Diploma in Management with Internet Business concentration

Looking for a Career in Internet Business at McGill University’s School of Continuing Studies?

Since the past decade, internet and web-based technologies have evolved to become a fundamental part of operations in many large organizations. Today, internet sales account for at least one-third of economic growth, hence a demand for experts who know how to effectively analyze and manage a business with the appropriate internet technology. Small to large-sized businesses require professionals who are able to design and implement internet business systems in order to keep their competitive edge in the market.

The welcoming trend of online retailing has especially opened many opportunities in internet business. Trading of products and services over the internet is happening in increasing numbers as the internet offers customers the opportunity to comparison shop from the comfort of their home at any time of day or evening. It has given retailers an opportunity to sell their products and services to the global market.

It is not uncommon for managers working in marketing, human resources, finance, and many other areas to be involved in internet business projects of one sort or another. Jobs are available in market research, product buying, web design or maintenance, on-line security, technical support or customer service.

Typical career opportunities include:

- Affiliated Manager
- Digital Marketing Specialist
- Business Systems analyst
- Marketing Analytics Developer
- Digital Analytics Specialist
- Web Content Analyst
- Web Data Analyst
- Web Business Analyst
- Web Advertising Analyst
- Web Services Analyst
- Social Media Community Developer
- Business Intelligence & Analytics Developer
- Consumer Data Intelligence Specialist
- Online Retail Specialist/Manager
- Internet Business Application Specialist
- Business Development Specialist/Manager
- Internet Sales and Marketing Specialist
- Internet Business Financial Specialist
- Internet Business Technology Consultant

How can a McGill Program prepare you for a Career in Internet Business?

Today, potential employers are looking for people who have a well-rounded business education, knowledge of programming, databases, networks, telecommunications, the internet and the Web as well as a good understanding of consumer behaviour. Our internet business programs will help you prepare for and meet these expectations.

By completing our programs, you will gain an understanding on the foundations of internet business, and you will be able to contribute to the planning and design of web-based systems and initiatives. You will make an excellent candidate for companies looking for knowledgeable managers who will ensure that their investments in internet business work towards meeting business objectives.

Our Diploma in Digital Analytics and Business Intelligence and Diploma in Management (Internet Business concentration) programs combine sound business courses with specific internet business concentrations. This combination will give you the knowledge and skills required to deal with the revolution in commerce that is being generated by the Internet and will help you to adapt to a new and rapidly changing market.
The Program

The Diploma in Management (Internet Business concentration) is a 30-credit program which consists of two co-requisite courses, nine required courses and one complementary course.

Classes are offered once a week for 13 weeks and are generally from 6 p.m. to 9 p.m. Not all courses are offered every semester.

The Diploma’s program requirements are:

**Co-requisites¹:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>CEC2 532</td>
<td>Business Economics</td>
</tr>
<tr>
<td>CMS2 500</td>
<td>Mathematics for Management</td>
</tr>
</tbody>
</table>

(1 Co-requisite: This refers to academic course requirements that must be completed in the first semester.
2 For more information on how to obtain course exemption by the means of a challenge exam, please consult the Exemption by Examination form available on our website at: [http://www.mcgill.ca/continuingstudies/prospective-students/apply/exemption-examination](http://www.mcgill.ca/continuingstudies/prospective-students/apply/exemption-examination)

**9 Required courses (27 credits):**

<table>
<thead>
<tr>
<th>Course Code</th>
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</thead>
<tbody>
<tr>
<td>CACC 520</td>
<td>Accounting for Management</td>
</tr>
<tr>
<td>CFIN 512</td>
<td>Corporate Finance</td>
</tr>
<tr>
<td>CMIS 530</td>
<td>Digital Analytics and Targeting</td>
</tr>
<tr>
<td>CMIS 543</td>
<td>Digital Customer Experience</td>
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<tr>
<td>CMIS 544</td>
<td>Digital Marketing Automation, Planning and Technology</td>
</tr>
<tr>
<td>CMIS 549</td>
<td>Digital Media and Search Engine Optimization</td>
</tr>
<tr>
<td>CMR2 542</td>
<td>Marketing Principles and Applications</td>
</tr>
<tr>
<td>CMS2 521</td>
<td>Applied Management Statistics</td>
</tr>
<tr>
<td>CORG 551</td>
<td>Behaviour in Organizations</td>
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</tbody>
</table>

**1 Complementary course from (3 credits):**

<table>
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<th>Course Code</th>
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<tbody>
<tr>
<td>CCS2 505</td>
<td>Programming for Data Science</td>
</tr>
<tr>
<td>CMIS 545</td>
<td>Cloud Computing Architecture</td>
</tr>
<tr>
<td>CMIS 550</td>
<td>Fundamentals of Big Data</td>
</tr>
<tr>
<td>CMS2 505</td>
<td>Quantitative Analysis Tools in Decision Making</td>
</tr>
<tr>
<td>CMS2 527</td>
<td>Business Intelligence and Analytics</td>
</tr>
<tr>
<td>CMS2 529</td>
<td>Introduction to Data Analytics</td>
</tr>
</tbody>
</table>
Diploma in Management (Internet Business concentration)

