

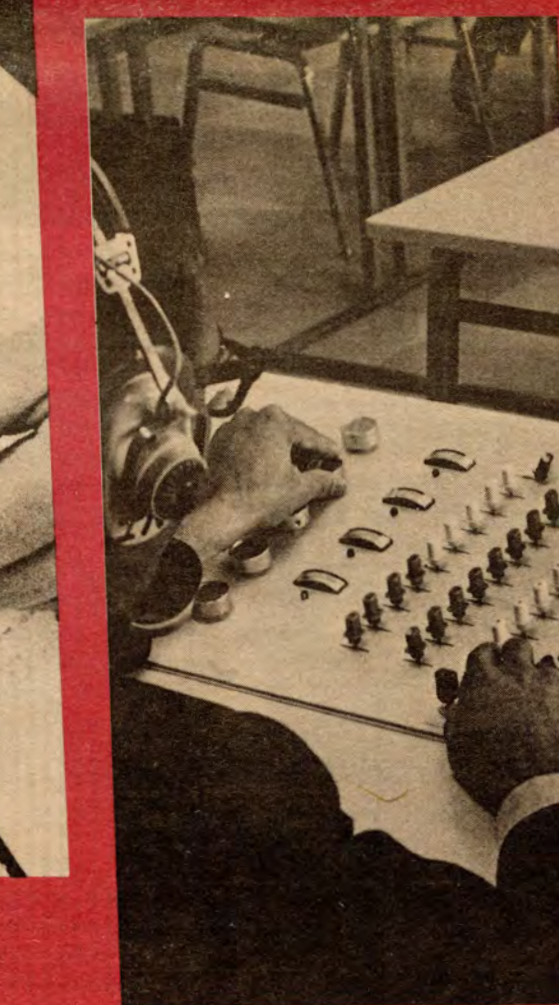


THIS IS HUMBER

Humber College Of Applied Arts And Technology

HUMBER COLLEGE BOULEVARD
P.O. BOX 1900, REXDALE
JANUARY EDITION

'72



INSIDE

- o President's Message 3
- o Post-Secondary Programs . . . 2 to 7
- o Training in Business and
Industry 8 to 14
- o Continuing Education . . . 15 to 28
- o Retraining &
Apprenticeship 2, 29
- o Centre for Graphic
Communications 30
- o Centre for Employee
Benefits 30
- o Borough of Etobicoke 31
- o Registration Forms 32
- o Campus Locations 28





Individual Learning programs attract mature students

A new approach to skill training and academic upgrading, the Individual Learning program has been introduced in the Retraining and Apprenticeship Division at Humber College.

In making the announcement, Dean T. Norton said: "We are no longer dealing only in set packages of programs. We are now developing programs designed for each student's own personal needs.

"The Individual Learning concept allows each student to select those courses that meet his particular requirements for training and upgrading, from a variety of programs.

"If a person wishes to qualify for a specific job, we'll sit down with the individual, analyse his present abilities and prepare a personal skill and upgrading program to reach the ability level expected by employers in the selected industry.

"In the counselling session with the student we may well find that he or she does not wish to reach the skill level expected by industry, but rather has a personal level in mind. Then we'll prepare a personal program to give the student training to that level.

"And if the student can't come the usual five days a week, but can only come three days a week or mornings, or afternoons or just a few hours, we'll set up a personal learning program to meet that student's requirements."

The flexibility of this program is expected to appeal to housewives, shift workers, part-time workers and retired people who have personal commitments during part of the week which would normally have made enrolment at their community college impractical.

For example, a person interested in training for a position in electronics, drafting, or bookkeeping but who lacks a basic high school education, can take both their skill training courses and academic upgrading courses. As each student's learning program depends on his or her own interests and available time — the type of courses and the length of the program are entirely up to the individual student.

Upon successful completion of the college's objectives for each skill program the student will receive a Humber College certificate. However, students setting their own skill objectives may complete their program in a shorter period.

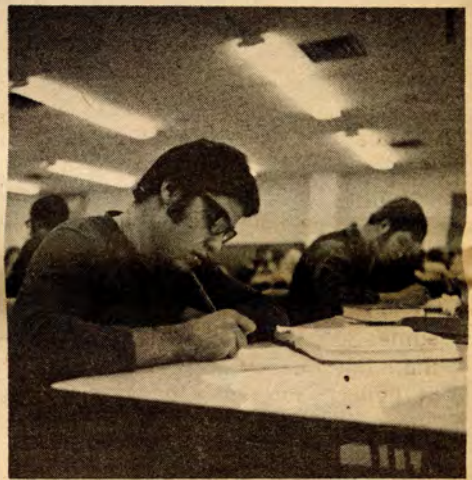
"Individual Learning programs offers us the opportunity to create a unique program for each student rather than fitting the student to some pre-arranged program.

"In the past, a student who enrolled in one program was unable to take subjects in other programs. The Individual Learning program allows a student to take any course from any program in order to reach the career that he seeks.

"If a person doesn't have the stated admission requirements then we will create a program combining both the skill training and the academic upgrading at the same time.

"In addition, tuition fees normally paid at the start of a program can now be paid in installments. We are prepared to work out anything to meet the convenience of the student," concluded Mr. Norton.

At present the Individual Learning concept applies to the academic upgrading, commercial and a few technical programs. In the near future it is planned that all programs will be integrated into this concept.



Placement Report.. Graduate placement excellent

A recent study by the College's Placement Office revealed that graduates of the June convocation have found excellent employment opportunities.

The report showed that 7 out of every ten students had secured jobs within two months of graduation. In addition to the 441 graduates who found immediate employment, the study also noted that a further eighty students indicated that they intended to pursue advanced studies rather than seek work this year.

In a time of rather high unemployment these placement figures presented a very bright future for college trained young people.

The study was prepared by Humber College placement directors, Art King and Ruth Matheson.

Graduates from the College's applied and liberal arts division fared best, occasioning mild surprise from some College officials who regarded the division as a lower-employment area than others like business or technology. Of the division's 212 graduates, 173, or 82%, were able to find work by mid-summer.

Particularly satisfying to College officials was placement of 16 of 18 students from the first graduating class of the registered nursing program, the only one of its kind in the province's community college system.

Salaries for successful applicants generally averaged in the \$5500 - \$6500 salary range, with some students earning as high as \$8500 a year, the study revealed.

Upgrading courses at Keelesdale

Persons interested in upgrading their present educational standard in preparation for enrolment in college courses or to achieve required levels of academic ability to qualify for a job should consider taking the college preparatory program at the Keelesdale campus.

Through the upgrading program students can complete their high school program and be qualified to enter any of the College's programs requiring a Grade 12 equivalent. The program is offered in 16 week parts, so that at the end of each part you will have completed the equivalent of one year of high school.

Another program that has attracted a lot of students this year is the English as a second language course. This 24 week program teaches the student to hear, understand and speak English.

The Keelesdale campus also offers a variety of other skill programs which require only a Grade 8 or 10 educational background. If you would be interested in an opportunity to develop your skills and to further your education, call 259-5411 and the staff will be pleased to assist you. You may also call 763-4571 or drop in and visit the Keelesdale campus.

Furniture design students win national awards

Humber College won four of the ten student design awards at this year's National Interiors Design Show at Exhibition Park, including the top prize which went to John Werlich, a student in the College's furniture and accessories design program.

Mr. Werlich won \$200 for his free-standing modular case piece, a system of tables, shelves, and drawer units than can be arranged and rearranged to suit the purchaser.

The three other Humber students who entered pieces in the show were also cited. Receiving honourable mentions were Jim Best, for his modular table system; Julie Boiselle, for her modular plastic lamp; and Cynthia Rantoul, for her residential display case.

There were a total of 37 entries from various colleges and art schools in the competition, the first of what show organizers say will be an annual event at the prestigious National Interiors Design Show.

A jury of professional designers, architects, and manufacturers judged the entries, and awards were presented to the winners at an industry dinner by Allen Grossman, Minister of Trade and Development, the provincial government department which sponsors the competition.

The four Humber students are in their second year of the furniture and accessories program and will graduate this year.

**1971 MEMBERS
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OF
HUMBER COLLEGE OF APPLIED
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This is Humber
A publication of Humber College
of Applied Arts and Technology.
Prepared by:
Mr. Feldman, Director,
Information Services,
Office of the Registrar.

Campus Locations See page 28



Memo from the President

"courses for community needs"

Let me take this opportunity to extend a welcome to the thousands of new students and residents that have become part of the Humber College community.

With some 90 full-time career programs and more than 500 special part-time course, we expect to serve as a community educational centre for more than 20,000 persons in the coming year.

More important than size or numbers is that we have developed new educational opportunities, many of them unique in Canada, which are providing people of all ages with new prospects for their future careers.

Because the courses are designed to be of direct and real benefit to the students, there is a tremendous feeling of involvement and achievement, coupled with a sense of enthusiasm that transmits itself from student to instructor, and from instructor to student.

The evening courses listed in this tabloid have been carefully prepared to meet community needs. We are always reviewing our educational curriculum and welcome involvement from every individual or group in our community.

We have an open, flexible and modern college with exciting new courses for persons of all interests and abilities. Whether you wish to upgrade basic skills or academic qualifications, take a self-improvement course or just involve yourself in leisure and recreational activities, I am sure you will find something that interests you.

I hope that you will join us and assure you of a warm welcome.



Gordon Wragg, President

Join the Winter '72 Nightcrowd

GIVE YOURSELF A LIFT THIS WINTER

Those of us concerned with our Continuing and Community Education programs at Humber College hope that you will find something of interest and stimulation among the following course descriptions. Not only is there a chance to learn how to do something you need or like better than before, but there are a number of general interest programs that we hope will let you reach out and try something new.

A number of new features including an expanded music education program, outdoor education activities, and creative arts programs we feel will be particularly interesting have been added to our program.

We have tried to anticipate your needs in preparing our program presentation. However, we know there must be some gaps. If you, your



Ken MacKeracher, Dean Continuing Education Division

friends, your neighbours, or a group to which you belong would like to see a particular program offered at Humber, please let us know. Write our Continuing Education Office, Box 1900, Rexdale, Ontario, or call 677-6810, extension 324. See pages 15-28.

'First come - First served' admissions policy of Registrar

"We deal with all applications on a first-come, first-served basis," said Mr. H. P. Edmunds, Registrar, in outlining the admissions policy of the College, "and we urge all students to apply as soon after the 1st of February as is possible.

The policy of the Admissions Board is that all student applications to the college are placed in date order and that acceptances are given on the first-come, first-served basis.

Advisors assigned

"Our basic approach," continued Mr. Edmunds, "is to allow each student to enrol in the program selected and whenever necessary to assign a faculty advisor to ensure that the student has all the information about the various programs in order to make a sound decision.

"Quite often, for a variety of reasons we may wish to interview a student who has applied for a certain program. At that time a staff person will discuss the details of the program outlining course requirements, career opportunities, financial costs and returns etc., — in other words a com-

plete picture of the program and the abilities of the student and then a decision will be made on the application."

Counselling

Mr. Edmunds noted that although a student may be turned down for a certain program, the admissions staff will provide counselling as to the best possible alternative program at the same level or will outline alternative methods of entering the program.

For instance, a student may require some academic upgrading before entering the college program he had selected. This can be achieved through a number of ways at the College. The individual may take short-term summer upgrading courses during the day or evening, or for persons requiring several years of high school training, they may take the college preparatory program at the Queensway campus.

Prospective students should contact their high school guidance teacher for details about Humber College and should arrange through him to visit the College for special counselling in any of the programs.

'Humbersphere' Open House set for 2 days

March 16th and 19th

Humber College will be holding a special 2 day Open House in March, 1972. The 1st day will be at the Keele- sdale and Queensway campuses, and the second day of Open House at the North campus.

Your community college will throw open its doors to the public at the Queensway campus, 829 The Queensway, and at the Keele- sdale campus, 88 Industry St., in the Borough of York, on Thursday, March 16, from 1-9 p.m. On the following Sunday, March 19, the North campus in Rexdale, the largest of the Humber campuses, will host Etobicoke and

Metro visitors between 1 - 5 p.m.

Last March, the College's single Open House at the North campus was attended by more than 7000 people.

College President Gordon Wragg said that this time community residents will be able to visit the College as close to their homes as possible.

"We want to ensure that all residents of Etobicoke and York have a chance to see what Humber is doing without having to make the drive out to the Rexdale campus," he said.

"This particularly applies to Lakeshore residents who will be able to visit the Queensway campus in their area, and York residents, who can drop in on their Keele- sdale campus."

"The reason for the extra Open House on Thursday is that many business people interested in the courses offered at Keele- sdale and the Queensway, have expressed a preference that the Open Houses be held on a week- day rather than a weekend."

Queensway houses most of the College's retraining and apprenticeship programs. Keele- sdale offers secretarial, up- grading, and several business programs.

Lakeshore and York residents will still be able to visit the North campus' Open House on Sunday, Wragg stated. "We'll make free bus service available for those wishing to come up and visit," he said. Displays exhibits and presentations from all eight teaching divisions will be represented at each campus location.

Theme of the 1972 Open House will be "Humbersphere," Robert Noble, Dean of the College's Training in Business and Industry Division, and Open House co-ordinator, said.

"We want to show the public exactly what our sphere of operations in the two boroughs encompasses," he explained. "Some people aren't aware that we have six community locations in the Boroughs of York and Etobicoke."

Mr. Noble predicted that the 1972 Fifth Annual Open House would be "even better" than the one last March 27, which drew three times the expected number of visitors and which was widely praised.

Exhibits at the Open House included health-food and other culinary exhibits, Jamaican-style steel bands, a recreation leadership "freak-out," college television interviews, a simulated rocket flight, and hair-styling and carpet-laying exhibitions.

A committee of Humber staff and students started meeting two months ago to begin planning the 1972 Open House.

"It takes an incredible amount of advance planning to put together an effort of this size," Mr. Noble added.

"But its more than worth it in terms of informing the community of what we're doing — particularly people from business and industry who hire our graduates and high school students who are interested in attending the College in the future."



New career programs for September '72

Students planning their college careers can look to Humber College for a wide variety of brand new post-secondary programs starting September 1972.

These new programs have been developed in co-operation with business, industry, education and government representatives and offer students relevant career opportunities for the future.

The course content in the other post-secondary programs of the college is also "new" in that advisory committees to the college participate in up-dating the curriculum on a continuing basis.

Each of the programs being offered for the first time in September 1972 provide students with unique and challenging opportunities not available at all community colleges in Ontario.

In addition to the new programs, the college has reorganized many of its existing programs in the 5 post-secondary divisions — Applied and Liberal Arts, Business, Creative and Communication Arts, Health Sciences and Technology.

Also, on October 31st, 1971, the Technology Division moved its headquarters from the South Campus to the North Campus and took up residence in the brand new Technology Centre.

Enrolment at the college passed initial expectations and Humber College now has some 3250 post-secondary students — the largest enrolment of the Metro Community Colleges.

Students in the post-secondary programs, Retraining and Apprenticeship Division programs, evening and part-time studies, take classes at any one of 5 teaching campuses in the community. Our Training in Business and Industry and the unique Storefront Humber "campuses" provide further involvement with Etobicoke and York community residents.

Further Information

For further information on these new programs, call, write or visit, Information Services, Office of the Registrar, Humber College of Applied Arts and Technology, Box 1900, Rexdale, Ontario, at the North Campus on Highway No. 27, just north of Rexdale Boulevard. Telephone 677-6810, extensions 302, 303, 304, 305 or 306.

New Programs

The following outlines present a brief summary of the new programs.

Community Studies

The three year Community Studies program has been developed in response to the need for trained personnel by municipal, community and social service agencies.

Your studies will cover municipal administrative structure, social research techniques and problems of human relations within the community. In addition, you will become thoroughly familiar with social agencies' techniques for studies of community services, family life problems, immigrant adjustment, health and education administration.

Graduates from this program will find career opportunities in municipal administration, social and community agencies.

Child Care Worker

The new three year Child Care Worker program offers students a unique opportunity to train for a career in the treatment of disturbed children.

Humber is the first community college to offer a two year program with a third year of internship at a recognized treatment centre for disturbed children. Students will study human growth and development, psychology, sociology, sensitivity and self-awareness training, child therapy, community resources and group dynamics.

Graduates from this program will find many challenging and rewarding careers in treatment centres, social agencies, Children's Aid Societies and hospitals. Programs for the emotionally handicapped are expanding in the fields of health, education and recreation, and graduates can look forward to rewarding careers.

FOUR NEW TECHNOLOGY PROGRAMS

Among the brand new programs being offered this September will be four new career opportunities in the Technology Division.

Industrial Safety Technology

The problems of unsafe equipment and environment face both management and workers every day in industry. The Industrial Safety Technologist program will train students to understand and detect these potentially unsafe situations, to develop training programs for the teaching of safety philosophy and the techniques for corrective action on a wide variety of industrial applications.

An essential part of the program will include studies on safety audits and technical assessments of plant operations. In particular, machine safety, noise analysis, ventilation, vi-

sion and lighting, safety legislation, safety economics, industrial psychology and related areas will be studied.

Refrigeration and Air Conditioning (Sales) Technician

Once environmental and pollution problems have been identified, industries will need skilled personnel to introduce and apply equipment to solve these problems.

The two year Refrigeration and Air Conditioning (Sales) Technician program will educate students in the sizing and application of Environmental Pollution Control Equipment.

This program will cover the needs and problems of various industries and analyze control systems which are presently being used. Purchasing procedures, budget control, costing techniques and customer relations will form an integral part of the curriculum.

Manufacturing Engineering Technician

Another area requiring skilled Technicians is in the production control process between design planning and the finished product. This will be the focus of studies for students in the three year Manufacturing Engineering Technician program.

Studies will include industrial chemistry, graphical communications, mathematics, manufacturing processes, materials, metallurgy and industrial structures and organization.

Students will also develop a complete understanding of labour law and labour relations techniques; be introduced to computer programming for application in the manufacturing process and be exposed to courses in psychology, social sciences and the humanities.

Medical Equipment Maintenance Technician

For the first time in Canada students may train for a career in Medical Equipment Maintenance through Humber College. This two year program will train students to service, maintain and repair a wide variety of electrical, electromechanical and electronic equipment used in hospitals.

Offered a co-operative education ('earn-while-you-learn') basis, students will alternate college and work semesters for a total of four in-college semesters and three work semesters with a sponsoring hospital or manufacturer.

Students will study electrical drafting and schematic writing, electrical component systems, photographic

processing and detailed analysis of electronic and electromechanical equipment systems.

New Health Sciences Division

The new Health Sciences Division, brings together two existing programs and one special new program.

In addition to the Registered Nursing and Funeral Services programs, the Health Sciences Division has introduced a new one year Pharmacy Assistant program.

The new Pharmacy Assistant program, developed in cooperation with the Ontario College of Pharmacy, is expected to have an enrolment of 25 students in September.

Students will take courses specially oriented to pharmacy, including dispensing methods, inventory control and record keeping, bulk compounding and prepackaging, pharmaceutical law, physics, chemistry and biological sciences.

Job opportunities for graduates in Pharmacies and Hospitals are considered excellent.

Other New Programs Retail Floriculture

This 2-year program, involving 4 in-College semesters and 3 work periods, will prepare students for managerial positions in the Florist industry.

Students will study traditional and contemporary floral design, accounting, cost control, retail marketing techniques, personnel and public relations, advertising, salesmanship and business management.

Fashion Careers — Modeling

A special two-semester certificate program for persons interested in the challenging and rewarding career of fashion modeling. Studies will include movements for photography, make-up techniques, carriage and poise.

