



# **Business and Aviation Programs**

**Bachelor of Business Administration – Marketing Specialty**

**Program revision:**

**Addition of courses**

**Program outline**

**Rationale:**

Adding a new marketing electiv

**Post – Baccalaureate Diploma in Marketing**

**Program revision:**

**Addition of courses**

**Program outline**

**Rationale:**

Adding a new marketing elective, BUAD 433 Applied Search Marketing to the Post Baccalaureate Diploma in Marketing.

**Addition of courses:**

BUAD 433

**Program outline:**

<b>Post-Baccalaureate Diploma in Marketing</b>
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**Implementation date:** September 2020

**Cost:** N/A

**AVIA 104 – 4 – 4****Introduction to Aviation Theory****Course revision:****Content****Rationale:**

As AVIA 104 is material-heavy, radio and communications theory is being moved to AVIA 105 Aviation Language Proficiency to alleviate the course workload and to keep all radio and communications course content together.

**Content:**

Moving radio and communications theory from AVIA 104 to AVIA 105 alleviates the material-heavy course workload and keeps all radio communications course content together.

**Implementation date:** January 2021

**Cost:** N/A

**AVIA 105 – 3 – 3****Aviation Language Proficiency****Course revision:**

**Title – new title – Professional Aviation Radio Communications and Theory**

**Calendar description****Content****Rationale:**

1. The formal Transport Canada Aviation Language Proficiency Test rules have changed. Students must demonstrate Aviation Language Proficiency either formally or informally, depending on whether they have previously attended high-school or post secondary programs at an English speaking school located in Canada, prior to flying solo. The proof of ability to meet the Aviation Language Proficiency Test (ALPT) requirements has been moved to a prerequisite for acceptance into the program to avoid enrolling students who may not make it through the ALPT.

2. NavCanada has created new, fundamental radio communications guidance material that requires review and training to avoid enrolling student who may not make it through the ALPT.

3. As the co-requisite of AVIA 104 is material-heavy, radio and communications theory is being moved to AVIA 105 to alleviate the course workload and to keep all radio communications content together.

**Calendar description:**

Existing:

Students will study the material to prepare for the Transport Canada Aviation Language Proficiency exam and Restricted Operator Certificate with Aeronautical Qualification (ROC-A) exam. Successful completion of both of these exams is required to pass the course.

Proposed:

Students will study the material to prepare for the Restricted Operator Certificate with Aeronautical Qualification (ROC-A) examination and prepare for professional levels of practical radio operations and communications in the aircraft. Successful completion of the ROC-A examination is required to pass the course.

**Content:**

Adding fundamental radio communications guidance material produced by NavCanada that requires review and training to alleviate industry issues with radio communications. As the co-requisite of AVIA 104 is material-heavy, radio and communications theory is being moved to AVIA 105 from AVIA 104 to alleviate the course workload and to keep all radio and communications items together.

**Implementation date:** January 2021

**Cost:** N/A







**Admission requirements:**

<b>Existing</b>	<b>Proposed</b>
BC secondary school graduation (or its equivalent) or mature student status.  English 12 with minimum 60% or alternatives.	