**Co-requisite to Program:**
- CEC2 532 Business Economics

**Corequisite to Program:**
- CMS2 500 Mathematics for Management

**Course Sequence:**
- CMIS 530 Digital Analytics and Targeting
- CMIS 543 Digital Customer Experience
- CMIS 544 Digital Marketing Automation, Planning and Technology
- CMIS 549 Digital Media and Search Engine Optimization
- CMR2 542 Marketing Principles and Applications
- CORG 551 Behaviour in Organizations
- CACC 520 Accounting for Management
- CMIS 521 Applied Management Statistics
- CMIS 545 Cloud Computing Architecture
- CMS2 521 Business Intelligence and Analytics
- CMS2 505 Quantitative Analysis Tools in Decision Making
- CMS2 529 Introduction to Data Analytics
- CCS2 505 Applications Programming
- CMS2 547 Business Intelligence and Analytics
- CMS2 550 Fundamentals of Big Data

**NOTE:**
- **Required Course**
- **Complementary Course**
- **Prerequisite**
- **Co-requisite**

**CFIN 512** Corporate Finance

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McGill University
**Course Descriptions**

**CACC 520 Accounting for Management**  
(3 credits)  
Co-requisite: CMS2 500 Mathematics for Management  
This course covers financial and managerial accounting. The course provides an understanding of the various financial statements as well as cost behaviour, cost/volume/profit relationships, budgets, responsibility accounting and relevant costing.

**CCS2 505 Programming for Data Science**  
(3 credits)  
Pre-requisite: None  
Tools and techniques in designing and implementing software applications by using modern programming languages relevant to data science.

**CEC2 532 Business Economics**  
(3 credits)  
Pre-requisite: None  
Introductory micro and macro-economic theory and practice in profit and non-profit organizations from a managerial perspective. Topics include: demand and supply analysis, production costs, firms’ pricing and output determination, aggregate demand and supply, national income, output and employment determination, inflation, interest rate, exchange rate determination, fiscal and monetary policy.

**CFIN 512 Corporate Finance**  
(3 credits)  
Pre-requisites: CACC 520 Accounting for Management or CACC 521 Concepts of Financial Accounting  
Co-requisite: CMS2 521 Applied Management Statistics  
Fundamental finance theory as applied to the firm’s short and long-term financing and investment decisions and the sources of funds available to it (stocks, bonds, derivatives). Exposure to critical concepts of “firm value maximization” emphasizing capital budgeting, cost of capital, capital structure, derivatives, dividend policy, risk and return.

**CMIS 530 Digital Analytics and Targeting**  
(3 credits)  
Pre-requisite: None  
Covers fundamental techniques in measuring and analysing the digital marketing experience success and effectiveness as well as using audience data to improve advertising and content using targeting and experiments. How to measure, analyze, and act upon the evolving internet technologies and trends.

**CMIS 543 Digital Customer Experience**  
(3 credits)  
Pre-requisite: None  
Covers the fundamental techniques for understanding, analyzing and optimizing customer experience on digital platforms. Explores best practices in designing and optimizing conversion actions in an online business. Management of customer data and confidentiality.

**CMIS 544 Digital Marketing Automation, Planning and Technology**  
(3 credits)  
Pre-requisite: None  
Covers the fundamental concepts needed to develop a digital marketing plan. Enables students to gain an understanding of market behaviour, translation of corporate goals into digital marketing objectives, basic overview of various strategic approaches to align to objectives, as well as implementation and control.
CMIS 545 Cloud Computing Architecture  (3 credits)
Pre-requisite: None
Covers different cloud infrastructures and architectures in the context of deployed cloud computing systems that are appropriate for different businesses. Enables students to use key business metrics to make decisions on the suitability of applications for cloud deployment.

CMIS 549 Digital Media and Search Engine Optimization  (3 credits)
Pre-requisite: None
Covers the fundamentals of promoting a brand through digital mediums and how to take advantage of earned digital media. Provides an understanding of how paid search, search engine optimization, various forms of digital media planning and placement, social media promotion work and, how to monitor and optimize performance.

CMIS 550 Fundamentals of Big Data  (3 credits)
Pre-requisite: None
Investigates big data’s enabling technologies; compares big data to traditional data models; and explores how big data enables applications such as data mining and deep learning.