Computer Operator Program

Every computer installation requires knowledgeable operators trained in the basic skills of computer operation. Your 2 semesters of studies will include fundamentals of electronic data processing, business and computer mathematics, programming techniques, systems and procedures, and elements of accounting.

North Campus Library

Located on the second floor of the Phase Two building at the North campus the Library features a collection of books to supplement the regular course textbooks, general reading material of related interests, and an excellent fiction section of general reading.

As well the Library has a wide selection of recent magazines and periodicals. As with each of the other campuses this Library is operated on an inter-campus loan service and students from any campus may borrow books and make use of the Library facilities.

Students make excellent use of the resource materials in the Library and take the opportunity to do some studying during a between classes break.





Get a head start on January 10th

If you are seeking a college education, now is the time to begin.

Starting January 10th, 1972, Humber College is offering full time career oriented programs covering a wide range of general arts and business studies.

The advantages of the January 10th starting date are many — and perhaps the most interesting is that you can complete your entire first year of college studies by August 1972.

Also, many of the Business Division programs are available on the co-operative education "earn while you learn" basis, which allows you to alternate four month study semesters at the college with four month work semesters on full salary at the office of a participating company. The flexible business programs allow each student an opportunity to develop an individual career program designed to meet specific personal goals as well as the management needs of the participating companies.

You should have completed your Ontario Grade 12 Diploma prior to January 10th, 1972 or you may apply as a mature student if you are over

19 years of age and have been working for about one year.

The following programs will begin on January 10th, 1972 and you are urged to apply as soon as possible.

Business Division

Computer Programming
General Business
Marketing
General Insurance
Life Insurance
Merchandising Management
Retail Supermarket
Management
Wholesale and Distribution
Management
Retail Service Station
Management

Applied and Liberal Arts Division

General Arts and Science

For further information, call, write or visit Information Services, Office of the Registrar, Humber College of Applied Arts and Technology, Box 1900, Rexdale, Ontario, at the North Campus on Highway No. 27, just north of Rexdale Boulevard. Telephone 677-6810, extensions 302, 303, 304, 305 or 306.



Students enrolling for the Computer Programming studies can complete their 52 week program by December and begin rewarding careers.

Business Division offers flexible career programs

"A great opportunity for a student to 'discover' a career is provided by the Co-op education programs," says Eric Munding, Dean of the Business Division. "And of course the full-time salary paid to students during their work semesters is very handy."

"Another advantage," Mr. Munding added, "is that the Co-op program gives the student a foothold for future employment with the company when he or she graduates."

Employers, expressing satisfaction with the Co-operative Programs, say they gain by hiring graduates who have already received partial training in their companies. "The graduating student is not an unknown quantity," they point out.

Some students in the Co-operative Programs are sent directly to Humber by the participating companies. Others are placed with firms by the College.

There are some 90 participating

companies representing a cross-section of major industrial and commercial firms across the country.

The Business Division encourages practical on-the-job training coupled with academic study in alternating semesters. Besides the Co-operative Program, it makes available a full program of summer credit courses to students who wish to work in the winter, rather than in the summer

when the job market may be more restricted.

Flexibility is the by-word in the Business Division and students will find that they are able to select and develop their academic and work semesters to suit their personal goals.

Should a student want to develop an individual program outside that of one of those already established he or she is quite able to do so.

Campus life broadened by Student Services

Outside of classes what has Humber got to offer?

The Student Services department has long since recognized that not all the learning in a school is done in the classroom. In fact, it is well accepted that learning situations can exist in a variety of settings.

Through the Student Services, Humber's students can get involved in anything from karate and judo to car rallying, student government and career and academic counselling.

For instance, with more than ninety career programs being offered at the College it is easy to appreciate the many kinds of career planning questions that face students all the time.

In the Student Services department students are welcome to visit and make use of the career planning library. This special library outlines for students the various careers, companies and agencies which are potential employers in the future.

Career Planning

The Director of Career Planning and Placement and his staff are always ready to assist students in making the right choice of career, employer and job selection.

The students are also able to select from on-campus interviewers, those companies which they would like to pursue for a position. With a well detailed background about the company and its policies our students can approach a potential employer with full confidence that he knows what's in the future.

Counselling

But Student Services doesn't just look after the Students career needs. In addition, the Student Services staff offer assistance in counselling to both prospective and present students.

Students may talk freely in complete

confidence about such matters as choices and decisions regarding academic programs personal plans for the future, financial or social problems or other personal matters.

Students are encouraged to make use of the counselling services which are available at each of the four campuses.

Interviews for special times, evenings or weekdays, can be arranged, by calling the counselling secretary at 677-6810, extension 211

Athletics

As well the Student Services department operates an extensive athletics program to help develop a positive attitude towards participation in athletics. This involvement helps to satisfy two personally intrinsic needs of the student; namely, physical activity and creative development. Programs are planned by the Athletic Director in consultation with the student Athletic Executive comprising male and female representatives from each year of each of the College's teaching divisions.

Health Services

The College also provides a program of health services to help advise staff and students in all matters concerning health. Emergency care for illness or injury, referrals for more complex problems and counselling services for matters involving health are provided.

Health teaching and preventative action to maintain health is stressed. Health literature is available and a close liaison is maintained with community health and social agencies.

Through these services the College attempts to provide each student with the individual attention about his interests and concerns that he feels he needs and thereby assists each student in fully developing as a whole citizen of the community.



The student operated campus radio station broadcasts daily with music, news and special events.



HUMBER COLLEGE OF APPLIED ARTS AND TECHNOLOGY

POST SECONDARY PROGRAMS AND ADMISSION REQUIREMENTS 1972 - 1973

QUALIFICATIONS

PREREQUISITES

Applied and Liberal Arts Division Programs



Business Division Programs

Business Administration	6 Semesters	
Accountancy	4 Semesters	
Data Processing	4 Semesters	2
General Business	4 Semesters	
General Insurance	4 Semesters	
Hotel and Restaurant Administration	4 Semesters	7
Life Insurance	4 Semesters	
Marketing	4 Semesters	
Merchandising Management	4 Semesters	
Retail Service Station Management	4 Semesters	
Retail Supermarket Management	4 Semesters	
Wholesale and Distribution Administration	4 Semesters	
Computer Programming	3 Semesters	2
Computer Operator	2 Semesters	
General Secretary	2 Semesters	
Medical Secretary	4 Semesters	3
Legal Secretary	4 Semesters	4
Executive Secretary	4 Semesters	4

Most of the Business Division programs are offered on a flexible semester basis. A student may pursue studies on a regular September to May basis; on a Co-operative (alternating work and study) basis; or any other combination of semesters. To qualify for graduation from a specific program the student is required to complete certain compulsory program and optional electives and must complete the required number of credits.

Persons interested in Co-operative programs are encouraged to have interviews with the Co-operative Coordinator of the Business Division.

Admission Procedures for Post Secondary Programs

1. Application Forms can be obtained from:
Office of the Registrar
Humber College of Applied Arts and Technology
P.O. Box 1900
REXDALE, Ontario

Note: Applicants for the Nursing Diploma Program must use the General Application for Admission to Diploma Schools of Nursing in Ontario.

2. You as applicant should complete Part "A" of the Application Form and forward it to the Guidance Office in your school. The Guidance Office will complete Part "B" of the Application Form, and return the completed form to
Office of the Registrar
Humber College of Applied Arts and Technology
P.O. Box 1900
REXDALE, Ontario

3. Application will be accepted from students who have completed the first semester of a two

semester system, or who have completed the first semester in a three semester system.

4. Applications will be processed on a first come, first serve basis. Applications for the fall semester 1972 will not be processed until after 1 February, 1972. As soon as possible after the 1 February, 1972, you will be advised of action taken on your application. All applications received prior to 1 February, 1972 will be acknowledged as received. Applicants for the Nursing Diploma Program will receive a decision on their application on May 15th, 1972.

5. If your application is approved for admission you will receive an Approval Letter and Instructional Information from the Office of the Registrar.

You then must sign the Confirmation form and return it to the Office of the Registrar. This must be accompanied by your \$35.00 non-refundable confirmation fee. If the form and confirmation fee are not received within the stated period on the form, we will consider that this signifies you

no longer desire to register with Humber College, and your position can be made available to another student.

6. When your signed Confirmation Form and Confirmation Fee have been received you will be forwarded
Permission to Register Form
Medical History Form
Pertinent Data Relevant to your Program

Your Permission to Register Form will give you all the details concerning registration, etc. You must complete your Medical History Form and return it to the College Medical Service as soon as possible.

7. Tuition fees are payable on a semester basis and in advance. The total per semester fee is \$92.50, with \$75.00 being the Tuition Fee and \$17.50 the Student Activity Fee.

8. After the first 7 days of the semester, no refund fees will be allowed.

Call Information Services, Office of the Registrar
677-6810 Extensions 302 to 306



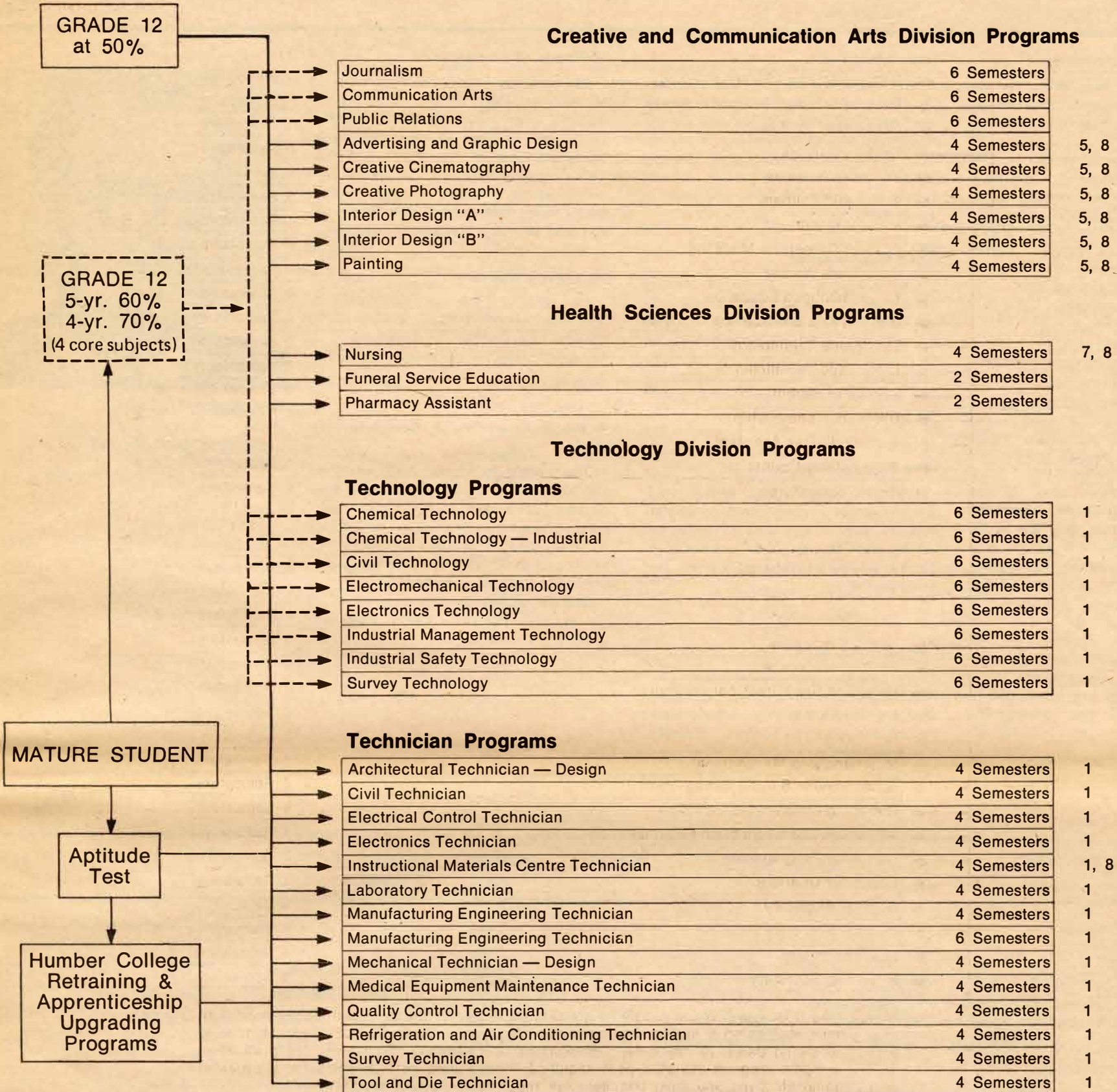
HUMBER COLLEGE OF APPLIED ARTS AND TECHNOLOGY

POST SECONDARY PROGRAMS AND ADMISSION REQUIREMENTS

1972 - 1973

QUALIFICATIONS

PREREQUISITES



Some of these programs are offered on the Co-operative Education (earn & learn) basis. For details contact the Technology Co-operative Education Coordinator.

Admission Requirements

Applicants for all programs must have a Grade 12 Ontario Secondary School Graduation Diploma with English, or the equivalent certificate from another Province or Country, or qualify as a Mature Student. An applicant applies as a Mature Student if he has reached 19 years of age, has been out of school for 12 consecutive months or more, and has not obtained the Secondary School Graduation Diploma. The Mature Student applicant must undertake Mature Student Tests and be successful in such Tests. In addition the following qualifications are required for the programs indicated by the number. All percentages are calculated as an average of four pertinent secondary school subjects.

- | | |
|--|---|
| 1. Math and Science subjects required | 5. Art Portfolio |
| 2. Programmers Aptitude Test | 6. Additional Fees are required for this program. |
| 3. The student will enter 3rd Semester on probation. It is expected that the student will be able to type at 40 w.p.m. | 7. Compulsory Medical |
| 4. The student will enter 3rd Semester on probation. It is expected that the student will be able to type at 40 w.p.m. and take shorthand at 80 w.p.m. | 8. Personal Interview |

For information on
Retraining and Apprenticeship Division Programs
see panel overleaf

Call Information Services, Office of the Registrar
677-6810 Extensions 302 to 306

Training in Business and Industry

Management Development Department – Evening Courses

A message from the Dean

Successful and Expanding!

Once again we are happy to announce a further expansion of our offerings by the Management Development Department.

In response to suggestions and requests from many quarters we have added three brand new courses to our WINTER 1972 PROGRAM which begins the week of January 17, 1972.

The new courses?:

- SALES MANAGEMENT
- JOB ENRICHMENT — ADMINISTRATION
- JOB ENRICHMENT — PRODUCTION

Sales Management becomes part of our Marketing Group of courses and the Job Enrichment courses fit nicely into our Human Resources Group.

Because these three new courses were developed to meet expressed needs, we believe that they will prove to be MOST POPULAR. Details of these courses are given in the Course Description Section and the dates they will be conducted are shown in the Course Schedule.

Like all of the courses in the EVENING PROGRAM of our Management Development Department, these three new courses are available to firms, associations, etc., during the DAYTIME. Just call 236-1291 for details.

The Objective?

The objective of our Management Development Program is to assist managers and supervisors and others interested in advancement, develop their management skills and thereby operate their business and/or departments in a more efficient and profitable manner.

Need Responsive?

Our program certainly is! Having researched the field, we believe that our SPECIALLY DEVELOPED COURSES are truly need-responsive because they have been designed to meet the expressed needs of the business men and women in the communities which we serve.

Who Should Attend?

Owner/managers, top, senior, middle and junior management personnel, first-line supervisors and others aspiring to such positions in business, industry, associations, institutions and government.

Instructional Staff?

We employ carefully selected, practical businessmen/women educators who are in touch with and understand the problems facing today's managers and supervisors.

Methods of Instruction?

No dull, dry, sleep-inducing lectures at Humber! Our instructors are course leaders who really LEAD & STIMULATE. We use the seminar and case-study methods of instruction and students really PARTICIPATE. Moreover, our learning process is such that in many cases participants can "learn today and put into practice tomorrow."

Certificate Courses

We offer a 6 course "Certificate in Management Studies" and a 4 course "Certificate in Supervisory Studies." Details of these are on page 9.

A Single Course — A Complete Program

The choice is yours. And, whether you wish to take just one course, two courses or a complete program, you have a wide range from which to choose. Take a tip from one who obtained most of his post-secondary education on a part-time basis!

The important thing is this:
Do make a choice — you'll never regret it!



R.H. Noble,
Dean,
Training in Business and
Industry Division

Course Schedule

Commencing January 1972

COURSE NO.	COURSE NAME	CAMPUS	BEGINS	ENDS	LENGTH IN WEEKS	DAY	TIME	FEE
MARKETING COURSES								
1002	Advanced Selling Techniques	Keeleesdale	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$30
1003 CMS	Planning Profitable Advertising	North	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
1031 CMS	Marketing For The Hospitality Industry	North	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$30
1033 CMS	Marketing for Wholesalers And Distributors	Queensway	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$30
1034 CMS	Marketing Products and Services	Queensway	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$30
1042 CMS	Psychology of Professional Selling	Keeleesdale	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
1043 CMS	Retail Store Management	South	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
1044 CMS	Retail Selling	Keeleesdale	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$30
1045 CMS	Sales Management	Keeleesdale	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$30
1046	Service Station Management	Queensway	18 Jan.	21 Mar.	10	Tuesday	7:30-10 p.m.	\$20
FINANCIAL COURSES (B)								
1004 CMS	Basic Financial Controls	North	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$30
1005 CMS	Understanding Business Law	Keeleesdale	20 Jan.	23 Mar.	10	Thursday	7-9 p.m.	\$30
1007 CMS	Understanding Cost Accounting	South	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$30
1008 CMS	Credit and Collections	South	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$30
1018 CMS	Computer Concepts for Management	North	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
1020 CMS	Finance and Taxation	North	20 Jan.	23 Mar.	10	Thursday	7-9 p.m.	\$30
1039 CMS	Planning For Profits (Management Accounting)	North	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
1047 CMS	Starting and Operating a Business	Keeleesdale	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$30
		Queensway	20 Jan.	23 Mar.	10	Thursday	7-9 p.m.	\$30
		Keeleesdale	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$30
HUMAN RESOURCES COURSES (B)								
1001	Advanced Supervision	Keeleesdale	20 Jan.	9 Mar.	10	Thursday	7-10 p.m.	\$30
EFFECTIVE SUPERVISION SERIES								
1011 CMS	Administration	North	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
		Keelsdale	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
1012 CMS	Communications	North	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
		Keeleesdale	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
		Queensway	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30



Training in Business and Industry (Cont'd)

Course Schedule

commencing January 1972

COURSE NO.	COURSE NAME	CAMPUS	BEGINS	ENDS	LENGTH IN WEEKS	DAY	TIME	FEE
1013 CMS	Construction	South	20 Jan.	23 Mar.	10	Thursday	7-9 p.m.	\$30
1014 CMS	Human Relations	North	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$30
		Keelesdale	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$30
		Queensway	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$30
1016 CMS	Production	Keelesdale	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$30
		Queensway	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$30
		South	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$30
1026 CMS	Labour Relations Construction	Queensway	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$30
1027 CMS	Labour Relations Production	Keelesdale	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
1038 CMS	Personnel Management	North	20 Jan.	23 Mar.	10	Thursday	7-9 p.m.	\$30
1040	Preparation For Supervision	North	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$30
MATERIAL RESOURCES COURSES (B)								
1030 CMS	Manufacturing Planning & Control	Queensway	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$30
1037	Materials Management	Queensway	17 Jan.	20 Mar.	10	Monday	7-9 p.m.	\$30
1041 CMS	Purchasing	Keelesdale	17 Jan.	14 Feb.	5	Monday	7-9 p.m.	\$20
1051 CMS	Work Simplification	South	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$40
1052 CMS	Work Study	South	17 Jan.	29 May	20	Monday	7-9 p.m.	\$60
SPECIAL COURSES (B)								
1048	Effective Technical Report Writing	Queensway	20 Jan.	6 Apr.	12	Thursday	7-10 p.m.	\$50
1024	Job Enrichment-Administration	North	19 Jan.	22 Mar.	10	Wednesday	7-9 p.m.	\$100
1025	Job Enrichment-Production	North	20 Jan.	23 Mar.	10	Thursday	7-9 p.m.	\$100
1028	Management For Results	North	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$100
		Queensway	18 Jan.	21 Mar.	10	Tuesday	7-9 p.m.	\$100

Certificate in Management Studies

This is a province-wide program offered by the Ontario College of Applied Arts and Technology. To qualify, participants MUST SUCCESSFULLY COMPLETE ONE 'C.M.S.' course in EACH of the following categories: MARKETING — FINANCIAL RESOURCES — HUMAN RESOURCES, i.e. A — PLUS TWO other courses, 'C.M.S.' or otherwise, taken from any of the above four categories. That is 6 courses in ALL. Many combinations are possible. Here are 3 EXAMPLES:

Individual Course Certificates are awarded upon the successful completion of each course. Following successful completion of 6 courses participants are awarded a 'CERTIFICATE IN MANAGEMENT STUDIES'.

