

# BUSINESS SPECIALIST HIGH SKILLS MAJOR

"IONA'S MARKETING MANAGEMENT  
IS ONE OF A KIND"



**I'M**  
**MARKETING  
MANAGEMENT**  
**IONA BUSINESS SHSM**



# What Does SHSM Offer?

Solid  
Knowledge of  
Business

Hands on  
Experiences

Wide Range of  
Opportunities on  
Trips

Confidence in  
Knowing You Will  
Succeed in Today's  
Dynamic World





# REQUIREMENTS

- 2 SENIOR ENGLISH CREDITS (GRADE 11 & 12)
- 2 SENIOR MATH CREDITS (GRADE 11 & 12)
- 4 SENIOR BUSINESS MAJOR CREDITS (MARKETING IS THE SIGNATURE COURSE THAT IS MANDATORY – CAN TAKE IN GRADE 11 OR 12)
- 2 CREDIT COOP
- 3 CERTIFICATIONS



THESE CREDITS ARE ALSO USED FOR  
YOUR HIGH SCHOOL DIPLOMA



## APPRENTICESHIP

		Grade 11	Grade 12
Must earn 1 credit in BMI3C plus 3 other Major courses	SHSM Major Subjects (4 total)	<b>BMI3C - Marketing: Goods, Services, Events</b> TGJ3O - Communication Technology CLU3E - Understanding Canadian Law HRF3O - World Religions	BDV4C – Venture Planning in an Electronic Age CLU3E - Understanding Canadian Law TGJ4O - Communication Technology

**Cooperative Education** Must earn minimum 2 credits in Cooperative Education tied to SHSM sector

## WORKPLACE

Must earn 1 credit in BMI3C plus 3 other Major courses	SHSM Major Subjects (4 total)	<b>BMI3C – Marketing: Goods, Services, Events</b> BTA3O - The Digital Environment CLU3E – Understanding Canadian Law TGJ3O - Communication Technology HRF3O - World Religions	BDV4C – Venture Planning in an Electronic Age- TGJ4O - Communication Technology CLU3E – Law - Understanding Canadian Law

**Cooperative Education** Must earn minimum 2 credits in Cooperative Education tied to SHSM sector

## COLLEGE

Must earn 1 credit in BMI3C plus 3 other Major courses	<b>SHSM Major Subjects (4 total)</b>	<b>BMI3C - <i>Marketing: Goods, Services, Events</i></b> <b>BDI3C - <i>Entrepreneurship: The Venture</i></b> <b>BAF3M - <i>Financial Accounting Fundamentals</i></b> <b>TGJ3M - <i>Communication Technology</i></b> <b>CLU3M - <i>Understanding Canadian Law</i></b> <b>HRT3M - <i>World Religions</i>/HRF3O - <i>Religion</i></b>	<b>BOH4M - <i>Leadership</i></b> <b>BDV4C - <i>Venture Planning in an Electronic Age</i></b> <b>BAT4M - <i>Accounting</i></b> <b>TGJ4M - <i>Communication Technology</i></b> <b>BBB4M - <i>International Business</i></b>
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## UNIVERSITY

Must earn 1 credit in BMI3C plus 3 other Major courses	<b>SHSM Major Subjects (4 total)</b>	<b>BMI3C - <i>Marketing: Goods, Services, Events</i></b> <b>BDI3C - <i>Entrepreneurship: The Venture</i></b> <b>BAF3M - <i>Financial Accounting Fundamentals</i></b> <b>TGJ3M - <i>Communication Technology</i></b> <b>CLU3M - <i>Understanding Canadian Law</i></b> <b>HRT3M - <i>World Religions</i></b>	<b>BOH4M - <i>Leadership</i></b> <b>BDV4C - <i>Venture Planning in an Electronic Age</i></b> <b>BAT4M - <i>Accounting</i></b> <b>TGJ4M - <i>Communication Technology</i></b> <b>CLN4U - <i>Canadian and International Law</i></b> <b>BBB4M - <i>International Business</i></b>
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**Cooperative Education** Must earn minimum 2 credits in Cooperative Education tied to SHSM sector