CMR2 542 Marketing Principles and Applications  (3 credits)
Pre-requisite: None
Covers the different aspects of marketing operations: the marketing concept, the analysis and research of market opportunities, the planning, implementation, and control of the marketing program (Product, Promotion, Distribution, and Pricing). The course focuses on Canadian market environment and Canadian marketing institutions. Lectures and case studies on an individual basis and/or involving team work will be used.

CMSC 000 Foundations of Mathematics  (12 CE units)
Pre-requisite: None
First-degree equations and applied word problems, polynomials, factoring, fractions, exponents, roots and radicals, inequalities, quadratic equations and functions, composite and inverse functions, arithmetic and geometric sequences and series.

Please note that the minimum grade of 65 is required to successfully complete this course. Any grade below 65 is considered to be a failure.

CMS2 500 Mathematics for Management  (3 credits)
Pre-requisite: CMSC 000 Foundations of Mathematics or the Exemption by Examination Test
Basic mathematics needed for business applications, including graphs, series summation, mathematics of finance, annuity, discounted cash flow, internal rate of return, permutations, combinations, maxima and minima functions with business applications in optimization, introductory statistics and probability.

CMS2 505 Quantitative Analysis Tools in Decision Making  (3 credits)
Co-requisite: CMS2 500 Mathematics for Management
This course provides applications-oriented operations research modeling tools, such as: linear programming, integer programming, network modeling, and queuing theory. Use of spreadsheet/modeling software is an integral part of this course.
**CMS2 521 Applied Management Statistics**  
(3 credits)  
Pre-requisite: CMS2 500 Mathematics for Management  
Statistical methods used in a variety of business situations, emphasizing application and providing a working knowledge of the most widely-used techniques. Topics include descriptive statistics; probability distributions; sampling procedures and distributions; inferential statistics including estimation; hypothesis testing and Anova; simple linear, multiple regression and correlation; time series and forecasting.

**CMS2 527 Business Intelligence and Analytics**  
(3 credits)  
Pre-requisite: CMS2 500 Mathematics for Management  
This course provides a managerial and technical focus on computational and business techniques which can help to identify new business opportunities and transform an organization’s future by optimizing operational and strategic decision making.

**CMS2 529 Introduction to Data Analytics**  
(3 credits)  
Pre-requisite: CMS2 500 Mathematics for Management  
Focuses on executing statistical methods on data sets for descriptive, predictive, and prescriptive analysis, and effectively interpreting and presenting analytic results in support of business decision making.

**CORG 551 Behaviour in Organizations**  
(3 credits)  
Pre-requisite: None  
The implications for management and the essential concepts of social psychology such as motivation, perception, attitude change and organization. Group and organizational dynamics will be the major emphasis of the course. Classroom discussion and student participation is encouraged.
Admission Requirements

To be admitted to the Diploma in Management (Internet Business concentration) program, students must meet both the academic and language requirements of the program.

**Academic Requirements**: Students must hold an undergraduate degree in an area other than commerce (or equivalent) from a recognized university as approved by the Ministère des Relations avec les citoyens et l’immigration (MRCI).

If you have studied outside of Canada, you are strongly advised to request an evaluation of your degree called “Évaluation comparative des études effectuées hors du Québec” from MRCI. For further details you may contact their office at: (514) 864-9191 or visit them on the web at: [www.immigration-quebec.gouv.qc.ca/en/education/comparative-evaluation/index.html](http://www.immigration-quebec.gouv.qc.ca/en/education/comparative-evaluation/index.html)

Note: For other related Internet Business programs, please visit: [http://www.mcgill.ca/continuingstudies/programs-and-courses/information-technology/graduate-programs](http://www.mcgill.ca/continuingstudies/programs-and-courses/information-technology/graduate-programs)
Admissions Procedures

How to APPLY to the Diploma in Management: Internet Business Concentration?

Please follow the steps below:

STEP 1:
- Go to http://www.mcgill.ca/continuingstudies/
  Click on “Apply”
  Click on “Graduate Programs”

STEP 2:
Verify on the “Apply for Admission to a Program” page, the “Application Deadlines” for Canadian/Permanent Residents or International Students to ensure that you submit your application before the term deadline.

STEP 3:
- Review your Admission Requirements: Once you have checked your application against all the requirements, you will be ready to apply to the program.
  - Before you proceed you will need:
    A valid email address and a credit card (Visa, MasterCard or American Express).

STEP 4:
- Once you are ready to apply online:
  Click on “Click here now” to bring you to the Application for Admission page.
  - Click on the red bold “Apply Now” on the Application for Admission page.
    (Do not apply through “uApply” link).
  - Fill in the login information on the “Admissions Login” page and the Biographical Information.
  - On the “Apply for Admission” page, fill in the information requested.
    NOTE: When asked: “What are you applying for at McGill”, click on “Continuing Studies”
  - Select the program you are applying to on the “Program Choice Selection” page.
  - Continue to fill in the remainder of the application. (All sections to be completed are indicated in the textbox on the left hand side of the screen).