EXAMPLE "A"

4 COURSES — 1 FROM EACH CATEGORY

MARKETING
1032 C.M.S. Marketing For Manufacturers

FINANCIAL RESOURCES
1039 C.M.S. Planning For Profits

HUMAN RESOURCES
1012 C.M.S. Effective Supervision — Human Relations

MATERIAL RESOURCES
1051 C.M.S. Work Simplification

2 COURSES FROM ANY CATEGORY
1003 C.M.S. Advertising
1045 C.M.S. Sales Management

6 TOTAL
Such a program would suit a participant specializing in marketing.

EXAMPLE "B"

4 COURSES — 1 FROM EACH CATEGORY

MARKETING
1043 C.M.S. Retail Store Management

FINANCIAL RESOURCES
1008 C.M.S. Credit & Collections

HUMAN RESOURCES
1012 C.M.S. Effective Supervision — Communications

MATERIAL RESOURCES
2 COURSES FROM ANY CATEGORY
1020 C.M.S. Finance & Taxation
1042 C.M.S. Psychology of Professional Selling

6 TOTAL
Such a program would suit a participant preparing to become an owner or manager of a retail store.

EXAMPLE "C"

4 COURSES — 1 FROM EACH CATEGORY

MARKETING
1032 C.M.S. Marketing for Manufacturers.

FINANCIAL RESOURCES
1007 C.M.S. Credit & Collections

HUMAN RESOURCES
1014 C.M.S. Effective Supervision — Human Relations

MATERIAL RESOURCES
1030 C.M.S. Manufacturing — Planning & Control

2 COURSES FROM ANY CATEGORY
1024 C.M.S. Job Enrichment — Production
1027 C.M.S. Labour Relations — Production

6 TOTAL
Such a program would suit a participant specializing in manufacturing management.

Certificate in Supervisory Studies

This is a special certificate awarded by Humber College. Three categories of certificates are awarded. "Certificate In Supervisory Studies — Administration;" "Certificate in Supervisory Studies — Construction;" "Certificate in Supervisory Studies — Production." Each requires the successful completion of 4 courses.

Certificates awarded for courses included in the "Certificate In Supervisory Studies" program may be applied to the "Certificate In Management Studies" program; in accordance with the requirements laid down for this latter certificate, i.e. one course from each of Marketing, Financial Resources, Human Resources and Material Resources plus two other courses "C.M.S." or alternate taken from any of these four categories. 6 in ALL.

CERTIFICATE IN SUPERVISORY STUDIES ADMINISTRATION

3 COMPULSORY COURSES
1011 C.M.S. Effective Supervision — Administration
1012 C.M.S. Effective Supervision — Communications
1014 C.M.S. Effective Supervision — Human Relations

1 OF THE FOLLOWING
1008 C.M.S. Credit & Collections
1027 C.M.S. Labour Relations — Production
1038 C.M.S. Personnel Management
1041 C.M.S. Purchasing
1051 C.M.S. Work Simplification
1052 C.M.S. Work Study

4 TOTAL

CERTIFICATE IN SUPERVISORY STUDIES CONSTRUCTION

3 COMPULSORY COURSES
1013 C.M.S. Effective Supervision — Construction
1012 C.M.S. Effective Supervision — Communications
1014 C.M.S. Effective Supervision — Human Relations

1 OF THE FOLLOWING
1026 C.M.S. Labour Relations — Construction
1038 C.M.S. Personnel Management
1051 C.M.S. Work Simplification
1052 C.M.S. Work Study

4 TOTAL

CERTIFICATE IN SUPERVISORY STUDIES PRODUCTION

3 COMPULSORY COURSES
1016 C.M.S. Effective Supervision — Production
1012 C.M.S. Effective Supervision — Communications
1014 C.M.S. Effective Supervision — Human Relations

1 OF THE FOLLOWING
1027 C.M.S. Labour Relations — Production
1038 C.M.S. Personnel Management
1051 C.M.S. Work Simplification
1052 C.M.S. Work Study

4 TOTAL



Training in Business and Industry (Cont'd)

Course Descriptions

C.M.S. indicates a Course included in the "Certificate For Management Studies" program.

Marketing Courses

Advanced Selling Techniques 1002

Purpose: To advance the professional selling abilities of owners, managers, and staff in any type of business.

Areas covered: Product Knowledge and its Benefits; Finding and Qualifying Prospects; Getting Information About Prospects; Planning the Sales Strategy; Forceful Presentation Through Illustrations; Use of Visual Aids; The Best Approach; Presentations of Features and Benefits; Supporting Claims with Proof; Handling Objectives; Closing the Sale; Using Questions.

Who should attend? Owners, managers, sales managers, and salesmen who really want to develop into real professionals in the selling field.

Planning Profitable Advertising 1003 CMS

Purpose: To provide businessmen and women with an understanding of the role of advertising in marketing.

Areas covered: Advertising as a Stimulant to Sales; Factors Involved in the Preparation of Advertising; Advertising — When to Use It; Developing an Advertising Program; Advertising agencies; Media and Their Use; Direct Mail Advertising; Radio; T.V.; Sales Promotion and Publicity; Evaluation of Advertising.

Who should attend? Men and women associated with commercial, industrial, retail and wholesale firms, and institutional organizations as owners/managers, sales managers, salesmen, advertising and sales promotion personnel, and those holding creative positions in printing, publishing, advertising and display firms.

Marketing for the Hospitality Industry 1031 CMS

Purpose: To improve the marketing techniques of businessmen and women in the hospitality industry.

Areas covered: Analysing the Marketing Problem; Sales Planning; Equipping To Sell and Service; Direct Mail; Advertising; Supplementary Marketing Aids; Promoting Food and Beverage Sales; Promoting Catering.

Who should attend? Owners and managers of restaurants or hotels and motels where food and beverages are served; Staff members who may be taking on management responsibilities; those involved in catering or any others in the hospitality industry who are interested in self-advancement.

Marketing for Wholesalers & Distributors 1033 CMS

Purpose: To assist wholesalers and distributors to increase the profitability of their businesses through the understanding and applications of sound marketing management techniques.

Areas covered: Analysing the Potential Market; Marketing a New Product; Promoting the Total Service Concept; Formulating Pricing; Advertising and Sales Strategy; Supervising Salesmen; Selecting a Supplier; Developing Distributor — Supplier Cooperation; Marketing Cost Analysis by Profit and Loss Statement.

Who should attend? Owner and managers of small to medium size businesses; staff members who may be responsible for sales or dealing with customers. Anyone interested in self-advancement in this field.

Marketing Products & Services 1034 CMS

Purpose: To improve the marketing techniques of businessmen and women selling products and services.

Areas covered: Consumer Behaviour; Social Change; The Product — Service Mix; Pricing and Grouping for Profit; Sales and Distribution Analysis; Promotion; Personal Selling; The Salesman's Role; The Sales Management Job; Advertising; Planning and Coordination.

Who should attend? Owners and managers of small to medium sized businesses; staff members who may be taking on management responsibilities or who may be responsible for sales and dealing with customers. Anyone interested in self-advancement in the marketing area.

Psychology of Professional Selling 1042 CMS

Purpose: To help the salesman improve his role as a problem solver, territory manager and customer educator. To stress the need for a more professional approach to selling and to point out the essential role that the salesman plays in our economy.

Areas covered: The psychological approach to selling; needs, characteristics and behaviour of prospects and customers and how this knowledge can be used for more effective selling.

Who should attend? Men and women who sell industrial products, intangibles, automobiles, real estate, etc., etc. Senior salesmen will find this course a worthwhile refresher.

Retail Store Management 1043 CMS

Purpose: To assist owners and managers of all types of retail businesses to explore the management problems in a retailing business and suggest ways and means for solving them.

Areas covered: Analysis of Retail Markets; Merchandising Policy; Advertising; Cost Control; Pricing; Planning for the Future; How to Get and Keep Customers; How to Improve Selling and Merchandising Skills; How to Develop Staff for Expansion, Diversity and Continuity of the Business; Adjusting to the Changing Demands of Society.

Who should attend? Owners and managers of all types of retail businesses; men and women meeting customers across the counter; everyone in a retail organization that can contribute to the profitability of the firm; men and women aspiring to careers in retailing.

Retail Selling 1044 CMS

Purpose: To assist owners, managers, and staff, in any type of retail business; increase sales and profitability of their organization.

Areas covered: What is Selling? Principles of Salesmanship; Psychology of Selling; Consumer Behaviour; Wants and Needs; Selling Situations; Product Knowledge; Closing the Sale; Repeat and Suggestion Selling; Selling as a Career — a Profession.

Who should attend? Owners and managers of all types of retail businesses; men and women meeting customers across the counter; everyone in the organization dealing with customers that can or could contribute to the profitability of the organization; men and women aspiring to careers in the retail industry.

Sales Management 1045 CMS

Purpose: To familiarize personnel responsible for the sales management function in business with current sales management techniques and to develop skills in planning, organizing and controlling the sales effort.

Areas Covered: Management Organization for Sales; The Sales Program; Sales Forecasting and Budgeting; Manpower Planning; Recruiting and Training Direction and Control of the Sales Force Performance; Sales Analysis; Overall Responsibilities.

Who Should Attend: Owner/managers, sales managers, sales supervisors, sales personnel aspiring to sales management positions and others whose duties may require them to have a knowledge of the sales manager's function and responsibilities.

Service Station Management 1046

Purpose: To develop the management techniques of service station operators and to assist them to make their businesses more profitable.

Areas covered: Business management including essential financial information and financial controls; hiring, training and paying station personnel; merchandising service station services and goods to maximize profits; physical appearance and environment.

Who should attend? Operators of service stations, employees of service stations who wish to prepare themselves for operation of their own stations; persons considering entering the service station industry.

Financial Courses

Basic Financial Controls 1004 CMS

Purpose: To assist businessmen and women to determine the basic financial controls and records required in his/her business and to provide him/her with an approach to using such controls and records in the operation of his/her business.

Areas covered: Budgeting and Budgetary Control; Accounts Receivable; Accounts Payable; Cash Receipts; Petty Cash; Inventory and Payroll.

Who should attend? Owners/managers, officer managers, accounting staff, all personnel working with cash, receivables, payables, inventory, payrolls and budgets in all types of businesses who wish to improve their knowledge of financial controls.

Understanding Business Law 1005 CMS

Purpose: To assist managers and senior staff of any type of business to recognize and deal more effectively with all operations of their business which have a legal basis.

Areas covered: Formation of a Contract; Carrying out a Contract; Contracts for Sale of Goods; Employer-Employee Relationship; Partnership Law; Corporation Law; Leases; Bankruptcy; Patents; Trade Marks and Unfair Competition; Mechanics Liens Absolute Sales; Conditional Sales.

Who should attend? Owners, managers, department heads, and supervisors in any type of business; all staff and line personnel that contribute to or influence the profitability of a business; anyone starting or about to start a business.

Understanding Cost Accounting 1007 CMS

Purpose: To emphasize those uses of cost accounting which can help a company increase its profits.

Areas covered: Introduction to Cost Accounting; Job Order Costs; Analysis and Variances; Inventory Control and Valuation; Process Costing; Joint Products and By-Products; Differential Costing; Break-Even Analysis; Cost-Price. Volume Relationships; Standard Costs; Costs as an Aid to Budgeting.

Who should attend? Owners, managers, department heads, line and staff personnel who contribute to or influence the profitability of a business.

Credit and Collections 1008 CMS

Purpose: To provide participants with a practical knowledge of the principles of mercantile and consumer credit as used in modern business.

Areas covered: The Role of Credit Instruments; Term Analysis; Financial Statements; Credit Associations; Mercantile Collections; Consumer Collections; Credit and Collection Correspondence; Bad Debts and Bankruptcy; Collection Legislation.

Who should attend? Owners and managers of businesses wishing to acquire greater knowledge of the profitable use of credit and the handling of collection problems; office managers and supervisors; sales personnel who must understand the value of effective credit selling and appreciate their role in collection procedures; employees being groomed to handle credit and collections.

Computer Concepts for Management 1018 CMS

Purpose: To provide executives with a basic understanding of Data Processing, to help them identify needs and uses for it in their companies or organizations and to assist them in dealing effectively with a Data Processing Service Company.

Areas covered: Appreciation of E.D.P.; determining need for E.D.P.; evaluating service companies; use of E.D.P. in sales analysis; accounts receivable; accounts payable; inventory and payroll.

Who should attend? Owner/managers, executives at all levels, office managers, accounting and statistical personnel and all other persons interested in learning how to deal effectively with a Data Processing Service Organization.

For details on
courses listed
in this section
call 236-1291



Training Business and Industry Cont'd

Course Descriptions

Finance and Taxation 1020 CMS

Purpose: To assist businessmen and women to deal intelligently and decisively with financial and tax matters.

Areas covered: The various ways of financing a business, the selection of the most advantageous form of organization from a personal income and estate tax point of view.

Who should attend? Owner/managers, partners, those planning to start or acquire an interest in a business, persons involved with financial matters in a business, treasurers, accountants and office managers.

Planning For Profits 1039 CMS

Purpose: To show the owner or manager of a small to medium size business how he or she can use the information contained in his or her books of account to operate more profitably.

Areas covered: What information does a small or medium size business owner or manager need to operate his business profitably? Methods of getting this information from an Income Statement and Balance Sheet. Methods for discovering why a firm is short of cash, as well as possible courses of action to remedy the situation. How to pinpoint unprofitable areas of business. How to plan for a profitable operation. How to use the plan so that potential trouble spots can be identified quickly and early action taken to eliminate them.

Who should attend? Owners and managers of all types of small to medium size businesses; men and women working in financial departments of firms; anyone starting or purchasing a business. All staff and line personnel that contribute to or influence the profitability of a business.

Starting & Operating a Business 1047 CMS

Purpose: To assist the prospective businessman or woman with his or her problems related to the starting of a business.

Areas Covered: Self Analysis or Personal Inventory; The Business Community; The Making of a Business; Location and Market Analysis; Starting a New or Acquiring an Established Business; Finance; Adequate Capital; Marketing; Personnel Management.

Who Should attend? Any person who is about to go into business for himself or herself or as a partner. Any businessman or woman who is considering enlarging or extending his or her present operation; or anyone who would like to study modern business practice.

Human Resources

Advanced Supervision 1001

Purpose: To teach seasoned supervisors advanced management techniques.

Areas covered: Leadership; Objective Setting; Organizing for Results; Planning; Scheduling; Controlling; Problem Solving; Group Decision Making; Functional Communications.

Who Should attend? Owners and managers of firms of all sizes. Foremen and supervisors in production, administration and sales who have a good basic understanding of, and experience in, supervising and managing personnel.

Effective Supervision — Administration 1011 CMS

Purpose: To assist in improving the management skills of supervisors in administrative, sales, clerical, professional, technical, financial and commercial fields.

Areas covered: The Role of the Supervisor; Principles of Effective Supervision; Analysing Problems; Setting Objectives and Goals; Organizations and Government Departments from the smallest to the largest type of enterprise or organization.

Effective Supervision — Communications 1012 CMS

Purpose: To make supervisors aware of what communications are all about; to make clear to them that a basic need of all supervisory and management personnel is that they be able to communicate verbally and in writing.

Areas covered: Communication — It's Meaning and Definition; Communication Problems Through Several Levels; Communication — A Two Way Street; Let's Learn to Listen; Barriers to Communications; Verbal Communications — Rules of What and How; Written Communications; Communication Through Practice; Communication Through Conferences.

Who should attend? Owner and managers of small and medium size companies; supervisors; foremen; assistant foremen; office managers; department heads; sales managers; salesmen, in fact anyone in business who is required to communicate.

Effective Supervision — Construction 1013 CMS

Purpose: To identify the role of the supervisor in the construction industry; to reduce the lost time and labour; to reduce the waste of human, material, and financial resources of construction companies; to improve the quality and quantity of service and stimulate the motivational climate of the organization.

Areas covered: The Role of the Supervisor; Concepts of Effective Supervision; Taking Proper Action; Motivation of the Worker; Setting Goals and Objectives; Planning the Job; Measuring Programs and Costs; Making Job Improvements; Organizing and Planning the Supervisor's Time.

Who should attend? Owners and managers of small to medium size companies; supervisors and foremen from both line and staff functions in companies of any size responsible for mechanical, electrical, structural, or general contracting jobs.

Effective Supervision — Human Relations 1014 CMS

Purpose: To help the supervisor to deal effectively with his or her problems in the area of the management of personnel.

Areas covered: Understanding People; Selection and Induction; Training Employees; Developing and Maintaining Morale; Elements of Wage and Salary Administration; Effective communications; Appraising Employee Performance; Discipline and Corrective Action; Understanding the Collective Agreement; Planning and Organizing for Results; Alternative Sessions; Leadership and Resistance to Change.

Who should attend? Owners and managers of small and medium size companies; supervisors, foremen, assistant foremen, office managers, and department heads both line and staff employed by industrial and commercial firms and service organizations of all types and sizes.

Effective Supervision — Production 1016 CMS

Purpose: To improve the productivity and effectiveness of first line production foremen and supervisors by identifying and teaching the application of the principles of sound management.

Areas covered: The Role of the Supervisor; Principles of Effective Supervision; Setting Operating Objectives; Measures of Effectiveness; Planning Methods and Requirements; Scheduling; Dispatching and Expediting; Work Simplification; Measuring and Evaluating Performance; Taking Corrective Action; The Human Factor.

Who should attend? Owners and managers of small companies, supervisors, and superintendents, etc. from both line and staff functions; first line foremen and assistant foremen; from all types of primary and secondary manufacturing industries.

Labour Relations — Construction 1026 CMS

Purpose: To help the supervisor in construction to deal effectively with aspects of labour relations, both where collective agreements have already been established and where certification may become possible. Special emphasis is placed upon those aspects of each subject which are peculiar to the construction industry.

Areas covered: Employer-Employee — The Relationship; Establishment of Bargaining Rights; Negotiations for a Contract; Content of Collective Agreement; Union Security; Management Rights; Complaints; Grievances and Arbitration; Wages; Administration of the Collective Agreement.

Who should attend? Owners and managers, supervisors and foremen from both line and staff functions in all types and sizes of construction firms.

Labour Relations — Production 1027 CMS

Purpose: To help the supervisor to deal effectively with aspects of labour relations, both where collective agreements have already been established and where certification may become possible.