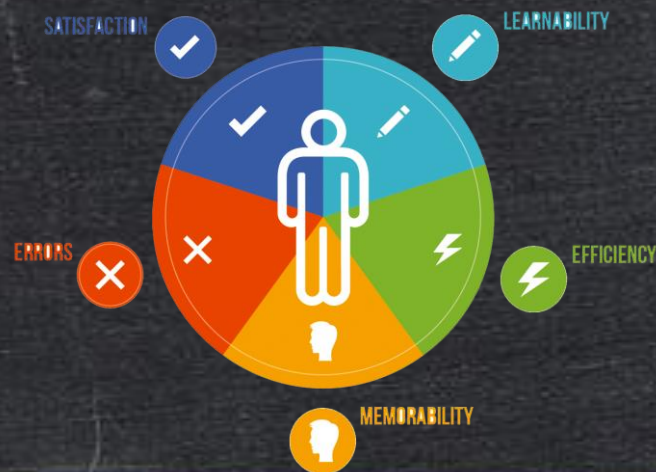


# THE 3 CERTIFICATIONS

Personality  
Dimensions

Business  
Etiquette

Customer  
Service







# Trips

Choose from the many optional trips.....

Trips vary – and every year is different!





**Cadbury Factory**



**University of Toronto**





**Argonauts Game**



**Microsoft**



**Medieval Times**





# 2 CREDIT CO-OP

200  
Hours

Work  
Experience for  
a School  
Credit

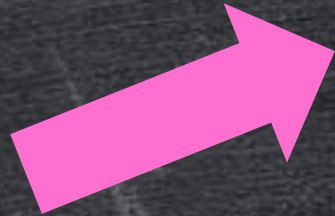
HOMESENSE

Irresistible finds. Exceptional prices.

**ROGERS**  
CENTRE







EARN CREDITS THAT  
POST SECONDARY  
EDUCATIONAL  
INSTITUTIONS AND  
THEIR SECTORS  
RECOGNIZE



IDENTIFY, EXPLORE AND  
REFINE CAREER GOALS AND  
MAKE INFORMED DECISIONS  
ABOUT THEIR FUTURE



BECOME  
CERTIFIED IN  
FIRST AID,  
WHIMS AND  
CPR





# IONA Catholic Secondary School

2170 South Sheridan Way, Mississauga, ON L5J 2M4 (905) 823-0136



## SHSM Registration Form

**FAITH**  
**EMPATHY**  
**CONSCIENCE**  
**HOPE**  
**SELF-CONTROL**  
**RESPECT**  
**KINDNESS**  
**LOVE**  
**ACCEPTANCE**  
**FAIRNESS**

"Life is a Gift,  
Faith is a Journey,  
Learning is our  
Challenge".

STUDENT INFORMATION		
First Name:	Last Name:	
PARENT/GUARDIAN INFORMATION		
First Name:	Last Name:	Work / Cell Number:
		<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
( ) -		
PATHWAY: WHICH POST-SECONDARY DESTINATION(S) ARE YOU CURRENTLY CONSIDERING?		
Apprenticeship	Skilled Trade:	Certification of Qualification:
Workplace	Career/Job:	
College	College Name (1 <sup>st</sup> choice):	Program:
	College Name (2 <sup>nd</sup> choice):	Program:
University	University Name (1 <sup>st</sup> choice):	Program:
	University Name (2 <sup>nd</sup> choice):	Program:

2 TEACHER REFERENCES	
1. Teacher Name:	1. Teacher Signature:
2. Teacher Name:	2. Teacher Signature:

Go to the application  
section to fill in...  
Please see Iona website.





BE YOU.  
BE UNIQUE.  
BE A MEMBER.

