



QUANTUM
COLLEGE



DLI: 019395639759

DIGITAL TRANSFORMATION & PRINCIPLES OF BUSINESS TECHNOLOGY

Course Outline

This program contains 10 separate courses, spread over 41 weeks of delivery (20hrs/week)



Human Resources Management

This course is designed to provide a complete, comprehensive review of human resources management (HRM) concepts and techniques in a highly readable and understandable form, exposes the readers to both a breadth and depth of core issues, processes, and strategies aimed at maximizing how the human resources of the organization contribute to organizational success.

01



Effective Organizational Writing

This course helps students to become familiar with business English themes and terminology. Through writing, reading, listening and speaking, this intensive academic preparation will cover topics under business management and marketing. Students will also be provided with strategies in presentation skills and writing professional documents.

02



Small Business Entrepreneurship

This course teaches students how to successfully launch and manage a business with the practical tools and critical-thinking skills. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today's most successful small business ventures, students will develop the skills that give them a unique advantage in a hotly competitive environment.

03



Agile Project Management and Leadership

This course focuses on achieving a competitive advantage that takes a contemporary, decisive, and business-oriented approach to teaching and learning project management. Students will promote a comprehensive, multi-industry understanding of the course, with project management theory within the context of a variety of successful organizations, whether they be publicly held, private, or non-profit.

04



+1 (778)-898-9998



admission@quantumedu.ca



6650-8181 Cambie Road, Richmond, BC V6X 3X9
5550-8181 Cambie Road, Richmond, BC V6X 3X9

05

Intercultural Dimensions of Global Business

This course delivers a competitive global economy to managers that may work in their home country, but are influenced by global events and have to manage diverse workforces. This course teaches students about decision making within organizations and identify how professionals can design better work practices and help to more effectively leverage the potential among employees.



06

Marketing Fundamentals

This course will engage students in a positive and direct manner as they build their knowledge of business in management. Besides viewing the material from the student perspective, the course will facilitate students' use and application of the rich subject material and resources to provide a dynamic, interactive, and enjoyable experience.



07

Digital Marketing

This streamlined course is designed to provide students a comprehensive guide to all aspects of online techniques to achieve the goals of integrated multichannel marketing, focuses on the frameworks for developing effective digital marketing and extensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals. Students will learn best practice frameworks for developing a digital marketing strategy, plus success factors for essential digital marketing techniques through case studies from cutting-edge companies.



08

Optimized Marketing Research

This course is designed to provide students a framework of marketing research principles. The course focuses on the practical aspects of marketing research such as research design formulation, data collection, analysis, and reporting.



09

Marketing Analytics

This course teaches the students to transform data and digital analytics at an accelerated pace. The explosion of data-driven decision making has shifted marketing strategies and analyst tools in big ways. In this course, we examine the digital analytics concepts that continue to be essential in defining what marketers and communicators need to understand to compete.



10

e-Commerce

This course is designed to provide students a general understanding of the evolution of E-commerce that includes the rapid growth of advanced technology. The topics will include E-commerce infrastructure, E-commerce security, and E-commerce business models. Additionally, the course design will discuss digital marketing related to ethical and social issues involved with E-commerce.