Areas covered: Employer-Employee — The Relationship, Establishment and Bargaining Rights; Negotiations for a Contract; Content of Collective Agreements; Union Security; Management Rights; Complaints; Grievances; Arbitration; Wages; Classification and Benefits; Relationships Arising out of Contracts; Administration of the Collective Agreement.

Who should attend? Owners and managers of small companies; supervisors and foremen from both line and staff functions in manufacturing concerns; supervisors in administrative, professional and technical fields.

Personnel Management 1038 CMS

Purpose: To help owners or managers of small to medium size businesses and supervisory personnel of larger firms, etc. perform those functions that relate to obtaining, training, re-training, developing, and directing human resources in a way that best meets the needs of both the organization and the employees.

Areas covered: Understanding People; Selection; Training; Performance Appraisal; Employee Morale; Delegation of Authority; Dealing with Unions; Management Development and Providing Successors.

Who should attend? Owners and managers of all types of businesses; men and women from both line and staff functions; any person in administration, sales, technical, financial, or other fields who wishes to improve his or her personnel management skills.

Preparation for Supervision 1040

Purpose: To train plant personnel for first-line supervisory positions prior to appointment.

Areas covered: The Basic of Supervision; Supervisory Objectives; Communications; Supervision of Human Resources; Labour Relations; Supervising for Improvement; Supervising for Quality; Safety; Self Development.

Who should attend? Plant personnel who have been earmarked for appointment as first-line supervisors i.e. assistant foremen and foremen.

Material Resources

Manufacturing Planning & Control 1030 CMS

Purpose: To examine the four main components of manufacturing — Plant and Equipment; Labour; Raw Material and Parts; Management; In achieving its purpose the course involves the student in development of the production organization; determination of optimum plant capacity; Long-Term Labour and Equipment Requirements and Planning the Product Line. In short how to run an efficient shop.

Areas covered: The Language and Tools of Production; Methods and Time Study; Wage Administration; Plant Layout and Work Flow; Production Control — Scheduling; Production Control — Inventory Control — Stores Control; Production Control — Inventory Control — Size of Production Run; Production Control — Cost Control; Production Planning and Control; Summary.

Who should attend? Owner-managers/production managers, supervisors and foremen in all types and sizes of manufacturing businesses.

Materials Management 1037

Purpose: To teach businessmen and women how to increase in-plant efficiency and profit margins through the adoption of the Materials Management Concept.

Areas covered: The integration of purchasing, inventory control, production scheduling, traffic, customs and warehousing into a cohesive system.

Who should attend? Owners and managers of small and medium size businesses, middle and junior executives with large organizations and any person interested in developing a materials management system in any size or type of manufacturing concern.

Purchasing 1041 CMS

Purpose: To emphasize certain fundamentals of the purchasing function that may be applied to any manufacturing business with the object of avoiding costly errors and building a more profitable operation.

Areas covered: Determination of needs by function; delivery; quality; price; supplier selection and evaluation; value analysis and refinements in purchasing.

Who should attend? Owners, managers and all staff with purchasing responsibilities.



Training in Business and Industry

Course Descriptions

Work Simplification 1051 CMS

Purpose: To impart the basic techniques of Methods Improvement and to prepare the participants for making an effective contribution to a Work Simplification Program.

Areas covered: Work Simplification and Productivity; Principles and Techniques of Method Analysis; Making Work Simplification Work; Facilities and Layout; The Supervisor and Work Simplification.

Who should attend? Owners and managers of small to medium size companies; supervisors, foremen and assistant foremen from both line and staff functions in all types and sizes of manufacturing concerns; supervisors in administrative, professional and technical fields.

Work Study 1052 CMS

Purpose: To prepare the participant for effective participation in a Work Study Program in his or her own organization.

Areas covered: Objectives and History of Work Study; Six Steps to Methods Improvement; Flow and Activity Charting; Critical Examination; Design and Methods Improvements; Time Study Techniques; Stop Watch Techniques; Pre-determined Time System; Work Sampling; The Human Factor in Work Study; Installation and Maintenance of a Work Study Program.

Who should attend? Owners and managers of small and medium size businesses; supervisors, foremen and assistant foremen from both line and staff functions in manufacturing concerns; Supervisors in administrative, professional and technical fields.

Special Courses



Management for Results 1028

Purpose: To improve the Management Ability of managers in the senior to middle level in business, industrial and government organizations of all types.

Areas covered: Role of the Manager Today; The Management Process; The Dynamics of Delegation; The Starting Point — Getting Organized; Managing Human Resources; Motivation Through Job Enrichment; The Effective Manager in Action; Management

by Objectives; The Systems Approach; Setting Objectives and Performance Planning; Following Up Plans.

Who should attend? Chief executives in any type of business or organization; owner-managers in small to medium sized businesses and organizations; senior division and department managers who have the responsibility over other managers or supervisors in any type or size of business or organization.



Effective Technical Report Writing 1048

Purpose: To improve the writing skills of personnel employed in the preparation of technical reports, publications and papers of all types.

Areas covered: Language and Communications; Organization of Material; Objective Relevancy; Elements of Technical Report Writing; Main Body; Appendices; Annexes, or Supplemen-

tal Sections; Physical Writing of Reports (all students participating will write reports).

Who should attend? Persons employed in the preparation of technical reports of all types, supervisors of such personnel who may or may not have extensive experience in this field, anyone interested in learning the techniques of technical report writing.



Job Enrichment — Production 1025

Purpose: 1. To provide the supervisor and/or manager employed in a production capacity with insight into the principles and techniques of Job Enrichment and Vertical Job Loading. 2. To emphasize the supervisor's/manager's role in communications, delegation and innovation through the release of employee potential on a realistic basis in his/her organization.

Areas Covered: Changing Times; Understanding the Motivators; Acknowledging the Hygienic Factors; Job Enrichment What Is It?; Green Light Communications; Analyzing the Flow

of Work; Vertical Job Loading; Challenging Traditional Structures and Systems; Blending the Old With the New and Positive Performance Planning.

Who Should Attend? Owner/managers, personnel from first-line supervisors to top management in any type of INDUSTRIAL enterprise.

(Preferably, participants will have completed courses in Effective Supervision-Production, Human Relations or Communications or have considerable knowledge and/or experience in these areas.)



Job Enrichment-Administration 1024

Purpose: 1. To provide the supervisor and/or manager employed in an administrative capacity with insight into the principles and techniques of Job Enrichment and Vertical Job Loading. 2. To emphasize the supervisor's/manager's role in communications, delegation and innovation through the release of employee potential on a realistic basis in his/her organization.

Areas Covered: Changing Times; Understanding the Motivators; Acknowledging the Hygienic Factors; Job Enrichment — What Is It?; Green Light Communications; Analyzing the Flow

of Work; Vertical Job Loading; Challenging Traditional Structures and Systems; Blending the Old With the New and Positive Performance Planning.

Who Should Attend? Owner/managers, personnel from first-line supervisors to top management in any type of COMMERCIAL enterprise or administrative supervisors and managers in industrial concern. (Preferably, participants will have completed courses in Effective Supervision-Administration, Human Relations or Communications or have considerable knowledge and/or experience in these areas.)





Training in Business and Industry—Course locations by campus

WHERE DO YOU LIVE? — WORK?? No matter where, there's a Humber College campus near you. Here are the MANAGEMENT DEVELOPMENT COURSES offered at EACH location. For dates and times consult the COURSES SCHEDULE Page & For details of Course content, consult the COURSE DESCRIPTIONS Pages 8 to 12.

NORTH CAMPUS

1011 CMS Administration
 1004 CMS Basic Financial Controls
 1012 CMS Communications
 1018 CMS Computer Concepts for Management
 1020 CMS Finance and Taxation
 1014 CMS Human Relations
 1024 Job Enrichment — Administration
 1025 Job Enrichment — Production
 1031 CMS Marketing for the Hospitality Industry
 1028 Management for Results
 1038 CMS Personnel Management
 1040 Preparation for Supervision
 1003 CMS Planning Profitable Advertising
 1039 CMS Planning for Profits

SOUTH CAMPUS

1008 CMS Credit and Collections
 1013 CMS Construction
 1016 CMS Production
 1043 CMS Retail Store Management
 1007 CMS Understanding Cost Accounting
 1051 CMS Work Simplification
 1052 CMS Work Study



Campus Locations

Keele Campus

88 Industry Street
 Toronto 15, Ontario

Northern Campus

(West off Hwy. 27, North of Rexdale Blvd.)
 Box 1900, Rexdale, Ontario

Queensway Campus

56 Queen Elizabeth Boulevard
 Toronto 18, Ontario

Southern Campus

3495 Lakeshore Boulevard West
 Toronto 14, Ontario

Training in Business and Industry Division

5233 Dundas Street West
 Islington 678, Ontario

KEELESDALE CAMPUS

1011 CMS Administration
 1001 Advanced Supervision
 1002 Advanced Selling Techniques
 1012 CMS Communications
 1014 CMS Human Relations
 1027 CMS Labour Relations — Production
 1016 CMS Production
 1042 CMS Psychology of Professional Selling
 1041 CMS Purchasing
 1039 CMS Planning for Profits
 1044 CMS Retail Selling
 1045 CMS Sales Management
 1047 CMS Starting and Operating a Business
 1005 CMS Understanding Business Law

QUEENSWAY CAMPUS

1012 CMS Communications
 1048 Effective Technical Report Writing
 1014 CMS Human Relations
 1026 CMS Labour Relations Construction
 1028 Management For Results
 1034 CMS Marketing Products and Services
 1033 CMS Marketing for Wholesalers & Distributors
 1030 CMS Manufacturing Planning and Control
 1037 Materials Management
 1016 CMS Production
 1047 CMS Starting & Operating A Business
 1046 Service Station Management

General Information

ORGANIZATION AND CONDUCT OF COURSES

Presentation

Courses may be organized for individual companies, or any number of individual employees from a company may participate in courses with employees from other firms.

In all courses, classes are kept small so that everyone may become involved in discussion — Minimum 15 — Maximum 25.

Conduct

Course Leaders' presentations, case studies and discussions form a large part of each course. Student participation is developed to the greatest possible degree.

Study Materials

All study materials are included in the fees for each course. Participants are required to provide their own pens and notebooks.

Prior Knowledge of a Subject

Prior knowledge of a subject is not required and there are no written examinations. Participants are assessed on a continuous basis by the Course Leader.

Length of Courses

Most courses are of 20 hours duration, usually conducted in 10 - 2 hour sessions. For exceptions see Course Schedule Page

Registration By Mail

We urge you to register by mail if possible for TRAINING IN BUSINESS AND INDUSTRY COURSES OF YOUR CHOICE. Just complete the forms on page 32.

If you need additional forms, please call 236-1291 and we will be happy to send you more.

To register by mail: Please provide the full information requested on the form. Enclose your cheque or money order for the course and mail to:

TRAINING IN BUSINESS & INDUSTRY DIVISION, HUMBER COLLEGE OF APPLIED ARTS & TECHNOLOGY
 5233 DUNDAS STREET WEST
 ISLINGTON, 678, ONTARIO

Please endeavour to mail early and in any event by 10 January. We'll mail your receipt and "admit to class" form by return.

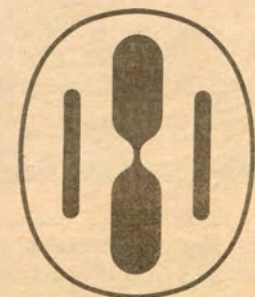
Registration In Person

You may register for any TRAINING IN BUSINESS & INDUSTRY course at ANY one of the locations shown on the LOCATION MAP page regardless of where the course will be conducted. Your fees are paid at the time and place of registration — in cash, by cheque, or money order.

Course Fees

Fees are listed beside each course in the course schedule and course descriptions. See pages and In most cases these amount to \$30.00 per course. Fees for ALL courses are payable in full at time of registration.

**For further
 information
 call 236-1291
 and ask for the
 Management
 Development
 program
 coordinators**





Training in Business and Industry (Cont'd)

Skills Development Program

What is it?

This is a flexible, need-responsive program operated to provide YOU with whatever training courses YOU require to advance your academic knowledge or work skills.

What Resources?

This wide ranging program is supported by the ENTIRE RESOURCES of the College. An experienced, dynamic teaching staff, many of who are businessmen and women and highly qualified technicians who devote their spare time to helping others learn. Backing up our human resources are up-to-date resource materials and the very latest instructional aids and techniques.

Numbers? — Length?

We will conduct courses for groups as small as 6 and courses may be of any length from 12 hours to whatever length of time is required. Some courses are of 24 hours duration, others 16, — 48, — 96 hours etc., etc.

Locations?

We have four locations in the Borough of Etobicoke and York and these are shown at the end of this section. However, if your employer is agreeable, we can conduct courses right in the plant, office, etc.

Timing?

We conduct courses SEVEN DAYS PER WEEK. And we open at 8:00 a.m. and close at 10:00 p.m. Generally speaking, we can conduct courses at a time most convenient to you.

Cost?

Because our Skills Development Program is a "Service to the Community", fees are kept to a minimum. In fact they are nominal. For example for a 24 hour course conducted in 12 x 2 hour or 8 x 3 hour sessions, the fees would be from \$10.00 to \$15.00 per person. How's that for cost? In some cases they could be lower.

WINTER PROGRAM COMMENCING WEEK OF 17 FEBRUARY, 1972 FOR EMPLOYEE GROUPS

Academic Upgrading

- English As A Second Language (for new Canadians)
- English, Math., Science (Equivalent grade 9, 10, 11, 12)
- Conversational Business French
- Conversational Business Italian
- Effective Reading
- Effective Writing
- Effective Report Writing

Commercial Skills Upgrading

- Back To Industry Courses for Women
- Industrial Salesmanship
- Retail Selling
- Retail Carpet Salesmanship
- Secretarial Upgrading
- Techniques For Senior Secretaries

Industrial Skills Upgrading

- Advanced Shop Math
- Automatic Screw Machine Operation
- Blue Print Reading
- Chef Training
- Carpet Care and Maintenance for Apartment and Building Superintendents
- Carpet Installation
- Defensive Driver Training for Truck Drivers
- Electrical, Electronic and Pneumatic Controls
- Hydraulics Maintenance
- Machine Shop Practice
- Radio & Television Servicing
- Television Production Techniques
- Welding
- and many, many more.

OVER 268 COURSES FOR 7100 EMPLOYEES WERE CONDUCTED IN 1970-71. SINCE 1 APRIL WE HAVE ORGANIZED 340 COURSES FOR OVER 9000 EMPLOYEES. JOIN WITH US IN DEVELOPING THE SKILLS OF YOUR EMPLOYEES.

At the request of employers and employees additional courses will be organized and conducted For further information JUST CALL 236-1291 We will be pleased to develop and conduct programs of specific content for your company.

HUMBER COLLEGE OF APPLIED ARTS AND TECHNOLOGY



Use these forms to register for Training in Business and Industry courses

please print clearly

last name _____		first name _____	
home address _____	apt. no. _____	business _____	
city _____	zone _____	city _____	zone _____
home telephone _____		business telephone _____	
course applied for _____		course number _____	
campus _____	date begins _____	day(s) of week _____	fee enclosed \$ _____

Make your cheque or money order payable to Humber College. Mail this Registration Application Form and your fees to:
Training In Business & Industry Division, Humber College of Applied Arts & Technology, 5233 Dundas St. W., Islington 678.

please print clearly

last name _____		first name _____	
home address _____	apt. no. _____	business _____	
city _____	zone _____	city _____	zone _____
home telephone _____		business telephone _____	
course applied for _____		course number _____	
campus _____	date begins _____	day(s) of week _____	fee enclosed \$ _____

Make your cheque or money order payable to Humber College. Mail this Registration Application Form and your fees to:
Training In Business & Industry Division, Humber College of Applied Arts & Technology, 5233 Dundas St. W., Islington 678.

For further information contact Training in Business and Industry 236-1291



Join the Winter '72 Nightcrowd

Continuing Education

Special 'Get Acquainted' Nights

If Christmas and New Years have kept you rather busy, drop in to see us on our special 'get acquainted' nights. Special displays, program co-ordinators, live music and a few real surprises will make this an enjoyable and informative evening.

First special "get acquainted" session
Tuesday, January 4th.
6.30 to 9 p.m.
At North and Queensway Campuses

Second special "get acquainted" session
Saturday, January 8th.
10 a.m. to 3 p.m.
North Campus

Very special afternoon, featuring tobogganing; 21st Century Stage Band; refreshments and plenty of college staff to talk in detail about courses that interest you.

Also Saturday, January 8th, the Humber College 21st Century Stage Band will appear at Sherway Gardens.

Our staff will be on hand to provide information on the various programs being offered and we'll provide some special surprises to all nightcrowd early comers.

Special 'first nighters' evenings — 2nd week of registration — January 10 to 15, 1972.

This is the start up week for credit courses and representatives from the various academic divisions of the college will be on hand to discuss the programs and courses with newcomers. Guides will be available to help direct you to your class and provide answers to the usual 'first nighters' questions.

Special 'first nighters' evenings — 3rd week of registration — January 17 — 22, 1972.

This is the start up week for special and non-credit programs (and also for late comers to credit courses) and our staff will be on hand to assist all registrants in Continuing Education courses.

Special 'second nighters' evenings — 4th week of registration — January 24 — 28, 1972.

Last chance folks! This is the last opportunity for late comers to join the nightcrowd. Our North Campus office will be open from 8.30 a.m. to 9.30 p.m. and will be pleased to speed things along and make sure you can participate in those programs which are not already filled.

Registration

Easiest way to register for the Continuing Education courses is by mail using the registration forms on the back of this tabloid.

If you need additional forms for yourself, your family, your friends and neighbors, just call our Nightcrowd HOT LINES — 677-9540 — and we'll send them to you.

By mail

Just complete one of the forms on the back page for each course you wish to take. Then, with the fee for your course, send it to:

The Continuing Education Division
Humber College of Applied Arts
and Technology
P.O. Box 1900
Rexdale, Ontario.

These should be mailed before January 16, so that we may get your receipt and admit-to-lecture card back to you prior to the start of classes.

In Person

If you miss the mail registration, simply drop in to any one of our five campus locations and register there.

Come and see us!

You're welcome to come and visit and talk over your interests on any day from 8:30 a.m. to 4:30 p.m. — at any of our 6 campus community locations — see map for the location nearest to you. Beginning January 3rd, 1972 the Continuing Education offices will be open until 9 p.m., Monday through Thursday for your added convenience. Our program co-ordinators will be pleased to talk about the programs. We've tried to anticipate the educational and interest needs of the community, but if you'd like to see us offer something special, just come and see us!

We'll be glad to see you and discuss your interests over coffee!

Join Us For Dinner

The new Humber Restaurant will be open every weekday evening during the Fall Semester so that Night-crowd students can come direct from the office and enjoy a relaxed meal before classes. Fried chicken Hamburgers and other dishes will be featured at this new on campus restaurant.

Payment of Fees

Full payment of course fees must be made at the time of registration, whether by mail or in person, or may be made at the first night of classes. Fees, unless noted, do not include textbooks or materials.

Payment can be made by personal cheque, cash, money order or ChargeX. Unfortunately counter cheques are not available.

Call Us!

For information about any of the more than 130 evening programs just call us at 677-9540 and we'll try to answer all your questions.

Parking

There is ample parking at all four college campuses for cars, motor cycles and bicycles.

Transfers, Cancellations & Fee Refunds

Every course offered through Continuing Education must have a minimum enrolment. Should this figure not be reached — and you decide not to take another course — the full amount of yours will be refunded.

A refund of fees, less a \$3.00 service charge will be made to those persons who withdraw from a course before the third week of the course. Association sponsored programs offered through Humber College may not refund fees to students.

