

# BUSINESS ADMINISTRATION (BUAD)

## Walk out of the classroom and into a business career

Arm yourself with the skills you need in human resources, marketing, entrepreneurship, finance, and operations to become a vital player in any sized business. Or venture out on your entrepreneurial journey bolstered by a strong foundation of solid skills. Choose to specialize in marketing, management, or business planning in your third year.

You'll be guided by industry-experienced professors throughout the program. Finally, an unpaid real-world placement in your last semester will put your skills to the test as you build your résumé and develop relationships in your chosen field.

## Program highlights

- Industry professionals open real-world doors
- Experiential learning through clubs and competitions
- Specialize in marketing, management, or business planning
- 7- to 8-week placement builds your résumé and business network
- Earn a degree through course articulation agreements with partner universities

## Program of study for 2024-25 Academic Year

Semester 1		Credits
ACC 1045	Introduction to Accounting	3
BUS 1125	Business Professionalism	3
BUS 1146	Introduction to Business Management	3
BUS 1211	Business Mathematics	3
ECN 1101	Microeconomics	3
ENG 1002	College Communications	3
ISP 3026	Spreadsheets for Business	3
<b>Credits</b>		<b>21</b>
Semester 2		Credits
ACC 1050	Financial Accounting	3
BUS 1111	Business Research Methods	3
BUS 1153	CSR and Ethics	3
BUS 1212	Financial Mathematics	3
ECN 1202	Macroeconomics	3
MKT 1204	Foundations of Marketing	3
One General Education course. <sup>1</sup>		3
<b>Credits</b>		<b>21</b>
Semester 3		Credits
ACC 2312	Managerial Accounting	3
BUS 1233	Statistics	3
ENG 2205	Business Reports and Presentations	3
MKT 1200	Applied Marketing	3
FIN 1101	Corporate Finance	3
BUS 2320	Business Law	3
One General Education Course. <sup>1</sup>		3
<b>Credits</b>		<b>21</b>

Semester 4		Credits
BUS 1037	Project Management	3
BUS 1217	Strategic Business Decisions	3
BUS 2041	Human Resources Management	3
BUS 3501	Operations Management	3
IND 1011	Indigenous Business and Economics	3
QMM 1005	Business Analytics	3
One General Education Course. <sup>1</sup>		3
<b>Credits</b>		<b>21</b>

Semester 5		Credits
MKT 2350	Customer Relationship Management	4
QMM 1003	Business Analytics	4
MKT 3550	Strategic Marketing Management	3
One of the following groups of Elective courses:		9
BUS 1241	Launching a Small Business	
BUS 1242	Startup Marketing and Operations	
BUS 1243	Startup Business Finance	
OR		
MKT 1202	Digital Media and Marketing	
MKT 2381	Communication Design	
MKT 1003	Campaign Strategies	
<b>Credits</b>		<b>20</b>

Semester 6		Credits
BUS 1145	International Management	3
BUS 1156	Work Placement	6
BUS 1245	Leadership & Team Development	3
One of the following Elective courses:		3
BUS 1126	Small Business Management	
MKT 1020	Integrated Marketing Communications	
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>119</b>

<sup>1</sup> For more information regarding General Education courses, click here (<https://cambriancollege.ca/general-electives/>).

## Admission requirements

For graduates of the new curriculum (OSS): Ontario Secondary School Diploma (30 credits) or equivalent or mature student status, including:

- Any grade 12 English (C) or (U)
- Any grade 11 mathematics (C), (U), or (M)

## Additional admission requirements

### Recommendations

- Computer competency in relevant software

## Program delivery

### 2024-2025

#### Fall term start

SEMESTER 1: Fall 2024

SEMESTER 2: Winter 2025

SEMESTER 3: Fall 2025

SEMESTER 4: Winter 2026

SEMESTER 5: Fall 2026

SEMESTER 6: Winter 2027

#### **Winter term start**

SEMESTER 1: Winter 2025

SEMESTER 2: Spring 2025

SEMESTER 3: Fall 2025

SEMESTER 4: Winter 2026

SEMESTER 5: Fall 2026

SEMESTER 6: Winter 2027

## **Specific program pathway**

### **Honours Bachelor of Business Administration - advanced standing opportunity**

Graduates from this program (or equivalent) meeting a 2.5 GPA requirement are eligible for advanced standing in the Honours Bachelor of Business Administration program (<https://cambriancollege.ca/programs/honours-bachelor-of-business-administration/>) and will receive direct entry into Year 3 and have a potential to receive additional transfer credits.

### **College or university degree opportunities**

If you are a graduate of this program, you may continue your studies at a college or university and you may receive credit(s) for your prior college education. Refer to Cambrian's college and university agreement (<https://cambriancollege.ca/supports-services/articulation-agreements/>) details for further information.

## **Employment opportunities**

Graduates are prepared for employment opportunities in:

- Retail organizations
- Investment firms
- Insurance companies
- Commercial development firms
- Municipal, provincial, and federal governments
- Manufacturing firms
- Advertising agencies
- Financial institutes
- Marketing agencies

## **Contacts**

### **Praveen Rathee**

Program Coordinator Year 1

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### **Marnie Staffen**

Program Coordinator Years 2 & 3

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### **INTERNATIONAL ADMISSIONS**

[mailboxadmissions@cambriancollege.ca](mailto:mailboxadmissions@cambriancollege.ca)