to create a streamlined plan of action to promote their services.

**Operating a Trades Business (OEL1296) (3 credits)**

The student will be introduced to general considerations, and unique facets in the operation of a trades business. Using a business simulation scenario, students will go through all the stages of operating and maintaining a trades based business. Topics to be covered include planning, research, legal considerations, and day to day operation. Issues related directly to trades businesses will be the focus throughout the course.

**Human Relations (OEL851) (2 credits)**

What makes people tick and how to keep them going! Human Relations will improve your understanding of people. You will discuss motivation, handling conflict, delegation, building morale and more. Studying these topics will give you practical insights into handling people more effectively and improve your overall performance.