Note:

All course fees over \$26.00 are tax deductible.

Bookstores

The College's bookstores at each of the four campuses are open daily from 8:30 a.m. until 4:30 p.m., and, as a special service to Continuing Education students, the North Campus bookstore will remain open for 6:30 to 9:30 p.m. for the first three weeks of classes.

The bookstores at the other three campuses will only be open on the nights when classes are held. Be sure to get your book list from the instructor of the course you have chosen.

For the convenience of Continuing Education students the North Campus Library will be open from 6:30 to 8:30 p.m. each evening, Monday through Thursday, commencing January 10th, 1972.

Transportation

Public transportation will bring you almost to the front doors of the Queensway, South and Keelecampuses.

For the North campus Nightcrowd, we operate our own bus service — The Nightcrowd Express — which leaves the Bloor-Islington Subway at 6:20 p.m. and arrives at the North campus by 6:45 p.m. You may hail the bus at any convenient place along the route.

The return bus to the subway leaves the North at about 10:15 p.m.





Continuing Education — creative arts, film, m

Home Movie-Making

Movie-making with an 8 mm or Super 8 camera is one of the fastest growing family recreations, but miles of film are wasted every year because the amateur cameraman hasn't grasped a few fundamentals of cinematography. Take a course and stop wasting film. You'll get better movies too. Your guests will clamor to see what you brought back from your trips.

Included will be — Planning and costing a film, scripts, equipment, cameras, lenses film, stock formats, emulsions, superimposed images, lighting, special effects, graphics, sound recording and mixing, editing, splicing techniques.

*Tuesdays, 7-10 p.m., North
Starts: January 18 (12 weeks)
Fee: \$26. plus materials — about \$8.
Course No. 603*

Batik

Batik is an art form dating from ancient Egyptian times which is undergoing a tremendous revival in popularity. It involves the treatment of fabric with wax and colouring materials. Batiks are widely used in interior decoration, for theatre backdrops, etc.

*Thursdays, 7-10 p.m., North
Starts: January 20 (12 weeks)
Fee: \$26. Course No. 607*

Interior Design

Interested in redesigning your living room, den, the upstairs room or the whole-house?

You'll study textures of materials, colour harmony and space planning. Surveys of fabrics, floor coverings, lighting fixtures, and furniture will be brought to life through slide and film presentations.

*Wednesdays, 7-10 p.m., North
Starts: January 19 (12 weeks)
Fee: \$30. Course No. 620*

Art and Antiques For Fun and Profit

Number one problem for most people is where to find money. If you've got it, you've got to worry about where to invest it without inflation gobbling it up faster than the interest adds on. A knowledge of rare and beautiful things can help both the haves and the have-nots, and as long as you hold an objet d'art, your home will be the more beautiful for it. But don't invest a penny without knowing what you're buying. If you wouldn't know a Reubens from a Rembrandt, this course is for you.

*Wednesdays, 7-10 p.m., North
Starts: January 19 (12)
Fee: \$26. Course No. 617*

Candlecraft

Candles are in: They're marvellous for home decoration but to see them at their best, you have to light them — so that's that. Yet they are surprisingly easy and cheap to make yourself. Here's a course to show you how. Cost of materials included in course fee.

*Mondays, 7-10 p.m., North
Starts: January 17th, (10 weeks)
Fee: \$35. Course No. 624*

Wood Design

A course for the active amateur as well as the more experienced craftsman who is looking for new ideas and a chance to develop new skills and techniques in working with wood. The course is not designed for antique reproductions.

*Tuesdays, 7-10 p.m., North
Starts: January 18 (12 weeks)
Fee: \$26 Course No. 627*

Creative Colour Photography I — Slides

If the home slide show of your family's activities becomes more humorous than you planned, it may well be time to pick up some new tricks in photography.

You will study the basics of color film and camera operation and a thorough appreciation of the production of positive color transparencies (slides). The problems of various lighting conditions, special camera accessories, shooting all form part of this course.

taking all form part of this course.
*Tuesdays: 7-10 p.m., North
Starts: January 18 (12 weeks)
Fee: \$30. plus materials Course No. 650*

Creative Colour Photography II Negatives and Prints

From colour slides it's just a natural step to colour prints.

This course will develop your skills from the world of colour slides and introduce you to the making of colour prints.

You'll study exposure of film under various lighting conditions, developing, and printing procedures.

Special interest areas of portraiture, and creative photographic techniques will be a feature of this course.

*Thursdays: 7-10 p.m., North
Starts: January 20 (12 weeks)
Fee: \$30 plus materials. Course No. 652*

Painting Advanced

Now you've got the basics. And you're ready for some real challenges.

This advanced course will give you the opportunity for individual assignments. Instruction in drawing and portrait painting will be further develop your talents.

*Wednesdays: 7-10 p.m., North
Starts: January 19 (12 weeks)
Fee: \$35. plus materials Course No. 632*

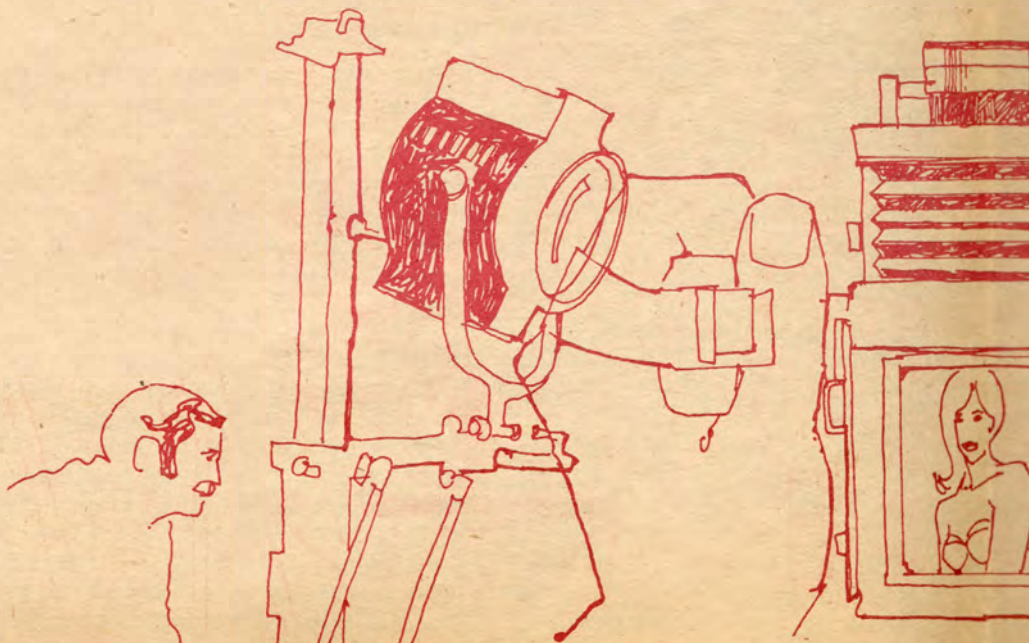
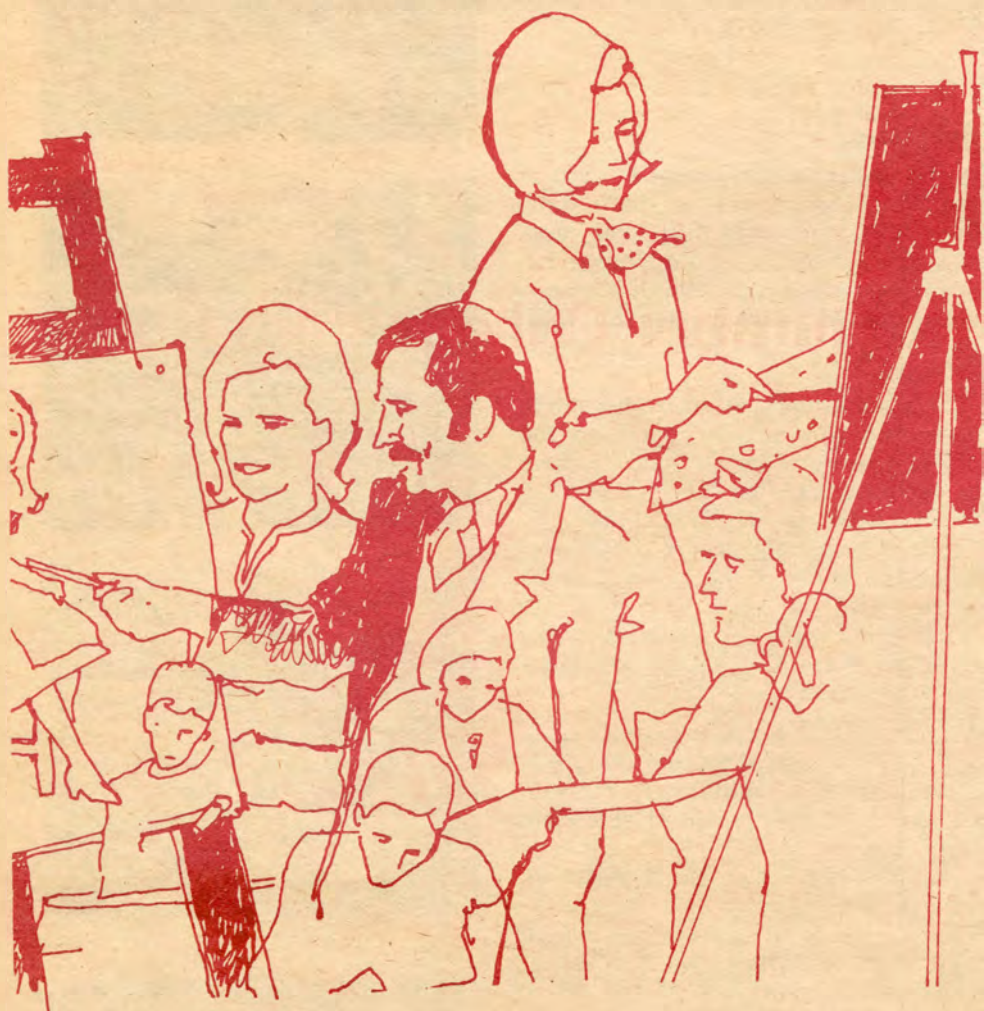
Painting Introductory

Always a flair or even a yen for painting? Here's your opportunity to put your ideas and your brush onto canvas.

In this painting course you will begin with assignments that include such basics as the preparation of canvas and gesso panels.

Next step will be general composition, colour sensitivity, colour mixing. Then you'll be involved in basic drawing and painting techniques using studio arrangements and models.

*Tuesdays: 7-10 p.m., North
Starts: January 8 (12 weeks)
Fee: \$35. plus materials Course No. 630*





music and dance

Serious Music for Listening and discussion

Ever wondered what the composer is trying to communicate through his music?

This course will provide some interesting answers. You will listen to records and tapes, attend concerts, view movies and be involved in research into the background of serious traditional and contemporary music.
Thursdays, 7-9 p.m., North
Starts: January 20 (12 weeks)
Fee: \$26. Course No. 688

For Drummers Only

Offered for the first time in Metro, this course will bring together drummers who wish to form a unique percussion ensemble. You will improvise and learn a "double" such as vibraphone or tympani. A vast array of percussion instruments will be provided.
Wednesdays, 8:30-10 p.m., North
Starts: January 19 (12 weeks)
Fee: \$30. Course No. 684

Accordion Orchestra

If you can play the accordion to some degree and you are tired of practicing alone; join a group of young people who wish to play exciting light and serious music under an expert accordion teacher and conductor.

*Students must have their own accordions.
Wednesdays, 7-8:30 p.m., North
Starts: January 19 (12 weeks)
Fee: \$26. Course No. 678

Electronic Organ for Beginners

Hurry for this one because this course presents a rare opportunity to learn music in a most exciting and rewarding fashion — by playing on a modern organ. Classes will be limited to ten students, ensuring individual attention.

Beginners and more advanced players will be assigned to various groups according to their experience and ability. Organs will be made available for practicing in our studios and in your home.
Wednesdays: 7-8 p.m., North
Starts: January 19 (12 weeks)
Fee: \$38., organ rental \$10.
Course No. 676

Intermediate Electronic Organ

Wednesdays, 8-9 p.m., North
Starts: January 19 (12 weeks)
Fee: \$38. Course No. 680

Advanced Electronic Organ

Wednesdays, 9-10 p.m., North
Starts: January 19 (12 weeks)
Fee: \$38. Course No. 681

Beginning Guitar for Adults

A basic course to start you on your way to enjoyment of the guitar. You'll study chording, positioning and simple songs.

Guitars are provided free for the classes and a guitar can be rented at a reasonable rate if you require one for home practising.

Saturdays, 11 a.m. -12 noon, North
Starts: January 22 (12 weeks)
Fee: \$26 Course No. 673

Intermediate Guitar for Adults

Because of the popularity of our Group Guitar Classes, three levels of instruction are being offered this term. Guitars are provided free for the classes and a guitar can be rented at a reasonable rate if you require one for your home practising.

Tuesdays, 8-9 p.m., North
Starts: January 18 (12 weeks)
Fee: \$26 Course No. 675

Advanced Guitar For Adults

An advanced course that will really give you something to sing about — unless you'd rather just play.

Tuesdays, 9-10 p.m.,
Starts: January 18 (12 weeks)
Fee: \$26 Course No. 674
North & Queensway

Song and Lyric Writing — Part II

Would you like to write better melodies, more "catchy" tunes, or more meaningful lyrics? Would you like to know how to solve the complexities of having your songs copyrighted, published, recorded, promoted and orchestrated?

If so, this course is for you. Many people have beautiful melodies or lyrics in their minds but cannot express them on manuscript; many cannot expand an interesting musical germ into a creative entity — a song.

Whether you wish to turn your song-writing hobby into a potential money maker or merely into an outlet for self-expression, you will derive musical knowledge and enjoyment from this course.

Thursdays: 7-9 p.m., North
Starts: January 20 (12 weeks)
Fee: \$26. Course No. 670

Arranging and Composition

The Music Department is introducing new theory courses designed to accommodate students who are having difficulty in obtaining a private teacher or who prefer group learning situations because they are quite often cheaper and more motivating.

In Basic Theory and Harmony for Adults, you will have three choices at the end of the course:

- to try the Royal Conservatory of Music examination
- to try our own examination for credit
- not to try any examination at all.

A variety of teaching approaches will be utilized; for example, part of the course could be taught on electronic consoles. It is hoped that students will be able to make a practical application of the theory they will learn here in order to play or listen to music with greater understanding.

Thursdays, 7-10 p.m., North
Starts: January 20 (12 weeks)
Fee: \$50. Course No. 691

Basic Theory and Harmony for Adults

Mondays, 8:30-10 p.m., North
Starts: January 17 (12 weeks)
Fee: \$26. Course No. 689

Advanced Harmony

Tuesdays, 7-8:30 p.m. North
Starts: January 18 (12 weeks)
Fee: \$26. Course No. 690



YOUTH PROGRAMS —
see next page

Humber College Film Society

Interested in helping form a community film society? Humber has excellent facilities — all that's needed is a few people who can spare an hour or two to get things organized.



If you'd like to help — or if you'd just like to come along on Thursday nights to watch and discuss some of the world's great movies old and new, call us at: **677-9540**, or write:

Humber College Film Society
Continuing Education
P.O. Box 1900
Rexdale 611, Ontario
We need your ideas to put together a really worthwhile program.



Continuing Education -- art, music and theatre for youth

Art Program for Children, 6-10 Yrs.

Your Pint-sized Picasso using the best walls of the house with less than the greatest art?

If your children find art an enjoyable past-time then bring them out for some early creative guidance. Through group activity your youngster will develop specific talents in mural painting, puppetry and clay modelling.

Basic materials will be provided and the simple techniques taught may be continued at home at minimal expense.

*Saturdays: 9-12 noon, North
Starts: January 22 (12 weeks)
Fee: \$26 Course No. 655*

Art Program for Junior Teens 11-14 Yrs.

For young teens with a definite flair for art, this course will prepare your teenagers for new dimensions in drawing and painting. Foundation projects in 2-dimensional art forms, basic design, composition and drawing to more advanced problem solving sessions in various art media and special techniques will be studied.

Emphasis will be on drawing life and landscape and basic materials will be supplied.

*Saturdays: 9-12 noon, North
Starts: January 22 (12 weeks)
Fee: \$26. Course No. 656*

Art Program for Young Adults 15-18 Yrs.

An advanced program to introduce young adults to the more interesting elements of design, colour and printing techniques. This course will serve as a preparation for post-secondary studies in painting and visual arts, and will introduce students to studio skills and methods.

*Saturdays: 9-12 noon, North
Starts: January 22 (12 weeks)
Fee: \$26. Course No. 657*

Theory: Grade 1 Royal Conservatory of Music Ages 9-15

*Mondays, 7-8:30 p.m., North
Starts: January 17 (12 weeks)
Fee: \$26. Course No. 692*

Theory: Grade 2 Royal Conservatory of Music

*Tuesdays, 8:30-10, North
Starts: January 18 (12 weeks)
Fee: \$26. Course No. 693*

Electronic Organ for Beginners Ages 9-15

Young people will enjoy this course. Contemporary music, basic skills and an informal approach make this a delightful experience.

For an additional \$10 fee, an organ will be delivered to your home.
*Saturdays, 9-10 a.m., North
Starts: January 22 (12 weeks)
Fee: \$38 Course No. 677
Tuesdays, 7-8 p.m., North
Starts: January 18 (12 weeks)
Fee: \$38. Course No. 682*

Intermediate Organ for ages 9-15

Hurry for this one because this course presents a rare opportunity to learn music in a most exciting and rewarding fashion by playing on a modern organ. Classes will be limited to ten students, ensuring individual attention.

Beginners and more advanced players will be assigned to various groups according to their experience and ability. Organs will be made available for practicing in our studios and in your home.

For an additional \$10 fee, an organ will be delivered to your home for any of the organ courses.

*Saturdays, 10 a.m., North
Starts: January 22 (12 weeks)
Fee: \$38. Course No. 683
Tuesdays, 8-9 p.m., North
Starts: January 18 (12 weeks)
Fee: \$38 without organ, \$48 with organ
Course No. 667*

Theatre for Youth — 8-17

Workshop techniques will be employed such as; improvisation, relaxation, concentration exercise, specific skill exercises (voice, movement, mime, etc). "games" and any other device the instructor feels is needed to supply the special needs of the group. The aim is to involve young people in theatre and self-expression. We don't aim at turning them into performers as such but to orient them to practical communication as individuals. We hope to be able to mount a young people's production to demonstrate the work that has been done.

*Saturdays, 9-12 a.m., North
Starts: January 22nd, (12 weeks)
Fee: \$26. Course No. 625*

For Young Drummers Only ages 9-15

If your youngster has an urge to beat the drums — here is a constructive outlet. Individual attention will ensure that each youngster spends his time learning specific skills.

*Wednesdays, 7-8:30 p.m., North
Starts: January 19. (12 weeks)
Fee: \$30. Course No. 685*

Beginning Guitar

The instrument, Guitar, being one of the most expressive and versatile of all instruments, has achieved renewed popularity in recent years. Depending on the demand to learn we are prepared to offer courses in Elementary Guitar, Folk Guitar, and Rock and Jazz Guitar.

Students must have guitars. Rentals may be arranged.

*Tuesdays: 7-8 p.m., North & Queensway
Starts: January 18 (12 weeks)
Fee: \$26. Course No. 671*

Intermediate Guitar for Ages 9-15

Because of the popularity of our Group Guitar Classes, three levels of instruction are being offered this term. Guitars are provided free for the classes and a guitar can be rented at a reasonable rate if you require one for your home practising.

