



**JR SHAW**  
SCHOOL OF BUSINESS



# CANADIAN CERTIFIED ADMINISTRATIVE PROFESSIONAL (CCAP) COURSES

## OVERVIEW

The Association of Administrative Professionals (AAP) is a chartered, non-profit, Canadian association. We strive to provide administrative professionals the opportunity to learn, grow and thrive by encouraging all members to add to their individual competencies, advance their leadership skills, realize their value in the workplace and community and have confidence to excel in their careers.

The AAP offers the Canadian Certified Administrative Professional (CCAP) certificate and designation. The CCAP program is a certificate program for administrative professionals.

To earn the CCAP designation, candidates must meet all of the following requirements:

1. Be an AAP member for at least one year.
2. Enrol in the CCAP program.
3. Provide verification that you possess a minimum of five years' work experience in an administrative role, or three years' work experience in an administrative role and completion of a Business Administration diploma.
4. Provide verification that you also possess a good balance of the AAP core competencies, which are in the areas of business management, technology, leadership/organizational skills and communication/interpersonal skills.
5. Complete seven courses at accredited universities and colleges across Canada, consisting of four compulsory courses and three elective courses. Members enrolled in the CCAP program may complete some or all of their requirements with Northern Alberta Institute of Technology as shown below.

## CANADIAN CERTIFIED ADMINISTRATIVE PROFESSIONAL (CCAP) COURSE LIST

AAP COURSES	NAIT COURSES
<b>COMPULSORY COURSES</b>	
Business English	COMM1101 - Communications 1
Human Resources Management	HRMT1101 - Fundamentals of Human Resources Management
Organizational Behaviour	ORGB1135 - Organizational Behaviour (Co-requisite: COMM1101)
Supervision/Management Studies	MGMT1120 - Principles of Management
<b>ELECTIVE COURSES</b>	
Computer Technology - advanced courses in Excel, Access, etc.	CMIS1101 - Business Productivity Software
Social Media	MARK3374 - Social Media Marketing (Pre-requisite: MARK1130)
Website Design/Management	MARK3370 - Web Content Creation (Pre-requisites: MARK2276, MARK2250)
Business or Commercial Law	BLAW2205 - Business Law (Pre-req COMM1101)
Economics	ECON1110 - Introduction to Microeconomics OR ECON1112 - Introduction to Macroeconomics
Financial Accounting	ACCT1115 - Introductory Financial Accounting
Marketing	MARK1130 - Introduction to Marketing
Psychology	ORGB3310 - Industrial and Organizational Psychology (Pre-requisites: COMM1101, MGMT1120, ORGB1135, STAT2201)
Public Relations	PREL3378 - Public Relations (Pre-requisite: MARK2276)
Statistics	STAT2201 - Business Statistics (Pre-requisites: MATH1180, CMIS1101)
Project Management	PMGT2220 - Project Management (Pre-requisites: COMM1101, MGMT1120, ORGB1135)

## FOR MORE INFORMATION

ASSOCIATION OF ADMINISTRATIVE PROFESSIONALS  
canadianadmin.ca

Please note, some course information has changed effective September 2022. Please contact Gale Belcourt if you have any questions regarding CCAP requirements: aap.national.registrar@canadianadmin.ca

## PROGRAM CONTACT

BUSINESS INFORMATION CENTRE (BIC)  
780.471.8998  
businfo@nait.ca

## COURSE DESCRIPTIONS

### Compulsory Courses

#### **COMM1101 – COMMUNICATIONS I**

The ability to communicate effectively is increasingly important in business today. Students will learn foundational academic and business communication skills. These include learning to conduct scholarly research; summarize information into its vital component parts; read and write critically using a variety of techniques; produce a coherent formal written report; and create and conduct an engaging formal oral presentation. Students will apply these skills with acknowledgment and application of appropriate formatting, source documentation, and grammatical rules.

#### **HRMT1101 – FUNDAMENTALS OF HUMAN RESOURCES MANAGEMENT**

In the current diverse and changing workforce, human resources management leverages employee differences to help organizations gain strategic competitive advantage. Students will explore the role of human resources management and examine the legal and environmental context of human resources in this course. Students will also identify the functional areas of human resources management including planning, recruitment, selection, training and development, performance management, total compensation, workplace health and safety, and employee and labour relations.

#### **ORGB1135 – ORGANIZATIONAL BEHAVIOUR**

The principal role of a manager is to achieve desired organizational outcomes through people. Students will discover principles that will enable them to recognize and influence human behavior in organizational settings. Utilizing a variety of models and frameworks, students will learn to support, develop, and motivate others to achieve individual, group/team, and organizational goals.

Co-requisite: COMM1101

#### **MGMT1120 – PRINCIPLES OF MANAGEMENT**

All successful businesses execute the four fundamental principles of management: planning, organizing, leading, and controlling. Students will use strategic analysis to examine how these four integrated principles work to create a solid foundation for best management practices in any organization. The students will achieve this through case studies, class discussions, and course activities.