STEP 5:
- Once you have applied online, you will receive a confirmation email providing you with a McGill ID number and a 6-character PIN (Personal Identification Number).
- You will need to use this information to log into MINERVA (www.mcgill.ca/minerva) (McGill’s web-based information system for students) so that you can upload documents required for admission and follow-up on your status of your application.
STEP 6:
- Once your application has been received and you have access to your Minerva account, you will be able to upload your supporting documentation, including a copy of transcripts. (A copy of your transcript with confirmation of degree awarded and date of graduation).
- Uploading your documents will speed up your application process and is strongly recommended.
- For instructions on how to proceed, please go to: http://www.mcgill.ca/applying/nextsteps/documents/upload
  (If you are unable to upload the documents, you can send them by regular mail or bring them in person to our Client Services office at the address above).

STEP 7:
- Sending official transcripts: All transcripts received via the upload process are considered unofficial. If transcripts are required for your application, you will also need to have any official transcripts sent directly to the School by mail, in a sealed envelope by the educational institution(s) where you studied.

What is an Official Transcript?
If you have studied at an institution:
- In Canada or the United States – you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution’s logo.
- Outside of Canada or the United States, - you will need to request a copy of your official transcripts (your marks) from that institution which the institution will mail to the address below in a sealed envelope with the official institution’s logo.
- Note: In cases where the language of instruction at the institution is not English or French, you must also send an official translation of the official transcript certified by a representative from the Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ - http://ottiaq.org/).

- You need to request official transcripts as soon as possible once your application has been submitted to the School of Continuing Studies. Your Educational Institution must then mail these directly to the appropriate office below:

  Client Services c/o Admissions
  McGill University – School of Continuing Studies
  688 Sherbrooke Street West, Room 1125
  Montreal, QC
  Canada, H3A 3R1
• **Important:** You must make sure you apply by the application deadline. However, if you have any outstanding supporting documents at the time of your application, you may upload them as they become available or forward them directly to the School of Continuing Studies as soon as possible. Your admission application will only be completed once the School has received all of the required documents.

• **Note:** All required documents received by McGill University School of Continuing Studies become the property of the university. Official documents and/or transcripts will not be returned to the applicant.

• **Note:** Transcripts received by McGill University’s School of Continuing Studies cannot be transferred to any other department or program as it would constitute submitting a new application. Therefore, you must submit a new sealed envelope of your official transcripts for each application made to McGill University’s School of Continuing Studies.
Language Requirements

- The **language of instruction** for most courses and programs at McGill is English; however, students may submit any written work that is to be graded in English or French, except in cases where knowledge of the language is one of the objectives of the course.

- Applicants must demonstrate an adequate level of **proficiency in English prior to admission**, regardless of citizenship status or country of origin. McGill University has this language requirement in place to ensure that all students are provided with the opportunity to succeed in their chosen program.

- In all cases, the University reserves the right to require **proof of English** proficiency if it is deemed necessary. For additional information, please click on the link below.


Exemption by Examination

Students admitted to a Certificate, Graduate Certificate or Diploma program requiring a pre-requisite or co-requisite course, must provide proof that they have taken an equivalent 3 credit course, at the appropriate level elsewhere or successfully completed the Exemption by Examination test. Otherwise the student must register for the course.

- Please note that the Exemption by Examination test is **not applicable to required or complementary course(s)** within a program.

- You cannot take the Exemption by Examination test if you have already attempted the course (a grade of W is considered as have attempted the course).

- If you are unsuccessful in the Exemption by Examination test(s) you will not be permitted to repeat the test(s) and must instead enroll in the course(s) for which the particular test(s) was taken.

**You must be admitted into a program or have applied to a program to be eligible to write the Exemption by Examination test.** (The test is optional).

For more information on how to obtain a course exemption by means of a challenge exam, please consult the Exemption by Examination form available on our website at:

Student Awards and Financial Aid

Note: The amount and number of McGill University’s School of Continuing Studies Bursaries, Scholarships, and Graduating Prizes issued varies from year to year, depending on funds received and their specifications.

**McGill University’s School of Continuing Studies Bursaries**
The School of Continuing Studies will post the application form and eligibility requirements for the active term on its website. Please refer to link below for further information.


**McGill University’s School of Continuing Studies Scholarships**
For a list of McGill Scholarships, please consult the McGill School of Continuing Studies website by clicking on the link below.


**McGill University’s School of Continuing Studies Graduating Prizes**
For a list of McGill SCS Graduating Prizes, please consult the McGill School of Continuing Studies website by clicking on the link below.

http://www.mcgill.ca/continuingstudies/current-students/graduating-students/awards