*Thursdays, 9-10 p.m., North
Starts: January 20 (12 weeks)
Fee: \$26 Course No. 672*

Music for Young Ears

Music for Young Ears is an experimental course in music appreciation — with the accent on enjoyment — which Humber is operating in conjunction with the Etobicoke Public Libraries.

Students will meet weekly on Saturday mornings for an hour or so of listening to good music of all kinds with an instructor who will then lead a discussion during which a fuller understanding of the music, the composer and the musician's role will be achieved.

*Saturdays 10-11 a.m., Eatonville Public Library
Starts: January 22nd, (10 weeks)
Fee: Free — Course No. 695*



The return of the 50¢ movie Disney Film Festival January to May 1972

Saturday, January 29 — Davey Crockett, King of the Frontier and Cartoons

Saturday, February 19 — Littlest Outlaw and Cartoons

Saturday, March 25 — Miracle of the White Stallions and Cartoons

Saturday, April 29 — Monkeys Uncle and Cartoons

Saturday, May 27 — Bambi and Cartoons

TIME — 10:00 a.m. to 12:30 p.m.

PLACE — Humber College, North Campus (On Highway 27, one mile north of Rexdale Boulevard)

ADMISSION — 50 cents (Sponsored by Humber College Faculty Wives Association).

(Please note: Children under 6 years of age must be accompanied by an adult).



Continuing Education - creative communications

Broadcast 1

Students will become familiar with radio and TV operations through practical work in the campus radio station and using video equipment. Topics included will be: script continuity and news writing, programming for radio and TV, The Control Room and Console announcing, interviewing on the air, station organization, TV studio lighting and camera work, TV graphics, Canadian broadcasting regulations and law.

Wednesdays, 7-10 p.m., North
Starts: January 12 (14 weeks)
Fee: \$30. Course No. 041-277

Journalism 2

Students will be introduced to the Canadian newspaper business and relevant aspects of the organization of individual newspapers, and helped to develop skills which will enable them to use whatever knowledge or abilities they otherwise possess in writing for the media. These skills include: identification and evaluation of news, research, interviewing, news writing, editing, headline writing, picture editing, and writing cutlines, layout and makeup, and working with wire service copy.

The course will be of considerable interest to anyone who comes into contact with newspapers and will make it appreciably easier for anyone who has something to say, to say it in print. Journalism I is not a prerequisite.

Wednesdays, 7-10 p.m., North
Starts: January 12 (14 weeks)
Fee: \$30. Credit Course. Course No. 012-101

Language Power

This course is designed to develop the student's ability in the effective use of language. The uses, misuses and abuses of language will be studied from a practical point of view.

Mondays: 7-10 p.m., North
Starts: January 10 (12 weeks)
Fee: \$30. Course No. 011-134

Creative Copywriting

There are few courses in Canada designed specifically for the potential advertising agency copywriter. This course will enable anyone interested in advertising or promotion to develop skills needed to persuade with the written and spoken word, and to appreciate the relationship between words and other elements of the advertiser's message. The subject of copywriting will be examined intensively from the analysis of purpose and objective to the evaluation of the success of the final message. Instructor will be Mr. Peter Howard of the well known House of Howard advertising agency.

Wednesdays, 7-10 p.m., Queensway
Starts: January 19 (12 weeks)
Fee: \$26. Course No. 614

Greeting Card Writers

Ever wanted to enter the challenging field of writing for greeting cards? This in-depth course will cover the variety of cards, methods of writing, specialized fields, problems in creativity, and most important of all — how and where to sell your ideas.

Thursdays, 7-9 p.m., North
Starts: January 20 (10 weeks)
Fee: \$26. Course No. 694

Creative Writing 2

A continuation of earlier studies with special attention to a writers workshop. During these sessions you will exchange views, criticisms and ideas to further develop your poetry and prose.

Tuesdays, 7-10 p.m. North
Starts: January 11 (12 weeks)
Fee: \$30. Course No. 011-261

Human Awareness

Communication — person to person, in family and in groups will be focus of this course which analyses human growth in terms of interpersonal relations. Modern humanistic psychology concepts by Maslow — May — Satir — Moreno and Berne, will be surveyed, with stress on awareness of self and others as a basis of measuring the development of the individual. Specific methods of interaction will be developed through the group process.

Tuesdays: 7:30-10:00 p.m., North
Starts: January 11 (12 weeks)
Fee: \$35. Course No. 286

A Theatre Experience

You will concentrate on the physical presentation of the individual with specific attention to mime, movement, speech, characterization, make-up, relaxation and concentration.

Learn to capture and hold the audience, to communicate your role, to improvise and show confidence.
Tuesdays, 7-10 p.m., North
Starts: January 18th (12 weeks)
Fee: \$26. Course No. 622

Public Relations in the Consumer Age

A course designed for people who have to meet the public and press as representatives of business or government at every level. Considerable attention will be paid to handling of important current issues such as pollution, consumer rights as defined by such activists as Ralph Nader; foreign control of Canadian resources and industry and the responsiveness of business and government to the demands of the community in general.

Mondays, 7-10 p.m., North
Starts: January 17 (12 weeks)
Fee: \$26. Course No. 612

Short Story Writing for the Magazine Market

Want to write but aren't quite ready to tackle the Great Canadian Novel? Try your hand at short story writing in this practical course directed specifically at helping new writers break into the magazine market — one of the most lucrative areas of professional writing (unless your name happens to be Robbins or Hailey).

Mondays, 7-10 p.m., North
Starts: January 17 (12 weeks)
Fee: \$26. Course No. 602

Hypnotism

This course gives a true insight into the complete workings of hypnosis with attention to hypnotic induction, confirming trance, presenting and removing suggestions, mass hypnosis, self hypnosis and a variety of other aspects of this unusual technique.

Mondays 7-10 p.m., North
Starts: January 17 (12 weeks)
Fee: \$35 Course No. 666

Self-Improvement

Dorothy Fleming, one of Canada's leading beauty consultants, along with other members of the fashion staff, will work with you on basic self-improvement. Lectures and practical experience will include diet, exercise, posture, walking, wardrobe, grooming and make-up including skin care, contouring and eye make-up.

Thursdays, 7-9 p.m., North
Starts: January 20 (12 weeks)
Fee: \$26. Course No. 150

Body Language and Expression Through Dance

This course aims at an area much talked about today — how we express ourselves with our bodies. To use our bodies as expressive instruments it is necessary to learn the kind of knowledge, freedom, and control that dancers have always cultivated. Through dance and mime exercises, we hope to achieve this kind of sensitivity and awareness. Physical movement for many is highly satisfying. If you find this kind of satisfaction or wish you could, this course offers a rewarding experience.

Thursdays, 7 p.m., North
Starts: January 20th, (12 weeks)
Fee: \$26. Course No. 623.

A special interest program

Urban Vehical Design Competition

How about a two door Humberwagon 1900 fully equipped with low emission controls, 3 wheels and a fold-up "Carry-me-around" container?

Last year's 'Clean-Air-Car-Race' involved more than 100 Universities and colleges in the design and construction of pollution free cars. This year the competition will focus its attention on the development of a "city car" to solve the problems of urban city transportation.

Throughout the year students will work on this project on an extra-curricular basis with full-time student involvement in the project during the summer break.

Mr. Ernie Horney, Co-operative Education Co-ordinator for Humber College's Technology Division says "Such a large undertaking of this kind requires the enthusiastic support of many sponsors from business and industry. We are already pleased to announce that the Association of Professional Engineers (Toronto-Humber chapter) will be supporting the students with both financial and technical expertise."

For further information on this project contact Mr. E. Horney at 677-6810, local 400 or Mr. Don Stemp at local 317.



Act One, Scene Two

The Effective Public Speaker: Techniques and Technology

Self-confidence and the ability to speak articulately before large or small groups are tremendous advantages for people in every field.

And when it comes to putting information across or selling an idea — or a product — there are many new audio-visual aids which can make the vital difference.

This intensive course will give the student practice — using the latest aids — in putting together effective, compelling, speeches and presentations.

Mondays, 7-10 p.m., North
Starts: January 17 (12 weeks)
Fee: \$26. Course No. 610



Continuing Education - Business Certificate Programs

Business Administration Certificate

Successful completion of 15 courses or semester credits is required to obtain a Continuing Education Certificate in Business Administration. This program represents a cross-section of programs in the Business Division and has courses drawn from the accounting, marketing, electronic data processing and management programs. Credits earned in one program are transferable to other programs where the same courses are required or as electives.

Courses already taken at Humber College may be submitted for consideration as credits towards this Certificate.

Courses are planned for the following semesters:

BUSINESS ADMINISTRATION (15 courses)

Compulsory Courses: 12	PREREQUISITE COURSE	COURSE OFFERINGS		
		1972 Winter	1972 Spring	1972 Fall
021-006 Economics I				X
011-086 Comm. in Business & Industry		X		
021-083 Elements of E.D.P.		Mon.		X
021-085 Computer Concepts	021-083	Tues.		X
021-003 Business Law		Wed.		X
022-093 Statistics		Mon.		X
022-094 Theories of Management		Mon.		X
022-095 Organizational Devel.	022-094	Tue.	X	
021-001 Introduction to Acctg. I			X	
021-002 Introduction to Acctg. II	021-001	Wed.	X	
021-017 Elements of Marketing		Thurs.	X	X
021-018 Applied Marketing Concepts	021-018	Thurs.	X	

Elective Courses: 3

Any credit course offered in any Business Division Certificate Program counts as an elective

Theories of Management

This course deals with the functions of management and an examination of the various approaches to administrative decision-making. Stress is placed on the behavioural approach.

Tuesdays, 7-10 p.m., North
Starts: January 10 (14 weeks)
Fee: \$30. Course No. 022-094

Computer Concepts

A study of data management, file organization, machine language structure and preparation of research papers.

Tuesdays, 7-10 p.m., North
Starts: January 11 (14 weeks)
Fee: \$30. Course No. 021-085

Accounting Certificate

A continuing Education Certificate in Accounting is available on completion of eight courses, consisting of 5 compulsory and 3 electives. The program is made up of a 'core' group of accounting courses, which are part of the fulltime diploma program.

Up to 5 or 6 credits may be transferred to the Business Administration Certificate should you wish to transfer into that program.

Courses are planned for the following semesters:

CE-164

ACCOUNTING (8 courses)

Compulsory Courses: 5

Compulsory Courses: 5	PREREQUISITE COURSE	COURSE OFFERINGS		
		1972 Winter	1972 Spring	1972 Fall
021-001 Intro. to Acctg. I				X
021-002 Intro. to Acctg. II	021-001	Wed.	X	
022-015 Cost Accounting I	021-002			
022-016 Cost Accounting II	021-015	Tues.		
023-011 Managerial Acctg.	021-002			
021-003 Business Law		Wed.		X
022-097 Corporate Finance	023-011			
022-090 Receivables Management	021-002	Thurs.		
022-098 Controllership	021-002			
022-020 Auditing	023-011			

Elective Courses: 3 required

Receivables Management

The course covers the development of a credit policy; credit terms; credit instruments; credit agencies, and other sources of credit date; analysis of credit risks; setting of credit limits; collection principles and credit office managements.

Thursdays, 7-10 p.m., North
Starts: January 13th, (14 weeks)
Fee: \$30. Course No. 022-090

Cost Accounting II

An advanced course covering a wide variety of accounting principles and specific functions including: cost-volume profit analysis, profit planning, process cost accounting, computation of unit costs, effects of lost units, special problems, comprehensive budgets, and standard cost accounting procedures.

Tuesdays, 7-10 p.m., North
Starts: January 11 (14 weeks)
Fee: \$30. Course No. 022-016

Communications in Business and Industry

Communications to be effective must be understood in terms of its functions and goals and in terms of its limitations. This course will attempt to make the student aware of the roles he must play in the communications process, both vocationally and socially.

Human Relations, Goal Orientation, Organizational Needs, Logic and the "Silent Languages" will be integrated with the development of specific skills to provide the student with the ability to function with more competence and flexibility in the community.

Major writing assignments will be an integral part of the course and will be used to give the student the opportunity to learn, and develop skill in all of the above.

Mondays, 7-10 p.m., North
Starts: January 10 (12 weeks)
Fee: \$30. Course No. 011-086

Elements of E.D.P.

A study of automatic data processing methods, capabilities and applications of E.D.P. devices and problem solving.

Mondays, 7-10 p.m., North
Starts: January 10 (14 weeks)
Fee: \$30. Course No. 021-083

Introduction to Accounting II

Accounting methods for a variety of business organizations will be studied with special attention to the preparation of items for financial statements.

Wednesdays, 7-10 p.m., North
Starts: January 12th, (14 weeks)
Fee: \$30. Course No. 021-002

Organizational Development

An in-depth course to assist organizations in developing the objectives of corporate policy. You will analyze problems encountered by managers, supervisors and employees and evaluate methods of collaboration, interdependence, personal growth and decision making.

Tuesdays, 7-10 p.m., North
Starts: January 11 (14 weeks)
Fee: \$30. Course No. 022-095

Business Law

This course covers: the law of contracts and torts; an analysis of business organization with special reference to Partnership and Corporation Law; the sale of goods; including a consideration of credit transactions, conditional sales and the effect of consumer protection legislation; employment and agency, insurance, and bankruptcy, with a brief summary of the law relating to real estate, landlord and tenant, bailments and negotiable instruments.

Wednesdays, 7-10 p.m., North
Starts: January 12 (14 weeks)
Fee: \$30. Course No. 021-003

Statistics

A thorough investigation of the basic concepts in statistical analysis including terminology problems and methods of analysis

The traditional areas of descriptive statistics will be blended with the relatively newer ideas of statistical inference.

Mondays, 7-10 p.m., North
Starts: January 10 (14 weeks)
Fee: \$30. Course No. 022-093



Business Law

This course covers: the law of contracts and torts; an analysis of business organization with special reference to Partnership and Corporation Law; the sale of goods; including a consideration of credit transactions, conditional sales and the effect of consumer protection legislation; employment and agency, insurance, and bankruptcy, with a brief summary of the law relating to real estate, landlord and tenant, bailments and negotiable instruments.

Wednesdays, 7-10 p.m., North
Starts: January 12 (14 weeks)
Fee: \$30. Course No. 021-003

Introduction to Accounting II

Accounting methods for a variety of business organizations will be studied with special attention to the preparation of items for financial statements.

Wednesdays, 7-10 p.m., North
Starts: January 12th, (14 weeks)
Fee: \$30. Course No. 021-002

Certified General Accountants Program

For further information, contact
Garry Darwin 677-6810, Ext.
307, Business Division, Humber
College.



Continuing Education - Business Certificate Programs

Electronic Data Processing Certificate

Electronic Data Processing

The Continuing Education Certificate in Electronic Data Processing is awarded upon completion of nine credit courses.

Courses are planned for the following semesters:

ELECTRONIC DATA PROCESSING		PREREQUISITE COURSE	COURSE OFFERINGS		
Compulsory Courses: 9			1972 Winter	1972 Spring	1972 Fall
021-083	Elements of E.D.P.		Mon.	X	X
021-085	Computer Concepts	021-083	Tues.	X	X
400	Assembler I	021-085			X
402	Assembler II	400	Wed.		
022-099	Cobol	021-085	Mon.		
021-086	PL/1	021-085			X
022-027	Systems Analysis I	021-085			X
022-072	Systems Analysis II	022-027			
022-026	Computer Software	402			

COST OF ALL CERTIFICATE COURSES \$30.00

Cobol

To give you a thorough understanding of COBOL, stressing efficiency and special techniques employed in this computer language.

You will also study methods by which data can be manipulated to produce efficient programming.

Mondays; 7-10 p. m., North Starts: January 10 (14 weeks) Fee: \$30. Course No. 022-099

Assembler II

The Assembler language is the basic programming language used in commercial applications. You will have a complete systems review (interrupts, channel operations, etc.); study concepts of Assembler and machine language; the standard and decimal instruction sets (approximately 100 instructions); and analyse DTF entries, the Bill of Material Processor, and simulation. Through-out the course, you will be writing programs and case studies directly applicable to industry.

Wednesdays, 7-10 p.m., North Starts: January 12th (14 weeks) Fee: \$30. Course No. 402

NOTE:

You may select any Business course as an elective for credit towards your certificate program.



Computer Concepts

A study of data management, file organization, machine language structure and preparation of research papers.

Tuesdays, 7-10 p.m., North Starts: January 11 (14 weeks) Fee: \$30. Course No. 021-085

Elements of E.D.P.

A study of automatic data processing methods, capabilities and applications of E.D.P. devices and problem solving.

Mondays, 7-10 p.m., North Starts: January 10 (14 weeks) Fee: \$30. Course No. 021-083

Marketing Certificate

A certificate program for persons interested in studying the various strategies and techniques of marketing. The program involves eight courses, 3 compulsory and 5 electives.

This Marketing Certificate program represents both the former Marketing Management and Marketing programs with a wider offering of courses for participants.

Courses are planned for the following semesters:

MARKETING (8 courses)		PREREQUISITE COURSE	COURSE OFFERINGS		
Compulsory Courses: 3			1972 Winter	1972 Spring	1972 Fall
021-017	Elem. of Marketing		Thurs.	X	X
021-018	Applied Marketing Concepts	021-017	Thurs.		
022-104	Marketing Management	021-018	Wed.		
Elective Courses: any 5 courses					
022-039	Salesmanship				X
022-033	Sales Management		Wed.		
022-031	Marketing Research	021-017			
022-106	Advertising & Promotion	021-017			
021-041	Distribution Strategy	021-017			
021-591	Product. Strategy	021-017			
021-589	Pricing Strategy	021-017			
022-102	Princ. of Retailing I		Mon.		
022-103	Princ. of Retailing II				

The Marketing Management Certificate is being phased out. Any student who has already started the program will be able to complete same, or apply for credits to the Marketing Certificate.

Applied Marketing Concepts

You will be involved in an in depth study of the marketing concept. Identification of the potential market, consumer trends in purchasing, development of the product, channels of distribution, pricing strategy, advertising and sales promotion form the framework of this course.

Thursdays, 7-10 p.m., North Starts: January 13 (14 weeks) Fee: \$30. Course No. 021-018

Elements of Marketing

You will be involved in an in depth study of the marketing concept. Identification of the potential market, consumer trends in purchasing, development of the product, channels of distribution, pricing strategy, advertising and sales promotion form the framework of this course.

Thursdays, 7-10 p.m., North Starts: January 13 (14 weeks) Fee: \$30. Course No. 021-017

Retailing I

(How to Open and Operate your own Retail Store)

The purpose of this course is to provide a practical awareness of the many activities involved in modern retailing. Most types and areas of retail operations will be covered, including today's retail environment, location, organization and staffing, layout and fixturing, buying, merchandising, sales promotion, pricing, inventory control, credit and systems.

There is a real emphasis on the owning and operation of a retail outlet by a Pilot Study. You will be involved in a continuing project comprising mainly management planning functions.

Mondays, 7-10 p.m., North Starts: January 10th (14 weeks) Fee: \$30 Course No. 022-102

Marketing Management

Analysis of the management application to marketing with emphasis on the case study approach to marketing programs.

Wednesdays, 7-10 p.m., North Starts: January 12th (14 weeks) Fee: \$30 Course No. 022-104

Sales Management

All elements of the selling process will be covered in this course including techniques of securing interviews with prospective clients, selecting the best prospects, sales approaches, handling different personality types, evaluating price and product competition and sales closing techniques.

Wednesdays, 7-10 p.m., North Starts: January 12 (14 weeks) Fee: \$30. Course No. 022-033



Continuing Education - Secretarial Program

Legal Secretary Certificate

This Continuing Education Certificate program will provide you with a basic training for work in the legal secretarial field. Your studies will cover 9 compulsory courses in shorthand, legal office practice, principles of law, and theories of management. One Business elective course of your choice completes the certificate program.