#### Elective Courses

#### **TECHNOLOGY/COMPUTER SKILLS** (Students must take one from this group)

#### **NEW CMIS1101 – BUSINESS PRODUCTIVITY SOFTWARE**

Industry use of analytics and business productivity applications is critical to office workflows and evidence informed decision making. This course introduces applied computing to develop skills in applications such as spreadsheet, word processing, and database through the structured query language (SQL).

#### **MARK3374 – SOCIAL MEDIA MARKETING**

As digital marketing continues to evolve, communications, including social media, remain a dynamic component of value creation. Students will explore and select social media channels with a focus on creating value for target markets. Students will create content, share that content via social media, and measure results.

Pre-requisite: MARK1130

#### **MARK3370 – WEB CONTENT CREATION**

Every commercial or not-for-profit business needs a website to which the public can go for information and/or products. Students will write preparatory and final copy for the building of a productive website communication strategy. Students will use cutting-edge software to create appropriate and attractive design elements to build a visually effective website.

Pre-requisites: MARK2276, MARK2250

#### **BUSINESS OPERATIONS** (Students must take one from this group)

#### **BLAW2205 – BUSINESS LAW**

An understanding of Canada's laws and legal system is necessary for business graduates as law is a fundamental part of business. Students will explore several important areas of the law, including constitutional, tort, insurance, contracts, intellectual property and employment. Students will learn how legal disputes are resolved and how an understanding of basic legal principles can help a business minimize potential liability.

Pre-requisite: COMM1101

#### **ECON1110 – INTRODUCTION TO MICROECONOMICS**

Microeconomics examines how individuals, firms, and societies use their scarce resources to attain economic goals, and how different economic systems try to solve this central problem of scarcity. Students will learn how individuals make consumption decisions and how firms determine how much to produce and what price to charge for products/services given their costs and the market structure of the industry they operate within. The topics of public sector economics, labour market fundamentals, environmental economics, and income inequality are also examined.

#### **ECON1112 – INTRODUCTION TO MACROECONOMICS**

Governments focus on three key indicators of economic growth: real GDP, employment, and inflation. Managers need to understand how governments implement their fiscal and monetary policies to achieve the goals of economic growth, low unemployment and stable price changes at the national level. In this course, students will analyze and evaluate how changes in fiscal and monetary policy affect the economic and business environment. In addition, learners will explore the role and interconnectivity of consumers, businesses, government agencies, financial intermediaries, and trading partners, as they exchange goods, and services.

Pre-requisite: ECON1110

## ACCT1115 – INTRODUCTORY FINANCIAL ACCOUNTING

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Financial statements are an essential tool for business decision making. In this course, financial statement users' needs and decisions will be examined, and the principles of the accounting cycle will be explored. Specific elements of financial statements will be examined, and the related accounting principles will be discussed. Financial statement analysis and internal control evaluation will supplement and support the exploration of financial reporting.

## MARK1130 – INTRODUCTION TO MARKETING

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Marketing is at the heart of business success and growth by meeting customer needs and generating revenue. Students will learn key concepts, strategic marketing planning, methods of analysis, and tactics critical to understanding buyer behaviour and creating value for customers. Emphasis is placed on understanding the strategic marketing planning process. Students will conduct an environmental scan, identify target audiences and apply the four marketing mix components of product, price, place, and promotion.

## ORGB3310 – INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY

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In any organization, managers must accomplish desired outcomes by recognizing and influencing human behaviour. This course explores current research and best practices related to employee performance. Utilizing the scholar-practitioner framework, students will engage in ways which prepare them to assess and influence human performance in support of desired organizational outcomes.

Pre-requisites: COMM2202, ORGB1135

## PREL3378 – PUBLIC RELATIONS

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How an organization reflects itself to the outside world is crucial to its success. Public relations practitioners develop strategic communications to strengthen and protect brands and stakeholder relationships. Students will learn the functions, practices, and growing application of public relations in the private and public sectors. Using a combination of theory and practical application, students will examine what this profession is, how it is practiced, and the practitioner's role. Students will develop a PR plan and use publicity generating tools.

Pre-requisite: MARK2276

## STAT2201 – BUSINESS STATISTICS

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Data analysis and statistical evidence can provide valuable insights for businesses and lead to better informed decisions. In this course, students will learn introductory statistical principles and methods. Students will apply descriptive statistics, probability theory, hypothesis testing and regression analysis to evaluate business problems and/or small case studies.

Pre-requisites: MATH1180, CMIS1101

## PROJECT/EVENT MANAGEMENT

(Students must take one from this group)

## PMGT2220 – PROJECT MANAGEMENT

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Employees with project management knowledge are becoming more valuable to organizations as they compete in the ever-changing landscape of today's economy. Incorporating the project lifecycle, from conceptualization to termination, this course emphasizes the technical and people skills required to deliver projects in scope, on time, and on budget in order to meet client expectations.

Pre-requisites: COMM1101, MGMT1120, ORGB1135