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Business and Management Programs

Bachelor of Business Administration (BBA), Majors and Minors

Location Offered:

Cowichan, Nanaimo

Credential:

Bachelor Degree

Program Length:

4 Years

The Program

Business plays a major role in the structure and functioning of contemporary society. Rapid changes in technology, resource allocation, structural shifts in the economy, changes in consumer preferences, global competition, and shifts in the employment market all necessitate a better understanding of the role and nature of business in today's society.

The BBA provides a well-rounded business education with a focus on global business operations, emerging markets, and technology-enabled organizations. Students develop an in-depth understanding of one of the business majors and learn a broad range of managerial capabilities, problem solving and communication skills. Electives allow flexibility, adaptability and creativity and prepare graduates for diverse careers in global management, administration, and entrepreneurship, as well as a range of postgraduate opportunities.

VIU's **Bachelor of Business Administration** (BBA) allows electives to improve students' understanding of the intellectual and applied linkages between Social Sciences, Humanities and Business. Students will develop an appreciation and understanding of how to achieve organizational objectives in an often diverse and turbulent external environment. Lectures are augmented by seminars, research projects and computer simulations. Students are encouraged to take electives from the Social Sciences and Humanities.

Graduates of the former two-year Business Management diploma program will be able to enter the third year of the BBA and will receive credit for courses completed as part of their diploma.

Upon successful completion of the first two years of the BBA, students who apply will be awarded a Diploma in Business Administration.

Program Outline

Degree Planning

At the end of the second year, once students have completed all required first and second year courses, students need to declare their educational goals in consultation with a BBA Degree Advisor. Declaration of educational goals will indicate the student's

plan to satisfy the requirements for the degree, including the options (Majors/Minors) they intend to pursue.

Common First Year

Year 1

Year 1 is a **common year** for all options with the BBA. Year 1 consists of 30 credits. **Note:** *Because of prerequisite issues, students MUST follow the course sequence indicated below.*

COMMON First Year For All BBA Programs

| Year 1—Fall Semester | Credits |
|---|-----------|
| ACCT 100 - (Financial Accounting I) | 3 |
| ENGL 115 - (University Writing and Research) | 3 |
| MGMT 192 - (Principles of Management) | 3 |
| Six elective credits* (including MATH 151 for students without Mathematics 12) | 6 |
| Total Credits | 15 |

COMMON First Year For All Majors

| Year 1—Spring Semester | Credits |
|---|-----------|
| ENGL 204 - (Business and Technical Writing) (effective September 2012) or, ENGL 225 - (Business and Technical Writing) (prior to September 2012) | 3 |
| FNCE 130 - (Intro to Finance) | 3 |
| MARK 160 - (Introduction to Marketing) | 3 |
| MGMT 292 - (Organizational Behaviour) | 3 |
| Three elective credits* | 3 |
| Total Credits | 15 |

***Note:** *Elective credits must be chosen from outside the Faculty of Management.*

Requirements for a Major

In addition to the general degree requirements listed below, all BBA students must complete at least one Major.

Years 2-4 requirements can be seen on the Bachelor of Business Administration Major pages:

- Accounting
- Economics
- Financial Services
- Human Resource Management
- International Business
- Management
- Marketing

Completion Requirements

- **Upper-Level Requirement:** depending on the major selected, a minimum of 42 or 45 upper-level credits is required, with a minimum 2.0 (“C”) grade point

average calculated on all upper-level courses attempted or completed. If such a course has been repeated, *grades from all attempts will be included in the calculation.*

- **Graduating GPA:** a graduating GPA of at least 2.0 (“C”) is required.
- **General Electives:** 18 elective credits must be completed from outside of Business (ie. not courses with the following prefixes - ACCT, ECON, FNCE, MARK, MGMT, QUME).
- **Second Major:** Students completing a second major must have all the required courses and have completed 18 elective credits from outside of Business (ie. not courses with the following prefixes - ACCT, ECON, FNCE, MARK, MGMT, QUME).
- A minimum of 60 credits must be completed at Vancouver Island University.

Computer Competency

Students entering the *Bachelor of Business Administration* program are expected to have computer skills that include the ability to create multi media presentations in Powerpoint, knowledge of database applications using Access and comprehensive understanding of word processing, spreadsheets and website navigation. Students will be expected to demonstrate these computer skills throughout the program with no further instruction. Students who *DO NOT* have the required computer skills should enrol in QUME 185.

For a detailed description of required computer skills refer to the Faculty of Management's Required Computer Competencies.

International Student Exchanges, Internships and Experiences

Many business career opportunities may be found working abroad or working with global organizations. Business faculty are developing experiences for students to acquire the international perspective, skills and cultural sensitivity needed to succeed in today’s business environment. These initiatives include work abroad, internships, international study, joint/double degree options and mentor programs. Ties have been developed with the South Pacific, Europe, South America and China. Interested students should discuss their objectives with faculty members early in their program.

Admission Requirements

- General admission requirements apply.
- English 12 with a minimum “C” grade, or equivalent.
- One of Principles of Mathematics 12, Applications of Mathematics 12, or Foundations of Mathematics 12 with a minimum “C” grade.

Note: *Priority will be given to students with Mathematics 12. Students without Mathematics 12 must have a minimum of a C+ in Principles of Mathematics 11 or Pre-calculus 11 and must upgrade with MATH 151 or MATH 065 during the first semester. If MATH 151 is required, a minimum grade of C will be needed to move forward in the BBA program.*

Transfer from North Island College and Camosun College

Transfer from these business programs will be on a course-by-course basis. Transferring students will have the same status as continuing VIU Students.

Start Date and Application Deadline

The program starts in September and applications are accepted between the first business day in October, and March 31.

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