COURSE OFFERINGS		PREREQUISITE COURSE	COURSE OFFERINGS		
1972 Winter	1972 Spring		1972 Fall		
Courses are planned for the					
LEGAL SECRETARY (10 courses)					
Compulsory Courses: 9					
022-042	Shorthand III (prerequisite Shortland 80 w.p.m.)	021-027			X
022-043	Shorthand IV (prerequisite Shorthand III)	022-042	X		
022-048	Legal Office Procedures I Part A (prerequisite typing 40 w.p.m.)				X
022-048	Legal Office Procedures I Part B	Part A	Mon.		
022-049	Legal Office Procedures II Part A	022-048			
022-049	Legal Office Procedures II Part B				
022-094	Theories of Management		Mon.		X
022-046	Principles and Interpretation of Law I				
022-047	Principles and Interpretation of Law II	022-046			
Elective Courses:					
Any credit course offered in any Business Division Certificate Program counts as an elective					

Medical Secretary Certificate

The Secretarial Studies Department offers the Continuing Education Medical Secretary Certificate for successful completion of ten courses, 9 of which are compulsory, and one elective.

COURSE OFFERINGS		PREREQUISITE COURSE	COURSE OFFERINGS		
1972 Winter	1972 Spring		1972 Fall		
Courses are planned for the following semesters:					
MEDICAL SECRETARY (8 courses)					
Compulsory Courses: 7					
022-056	Medical Science I				X
022-057	Medical Science II		X		X
022-054	Medical Office Procedures I Part A (prerequisite Typing 40 w.p.m.)	022-056			X
022-054	Medical Office Procedures I Part B (prerequisite Part A)	Part A	Mon.		
022-055	Medical Office Procedures II Part A	022-054			
022-055	Medical Office Procedures II Part B	Part A			
022-006	Transcribing Machine			X	
Elective Courses: 1					
Any credit course offered in any Business Division Certificate Program counts as an elective					

Legal Office Procedures — Part B

A study of advanced speed and accuracy with emphasis on preparing legal documents, instruments, and forms; legal office practice and procedure, including dockets, diaries, forms of correspondence, filing, reference and resource sources, travel arrangements, communication services, specialized procedures in real estate court, estate and company practice, legal ethics and protocol.

The use of various electric typewriters as an aide to speed and accuracy will also be covered.

Mondays, 7-10 p.m., North
Starts: January 10th, (14 weeks)
Fee: \$30. Course No. 022-048

Elements of Marketing

You will be involved in an in depth study of the marketing concept. Identification of the potential market, consumer trends in purchasing, development of the product, channels of distribution, pricing strategy, advertising and sales promotion form the framework of this course.

Thursdays, 7-10 p.m., North
Starts: January 13 (14 weeks)
Fee: \$30. Course No. 021-017

Medical Office Practice — Part B

Business procedures in Hospitals and medical offices with emphasis on records processing, office procedures and patient relations will be the focus of studies in this course.

Mondays, 7-10 p.m., North
Starts: January 10th, (14 weeks)
Fee: \$30. Course No. 022-054

Theories of Management

This course deals with the functions of management and an examination of the various approaches to administrative decision-making. Stress is placed on the behavioural approach.

4 Mondays, 7-10 p.m., North
Starts: January 10 (14 weeks)
Fee: \$30. Course No. 022-094

Basic Typing and Shorthand

If you do not have a typing speed of 40 w.p.m. or a shorthand speed of 80 w.p.m. the following four courses will give you the necessary prerequisite into the Medical or Legal program.

COURSE OFFERINGS		1972 Winter	1972 Spring	1972 Fall
021-080	Learn to Type in 14 Sessions	Tues.	X	X
022-004	Advanced Typing			
021-026	Shorthand I	Thurs.	X	X
021-027	Shorthand II			



Typing: Elementary, Intermediate, Advanced

A special opportunity for persons wanting to start or better their typing ability. Our individual learning method gives each person a special program and lets you reach your own desired level. Progress at your own rate on your choice of IBM Executive or Selectric typewriter.

Mondays and Wednesdays,
7-9:30 p.m.,
Queensway 2
Starts: January 17 (16 weeks)
Fee: \$30. Course No. 961

Shorthand I

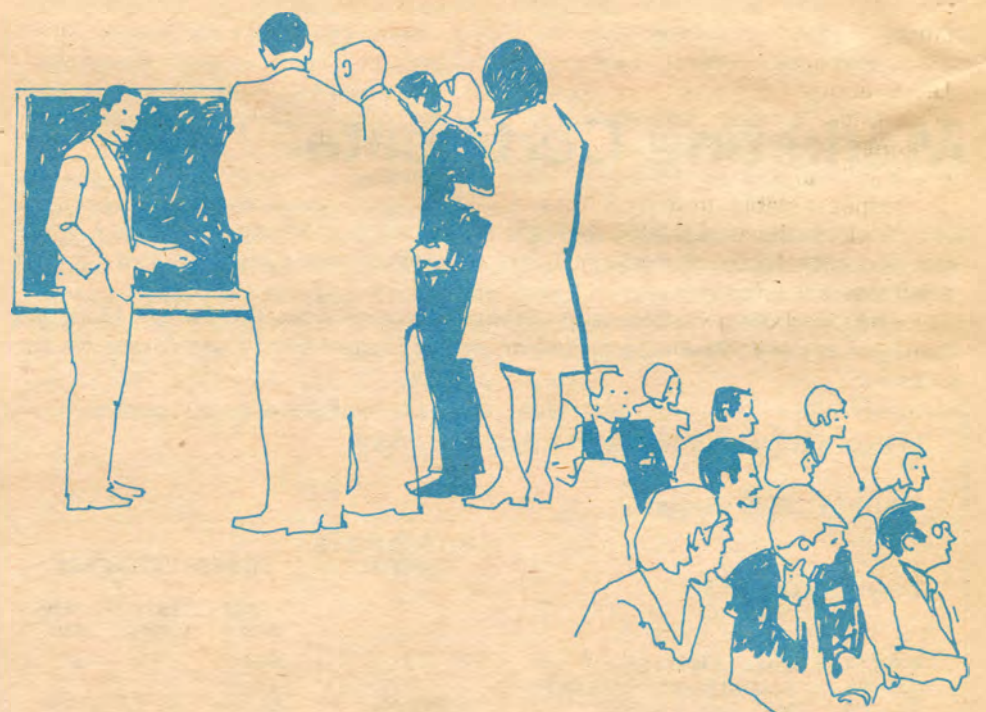
Forkner shorthand — a scientific combination of long-hand letters and a few symbols-forms a system of rapid writing which will enable you to reach a speed of 100 w.p.m. in about 80 hours of tuition. Based mainly on the letters of the alphabet, memory retention is greater than other shorthand systems.

Thursdays, 7-10 p.m., North
Starts: January 13th, (14 weeks)
Fee: \$30. Course No. 021-026

Learn to Type in 14 Sessions

"A New Approach to Typewriting". It is now possible to type 40 w.p.m., in 14 weeks, using Humber's new modern electronic equipment. Learning the keyboard by the old touch method has, until now, been tedious. Using modern methods and equipment, the student will easily learn to touch type through "conditioned Reflex Systems."

Tuesdays, 7-10 p.m., North
Starts: January 11 (14 weeks)
Fee: \$30. Course No. 021-080



Special Business Courses

SPECIALIZED BUSINESS ELECTIVES		PREREQUISITE COURSE	COURSE OFFERINGS		
1972 Winter	1972 Spring		1972 Fall		
022-080	Personnel Administration				X
022-064	Labour Relations	022-080	Thurs. Mon.	X	
— or any other credit course offered in a certificate program.					

Personnel Administration

A survey of various techniques involved in personnel administration and methods by which line personnel can utilize these, in conjunction with the personnel department, for effective development.

Thursdays, 7-10 p.m., North
Starts: January 13 (14 Weeks)
Fee: \$30. Course No. 022-080

Labour Relations

An Introduction to the process of collective bargaining, certification procedure, representational and jurisdictional disputes, unfair labour practices, the nature of the collective agreement, grievance procedure and the process of conciliation and arbitration, strikes and lock-outs.

Mondays, 7-10 p.m., North
Starts: January 10 (14 weeks)
Fee: \$30. Course No. 022-064



Continuing Education—Gourmet Cuisine

Hotel and Restaurant Administration Certificate

The rapidly expanding Hotel and Restaurant industry requires well trained people, knowledgeable in the organization and functions of Hotel and Restaurant operations.

This certificate course is a condensed version of the regular two year program and is ideal for persons already in the industry, wishing to upgrade their skills or for persons wishing to enter the industry.

Courses are planned for the following Semesters:

HOTEL AND RESTAURANT ADMINISTRATION (8 courses)

Compulsory Courses: 5

Course No.	Course Title	Prerequisite Course	1972 Winter	1972 Spring	1972 Fall
021-064	Hotel and Restaurant Admin.		Thurs.		
022-084	Hotel Front Office				
022-086	Hotel & Rest. Leg. & Law				X
022-078	Catering and Service				
021-070	Quantity Food Management I				X

Elective Courses: 3 required

022-075	Hotel Accounting			X	
022-077	Beverage Management				X
021-072	Food Sanitation and Nutrition				
021-071	Quantity Food Management II	021-070			
022-076	Quantity Food Management III	021-071			
011-068	Facilities Layout & Equipment				
021-101	International Gourmet Cuisine		Wed.		
022-087	Convenience Foods				



Hotel & Restaurant Administration

A study of hotel organization, function and operation of each department; hotel marketing, organization and supervision of operations; staff and operational procedures.

Thursdays, 7-10 p.m., North
Starts: January 13th, (14 weeks)
Fee: \$30. Course No. 021-064

International Gourmet Cuisine

Gourmet Cooking! That phrase conjures up images of exquisite dining rooms, far-away places, the master chef creating classical culinary magic. No longer is the preparation of gourmet foods beyond the reach of the domestic kitchen and the competent cook.

And here's the course to prove it! Through a blend of lectures, demonstrations and student participation you will learn the practical techniques of cooking international foods. Emphasis will be placed on the classical cuisine of various countries.

Wednesdays, 7-10 p.m., North
Starts: January 12 (14 weeks)
Fee: \$30. Course No. 021-101

Gourmet Foods for the Home Kitchen

Dining Room and Kitchen Antiques

Do you remember the days when a broom holder was the show piece of the kitchen, and the Family Cherry stoners was nearly perfected as any machine can be? That was in 1870. Learn about the carved wood, silver, crystal, china and glass of the past centuries. Learn what is the "Music Portfolio" and how to differ the Shakespeare table from the "Canterbury". Join those who love the antique world of cooking, dining equipment and accessories.

Tuesdays, 7-9:30 p.m., North
Starts: January 11 (14 weeks)
Fee: \$40. Course No. 526



International Gourmet Cooking II

Discover the famous gourmet foods of the world including Canada, England, France, Italy, Denmark, Spain, Japan and Hawaii including international cooking terms and menu planning. Register early for this very popular course.

Mondays, 7-9:30 p.m., North
Starts: January 10th (14 weeks)
Fee \$35. Course No. 352

Cooking for Special Occasions II

Mother's Day, Valentine's Day, Easter, a wedding reception, or club supper — You can turn the buffet into something extra special with a few gourmet specialties and served with a 'savoie faire'.

With demonstrations, lectures, and your participation, the instructors will teach you how to prepare and set attractive buffet tables for many occasions.

Tuesdays, 7-9:30 p.m., North
Starts: January 11th (14 weeks)
Fee: \$40. Course No. 354

Tasting Wine for Enjoyment (Wine Schmeking)

Like to be a connoisseur of great wines? An unusual course covering the great wines of the world. You'll study basic types of wine, vintage and ordinary wine, as well as recognition of wine by taste, colour and bouquet.

Also included will be wine purchasing, budgeting for a wine cellar, and proper selection of wines for parties, dinners and other happy occasions.

Wednesdays, 7-9 p.m., North
Starts: January 12 (14 weeks)
Fee: \$40. Course No. 530

Exploring the World of Cheeses

Fromage. Kase. queso. formaggio — in the language of gastronomy, they all spell pleasure.

Taste a wedge of ripe, redolent cheese and wash it down with a glass of a good wine and the world is at your dohrs. Taste cheeses of the world, watch a bubbling Welsh Rarebit, or Roman Browns under a brisk flame of the broiler.

Tuesdays, 7-9:30 p.m., North
Starts: January 18 (6 weeks)
Fee: \$26. Course No. 527

Cooking for Campers

Now that you've caught it, how do you clean and cook it? Well Mr. Sportsman, here's your chance to learn how.

Our Igor Sokur, a Master Chef, will show you the easy way to stay alive and enjoy good food. He will cover everything from how to build a fire place, to equipment, ingredients and food preparation.

We'll even throw in a session on survival foods in case your hunting skills aren't rewarded.

Saturdays, 9 a.m.-12 noon, North
Starts: March 11 (12 weeks)
Fee: \$26. Course No. 531





Continuing Education - Insurance Institute of Canada Certificate

INSURANCE INSTITUTE OF CANADA PROGRAM

In co-operation with The Insurance Institute of Canada, Humber College of Applied Arts and Technology offers an educational program leading to Associate status (A.I.I.C.) or Fellowship (F.I.I.C.) with The Institute.

To qualify for Associateship, students must pass nine examinations in the particular insurance area of their choice, general, agents; casualty; adjusters; property; marine; accountancy. There are four courses marked * which are obligatory. Of these obligatory courses, a student must first take course No.511, Principles & Practice of Insurance.

To qualify for Fellowship; students must pass another seven examinations.

NOTE: Full details about A.I.I.C. and F.I.I.C. requirements may be obtained from:

The Insurance Institute of Ontario
220 Bay Street,
Toronto, Ontario Phone: 362-1397

Garry Darwin
Humber College
Business Division Phone 677-5810 Ext. 307

LOCATION: North Campus

TIME: 7:30 p.m.

FEE: \$30.00

PLEASE NOTE These classes are designed to offer the full range of programs required by the Institute. Classes will be offered in those subjects where there is an enrolment of 15 participants.

COURSES OFFERED

COURSES OFFERED	DAY	START DATE
511 *Principles and Practice of Insurance It is also mandatory that this be taken first.	Monday	January 10
512 *Insurance on Property - Part 1	Monday	January 10
513 Insurance on Property - Part 2	Tuesday	January 11
514 *Insurance against Liability	Wednesday	January 12
515 Insurance on the Person	Thursday	January 13
516 Burglary & Fidelity Insurance	Monday	January 10
517 Fire Hazards	Tuesday	January 11
518 *Automobile Insurance	Wednesday	January 12
519 Fire Prevention and Protection	Thursday	January 13
520 Business Interruption	Monday	January 10
521 Property Loss Adjustment	Tuesday	January 11
522 Marine Insurance	Wednesday	January 12
523 Casualty Covers	Thursday	January 13
524 Loss Adjustments & Claims Settlements	Monday	January 10

FELLOWSHIP - Part 1

An Associate qualifying for FELLOWSHIP will be required to pass a further THREE examinations selected from the 14 subjects listed.

FELLOWSHIP - Part 2

All subjects are obligatory

	DAY	START DATE
460 Insurance Accounts and Finance	Tuesday	January 11
461 Insurance Administration	Wednesday	January 12
462 Commercial and Company Law	Thursday	January 13
463 Economics	Monday	January 10

Students are required to be members of the insurance institute. A Membership Fee of \$5.00 and an examination fee of \$6.00 is payable to the Institute. The Institute examination will be held immediately upon completion of the course.

Principles and Practices of Insurance

You will be introduced to the principles and practices of insurance and insurance law, including: laws of contract, general organization and administration of insurance companies, agencies, and adjusters.

Mondays: 7:30-10 p.m.,
Starts: January 10 (14 weeks)
Fee: \$30. Course No. 511
North/South

Insurance on Property - Part 1

A thorough program covering the basic fire insurance contracts and all personal lines of coverage.

Mondays: 7:30-10 p.m.,
Starts: January 10 (14 weeks)
Fee: \$30. Course No. 512
North/South

Insurance on Property - Part 2

Tuesdays, 7.30 p.m.
Starts: January 11 (14 weeks)
Fee: \$30. Course No 513

Insurance Against Liability

This course covers the following areas: all types of liability insurance and specifically - general liability for owners of premises and for business organizations.

Wednesdays: 7:30-10 p.m.,
Starts: January 12 (14 weeks)
Fee: \$30. Course No. 514
North/South

Insurance on the Person

Thursdays, 7.30-10 p.m.
Starts: January 13 (14 weeks)
Fee: \$30. Course No. 515
North & South

Burglary and Fidelity Insurance

Mondays, 7.30-10 p.m.
Starts: January 10 (14 weeks)
Fee: \$30. Course No. 516
North & South

Fire Hazards

Tuesdays, 7.30-10 p.m.
Starts: January 11 (14 weeks)
Fee: \$30. Course No. 517
North & South

Automobile Insurance

In this course you will cover a broad investigation of the field of auto insurance including such topics as provincial insurance acts, liabilities to injured parties and traffic acts.

Wednesdays: 7:30-10 p.m.,
Starts: January 12 (14 weeks)
Fee: \$30. Course No. 518
North/South

Fire Prevention and Protection

Thursdays, 7.30-10 p.m.
Starts: January 13 (14 weeks)
Fee: \$30. course No. 519
North & South

Business Interruption

Mondays, 7.30-10 p.m.
Starts: January 10 (14 weeks)
Fee: \$30. Course No. 520
North

Property Loss Adjustment

Tuesdays, 7.30-10 p.m.
Starts: January 11 (14 weeks)
Fee: \$30. Course No. 521
North

Marine Insurance

Wednesdays, 7.30-10 p.m.
Start: January 12 (14 weeks)
Fee: \$30. Course No 522
North

Casualty Covers

Thursdays, 7.30 p.m.
Start: January 13 (14 weeks)
Fee: \$30. Course No. 523
North

Loss Adjustment & Claims Settlements

Mondays, 7.30 p.m.
Start: April 10 (14 weeks)
Fee: \$30. Course No. 524
North & South

Insurance Accounts and Finance

Tuesdays, 7.30-10 p.m. North
Starts: January 11 (14 week)
Fee: \$30. Course No. 460

Commercial and Company Law

Thursdays, 7.30-10 p.m.
Starts: January 13 (14 weeks)
Tuesdays, 7.30-10 p.m.
North

Insurance Administration

Wednesdays, 7.30-10 p.m.
Starts: January 12 (14 weeks)
Fee: \$30 Course No. 461
North & South

Economics

A required program of the Insurance Institute of Canada Fellowship program.

Mondays: 7:30-10 p.m., North
Starts: January 10 (14 weeks)
Fee: \$30. Course No. 463



More Business Certificate Courses in Business Administration, Marketing, Electronic Data Processing, Accounting, Legal and Medical Secretary and Hotel and Restaurant Administration are on pages 20, 21, 22 and 23.



Continuing Education

New community education services offered at Humber College

Community Forums/Workshops/Seminars

"In this new age of technology, we often experience a breakdown in communications not only in industry but in our own community life", says Vince Battistelli, Etobicoke Program Consultant, who has been working with communities to help overcome these communication problems. "Major community issues of interest are often left virtually unexplored because of the lack of channels for discussion", states Mr. Battistelli.

"Newspapers, radio and television have presented only a one-sided form of communication in the past. Unfortunately, the residents are left with little information and many misconceptions", he added. Humber College is pleased to sponsor forums, workshops and seminars throughout the year to help overcome the limitations in communications and to provide the community with an opportunity to discuss contemporary issues. If you would like to see a public seminar or debate conducted on a particular topic that interests you, please contact our community program consultants.

Community Education Services

A unique service has been added to the College's Continuing Education division. The new Community Education Services branch has been initiated to

provide individuals, agencies, organizations and community groups with help in the following ways:

1. Identification and assessment of educational, leadership or training needs
2. Leadership assistance.
3. Specifying relevant learning experiences to meet identified needs.

Community Self-Study

Humber College is equipped with a specially trained staff to assist interested individuals or groups in the community in conducting a program of Community Self-Study.

The self-study programs are designed to provide individuals or groups with a framework for identifying and discussing the problems or concerns of their neighbourhood.

Community leadership

A special service available to members and leaders of community groups is our Community Leadership Program. Our program consultants will be pleased to meet with your group to understand the special functions and leadership requirements necessary to help your group function effectively. We will assist in designing and conducting a leadership program to meet your requirements and will also help develop the educational and organiza-

tional resources which meet the needs of your group.

Training Programs

Our training program service has been developed to assist groups and organizations in assisting their particular training needs. In addition we will help design and conduct an appropriate training program required. This service is of great help to organizations involved in recruiting new members and performing services.

Of special interest to church groups and other voluntary organizations planning to operate a youth drop-in centre are programs designed to help your members to understand the operation, organization and philosophy of such a venture. Programs will also be set up to train volunteers and staff to work in these centres.

If your group needs advice on how to expand its operations or an how to function more effectively, our program consultants are available to work with your group to help bring about the desired results. For more information on any of our community services please contact — Vince Battistelli, Etobicoke Program Consultant; Gloria Quinlan, York Program Consultant; or Ken Williams, Community Program Consultant.



Vince Battistelli,
Etobicoke Program Consultant



Gloria Quinlan
York Program Consultant

Early Childhood Education Diploma

Humber College offers a program both fulltime day or part-time evening studies, leading to a Diploma in Early

Childhood Education. Through the Continuing Education Division the following evening courses will be offered this Fall.



Nursery School Curriculum and Resources

The development of the seven part guidance plan for nursery school education; covering the adult, individual and staff roles; decision-making and responsibility; behavioural analysis of structured situations; verbal directions; individual attention; incidental routines; playtime techniques and introducing music to young children.

Wednesdays, 7-10 p.m., South
Starts: January 12 (20 weeks)
Fee: \$45. Course No. 012-013

Parent-Teacher Relationships

Relationships between parents, children and teachers with emphasis on studying the role of the child in family life. Other topics include the responsibilities of the teacher in working with parents of nursery school children, and the influence a teacher might have on children outside the school setting.

Mondays, 7-10 p.m., South
Starts: January 3rd, (15 weeks)
Fee: \$35. Course No. 012-355

Rehabilitation Counselling Certificate

This is a two-year certification program developed in conjunction with the Canadian Association of Rehabilitation Personnel for students with

some experience in this area.

The following subjects are being offered.

Human Relations in Rehabilitation Work

A study of human problems and needs with emphasis on social attitudes and acceptance of disadvantaged and other minority groups. The importance of social, work and home environments, the meaning of work in our society; industrial and labor relations; and a variety of related concerns will also be studied.

Wednesdays, 7-10 p.m., North
Starts: January 12th (12 weeks)
Fee: \$35. Course No. 226

The Rehabilitation Process

In co-operation with the Canadian Association of Rehabilitation Personnel, Humber College offers a special course designed for persons already working or interested in the rehabilitation process. Sessions will cover improved methods and techniques for more effective results.

Mondays, 7-10 p.m., North
Starts: January 10th, (12 weeks)
Fee: \$35. Course No. 225

Related special interest courses

Living with Adoption

Is the adoptive family different?

A 4 week course which will give parents of adoptive children an opportunity to meet and discuss questions of mutual concern.

Topics will include community attitudes to adoption, telling a child about adoption, answering questions about biological parents and helping a child feel secure.

Thursdays, 7:30 - 9:30 p.m., North
Starts: January 20th, (4 weeks)
Fee \$10. Course No. 204

Child Psychology

This course will give a foundation in the psychology of child development to assist those involved with children in understanding their often baffling behavior, biology and emotional development. Relations between the child, his family and his peers as well as school, will form a key part of the course.

Wednesdays, 7-10 p.m., North
Starts: January 12th (12 weeks)
Fee: \$30. Course No. 012-155

Continuing Education

Advanced Tennis Instruction and Strategy

Add something special to your game with a little advanced strategy. Further development of basic skills in serve, smash, volley and scoring will give you a new outlook on the game.
Sundays, 9:00 a.m. - 12 noon,
North Campus
Starts: January 23rd (10 weeks)
Fee: \$35.00 Course No. 017

Basic Scuba Diving

An in-depth course on the underwater world. Combining classroom workshops and pool instruction you will study equipment operation, maintenance, purchasing, safety procedures, basic skills, planning of trips, and physiological information on scuba diving. Instant fun — just add water. Pool sessions will also feature teaching of the basic skills of underwater movement, use of air tanks and regulator, and skin diving techniques. This is a National Association of Scuba Diving Schools Certificate Program. Equipment supplied.
Wednesdays, 7:30 - 11:00 p.m.,
North Campus
Starts: January 19th (7 weeks)
Fee: \$65.00 Course No. 006

Basic Tennis Instruction and Strategy

Love on Camera? A special course providing basic instruction in the skills of tennis, using closed circuit television to study your own style. Lessons in forehand, backhand, serve, smash, volley, half volley, scoring and strategy for singles 7 doubles, plus lots of practice.
Tuesdays, 7-10 p.m., North
Starts: January 18th (10 weeks)
Fee: \$35.00 Course No. 016

Tennis, Scuba Diving Piloting for Pleasure Craft and Outdoor Survival



Piloting for Pleasure Craft

A rising accident rate is coinciding with the rapid growth of pleasure boating in Canada and many of these accidents are due solely to ignorance of piloting procedures. The aim of this course is to provide a sound basic knowledge to enable the amateur sailor to operate his craft effectively without risk to himself, his crew or to other users of the waterways. Topics include: Boat care, maintenance, piloting, seamanship, water safety and courtesy, laws and regulations, charts, knots and splices, power units, compasses and navigation.
Wednesdays, 7-10 p.m., North
Starts: January 19th, (12 weeks)
Fee: \$26. Course No. 621

Survival

Last winter a young woman motorist died of exposure two miles away from Humber's North Campus. She would have lived had she followed basic Survival rules. More Canadians are trying to get away from the cities and have the leisure to do it... on snowmobiles, in light aircraft, in canoes or larger craft, backpacking through our hundreds of square miles of natural parklands such as Algonquin. Many of these people know little of the wild. And the more experienced an adventurer is, the more readily will he admit that there's always something new to learn about the North. The head of every family must know Survival.

The course will cover: psychology of Survival; choosing, buying and using camping and Survival equipment; map-reading and navigation (practical exercise); first aid; fires; bush Survival; arctic-winter supplies; desert Survival; crash rescue; surviving riots, social breakdown, and much more.
Mondays, 7-10 p.m., North
Starts: January 17th (12 weeks)
Fee: \$26. Course No. 237

Purebred Dogs

Purebred Dogs as a Hobby or Profession I

Course I — The first of our courses. Course I will deal with the evaluation of buying, breeding, care and diseases, socialization, genetics and records, the use of the computer, controlled exercises and audio-visual aides. The fee includes the texts.
Wednesdays, 7:30-10 p.m., North
Starts: January 12th (10 weeks)
Fee: \$60. Course No. 011-368

Equine Nutrition

Equine Nutrition

A special course providing a detailed study on all aspects of nutrition. Specifically you will cover: nutritional comparison between animals and plants; classification of foodstuffs, carbohydrates, fats, proteins, amino acids, minerals, concentrates, and roughages; nutritive value of foodstuffs; formulation of rations for the foal, yearling, broodmare, stallion and others; home-grown feeds versus commercial rations; special feeding situations (e.g. — orphan foal) and much more.
Wednesdays, 7-10 p.m., North
Starts: January 19 (12 weeks)
Fee: \$30. Course No. 011-244

Special Interest courses

Human Relations 1

This course will study personal and group needs in the social, business, industrial and professional settings. A basic introductory course in Human Relations.
Tuesdays, 7-10 p.m., North
Starts: January 11 (12 weeks)
Fee: \$30. Course No. 011-083

Canadian Politics

"... the honorable members of the opposition are nobodies when they are 50 yards away from this building." — Pierre Elliot Trudeau, Prime Minister.
This course will analyse the structure, function and personalities of the Canadian political scene.
Mondays, 7-10 p.m., North
Starts: January 10 (12 weeks)
Fee: \$30. Course No. 011-061

Psychology 2

A continuation of Psychology I, with emphasis on the various schools of psychology — humanities, clinical, developmental and practical application in life and work.
Thursdays, 7-10 p.m., North
Starts: January 13 (12 weeks)
Fee: \$30. Course No. 011-060

Introduction to Anthropology

Discover cultures ancient, primitive and Canadian. Just a few of the groups you'll study include the Africans, Canadian Indians and Eskimos. A special emphasis will be given to cultural groups in our own society and the role of minorities in Toronto's community life.
Thursdays, 7-10 p.m., North
Starts: January 13 (12 weeks)
Fee: \$30. Course No. 011-073

Introductory Sociology

This course is an introduction to the central concepts of Sociology. Initially, we will deal with those concepts that have to do with the organization of relationships between persons. Here we will discuss groups and their structure as seen in roles and norms. We will then consider the more stable dimensions of social life, which we call institutions, and those persistent patterns of behavior, known as culture.
Tuesdays, 7-10 p.m., North
Starts: January 11 (12 weeks)
Fee: \$30. Course No. 011-136

Study trip to Russia

If you are interested in other people and places and would enjoy doing some creative study about the Soviet Union, Humber has an interesting experimental program planned for you, for January — May 1972. This could include a month's study and travel in the Soviet Union during the month of May, 1972.

A series of courses in various aspects of Russian culture will be offered in the Winter '72 semester. This could also be a pre-orientation program prior to departure for the Soviet Union.

The Humber College program will include films, slides, guest speakers, and Russian cultural evenings.
For further details contact Nina Such, English Department, ext. 344 or 345, or Hot Line 677-6810.

**Registration
Forms - on
page 32**



Continuing Education

Oriental Flower Arranging

Ikebana

A ten evening, 20-hour practical course studying the art of Ikebana—Japanese Floral Arranging. Each evening will involve demonstrations of traditional Oriental styles followed by Classroom projects.

This would be a most valuable course for amateur florists wishing to create more naturalistic and artistic arrangements with an Oriental flair.

Supplies: The College will supply most tools and equipment and all flowers for the first several evenings.

Students will be expected to supply their own containers and materials for the next evenings.

*Mondays, 7-9 p.m., North
Starts: January 17th, (10 weeks)
Fee: \$25. Course No. 329*

Tree Maintenance Short Course

Foremans Short Course In Arboriculture

A one day, six hour course covering "safety aloft", quality tree pruning, felling techniques, and a two hour session on modern tree planting procedures.

*Tuesdays, 9 a.m. — 5 p.m., North
Starts: one day only, February 15th
Fee: \$6. Course no.327*



Fashions

Advanced Dressmaking: Dresses and Evening Wear

Adding to your basic knowledge of dressmaking techniques, this course will move you forward to greater skills.

Those of you who have a background in pattern drafting will be able to work from your own designs. Others may wish to experiment with style changes working from a commercial pattern.

Emphasis will be on acceptable construction techniques related to a variety of styles and fabrics.

*Wednesdays, 7-10 p.m., North
Starts: January 12 (12 weeks)
Fee: \$30. Course No. 236*

Advanced Dressmaking: Suits and Coats

If you have considerable knowledge and practice of dressmaking techniques and wish to begin tailoring, this course was planned for you. Using your previous sewing experience for basic construction of a suit or coat, you will learn that a tailored garment is molded and shaped by pressing and sewing with the aid of supporting inner fabrics specialized stitches.

*Tuesdays, 7-10 p.m., North
Starts: January 18 (12 weeks)
Fee: \$30. Course No. 235*

Design and Construction of Children's Clothing

Add to your basic knowledge of dressmaking techniques — learn to design and construct children's clothing. Types of garments may include pants, shirts, skirts, blouses, coats, jackets and sleepwear with emphasis on the use of easy care fabrics.

*Mondays, 7-10 p.m., North
Starts: January 17th, (132 weeks)
Fee: \$30 Course No.238*

Family Life

Sociology — The Changing Family

Has the family unit any real purpose in today's society?

This special course will take a look at family life development, relationships, outside influences, breakdown, generation attitudes and contemporary perspectives of the roles of the family members. Experienced leaders and resource personnel will be featured at each session.

*Mondays, 7-10 p.m., North
Starts: January 10 (12 weeks)
Fee: \$30. Course No. 011365*

Child Psychology

This course will give a foundation in the psychology of child development to assist those involved with children in understanding their often baffling behavior, biology and emotional development. Relations between the child, his family and his peers as well as school, will form a key part of the course.

*Wednesdays, 7-10 p.m., North
Starts: January 12th (12 weeks)
Fee: \$30. Course No. 012-155*

"Ethics": The Permissive Society: Liberalism or Licentiousness

Analytical discussion of recent trends in morality and approaches to sexual liberty, trial-marriages, abortion, mercy-killing, censorship, civil disobedience, student-revolts, 'doing-your-own-thing-', 'telling it as it is', etc.; modern issues as responsibility for pollution, poverty, social welfare, conditions in jails, catastrophes as Biafra and Pakistan, police methods, etc.

These problems will be analyzed in the context of the nature and purpose of morality in general with an examination of ways of deciding moral questions and evaluating moral principles.

*Tuesdays, 7-9 p.m., North
Starts: January 11th, (12 weeks)
Fee: \$30. Course No. 011-367*



Living with Adoption

Is the adoptive family different?

A 4 week course which will give parents of adoptive children an opportunity to meet and discuss questions of mutual concern.

Topics will include community attitudes to adoption, answering questions about biological parents and helping a child feel secure.

*Thursdays, 7:30 - 9:30 p.m., North
Starts: January 20th, (4 weeks)
Fee \$10. Course No. 204*

**Early
Childhood
Education
Diploma
see page 25**



Continuing Education

electronics, unhandyman painting, and creative welding

Refrigeration, Heating and Air Conditioning I

To assist adult students in understanding the principles and practices of the processes used to produce comfortable living conditions and food preservation. Topics will include: Fundamentals of Refrigeration, Basic Refrigeration Systems, Compression Systems.

*Tuesdays, 7-10 p.m., North
Starts: January 18th, (12 weeks)
Fee: \$30. Course No. 768*

Refrigeration, Heating and Air Conditioning II

Advanced studies on food preservation and improvement in living conditions. Topics will include: Absorption Systems, Refrigerants, Psychometrics, Heating and Humidification.

*Thursdays, 7-10 p.m., North
Starts: January 20th, (12 weeks)
Fee: \$30. Course No. 769*

Electronics — Industrial Technical Program 1

The Individual Learning Method enables the student to choose and progress at his own level in one of the following seven programs: Basic Electricity, Basic Electronics, Basic Transistors, Audio and Radio Circuitry, Black and White TV, Colour TV, Digital Circuit techniques.

*Thursdays, 7-10 p.m., Queensway
Starts: January 20 (12 weeks)
Fee: \$35. Course No. 960*

Techniques in Transistor Trouble Shooting II

Further studies in trouble shoot and transistorized equipment with special attention to Printed Circuits, In-Circuit Testing, Trouble Shooting, and Testing.

*Thursdays, 7-10 p.m., North
Starts: January 20th, (10 Weeks)
Fee: \$30. Course No. 773*

Techniques in Transistor Trouble Shooting I

This course gives you a comprehensive, easily understood method of trouble shooting transistorized equipment.

Topics will include: transistor characteristics, thermal stability field effect transistors, and specification sheets.
*Tuesdays, 7-10 p.m., North
Starts: January 18th, (10 weeks)
Fee: \$30. Course No. 772*

Painting for the Un-Handyman

To show home owners how to prepare and paint such items, as wella, houses and furniture.

*Saturdays, 9 a.m. - 12 noon, North
Starts: Two days only Jan. 29 & March 25.
Fees: \$4. - couple - \$3. - single
Course No. 774*

Creative Welding

Turn a pile of scrap metal into creative sculpture? Sure! If you know how! And this course will give you the practical welding skills to set you on your way. Build something small for special giftware, indoor ornament, outdoor garden landscaping or just for creative expression.

*Mondays, 7-10 p.m., Queensway
Start: January 17 (13 weeks)
Fee: \$40. Course No. 953*

Industrial Electronics

An introduction to the basic theory and operation of equipment used in industry to monitor, operate, inspect and test production facilities and manufactured products.

*Tuesdays, 7-9:30 p.m., North
Starts: January 18 (10 weeks)
Fee: \$30. Course No. 775*

Foreign Languages - Prologue to travel

Conversational Japanese

This course would equip the businessman/woman with an elementary knowledge of spoken Japanese. Since there is a growing trade between Japan and Canada, commercial terminology would be stressed. Such terminology would include questions and answers/statements regarding Electronics, automobiles, domestic/household products e.g. kitchen utensils and general commercial phraseology.

*Wednesdays, 7 - 10 p.m., North
Starts: January 12 (12 weeks)
Fee: \$30. Course No. 011-366*

Conversational Italian I

Come learn Italian! It can be fun and profitable! If you want to convince that Italian customer that he should deal with you, or if you wish to travel to Italy, or just meet and get to know your Italian neighbour, come learn Italian! By means of conversational dialogues, as well as our language lab it can be enjoyable. This course should be of interest to those with little or no knowledge of Italian.

*Tuesdays, 7-10 p.m., Queensway
Starts: January 11 (12 weeks)
Fee: \$30. Course No. 011-334*

Conversational Italian 2

An advanced course designed to help you through the conversational difficulties whether you are travelling in a foreign country or conducting business.

*Thursdays, 7-10 p.m., Keeleesdale
Starts: January 13 (12 weeks)
Fee: \$30. Course No. 011-355*

Conversational French Lab. 2

*Mondays: 7-10 p.m., North
Starts: January 10 (12 weeks)
Fee: \$30. Course No. 011-067*

Conversational Spanish Lab. 2

*Thursdays: 7-10 p.m., North
Starts: January 13 (12 weeks)
Fee: \$30. Course No. 011-065*

For further information on evening programs call Nightcrowd Hotline 677-9540

Campus Locations

KEELESDALE CAMPUS

88 Industry Street, Toronto 15, Ontario

NORTHERN CAMPUS

(West off Hwy. 27, North of Rexdale Boulevard)
Box 1900, Rexdale, Ontario.

QUEENSWAY CAMPUS

56 Queen Elizabeth Boulevard, Toronto 18, Ontario

SOUTHERN CAMPUS

3495 Lakeshore Boulevard West, Toronto 14, Ontario

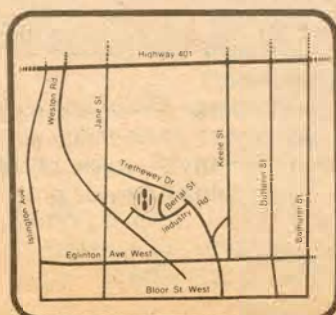
TRAINING IN BUSINESS AND INDUSTRY CAMPUS

5233 Dundas Street West, Islington 678, Ontario.
Telephone: 236-1291

STOREFRONT HUMBER

2945 Lakeshore Boulevard West, Toronto 14, Ontario,
Telephone: 259-2408

Keeleesdale Campus Map



North Campus Map



Queensway Campus Map



South Campus Map

