

Archived: August 8, 2022

Arts, Humanities and Social Sciences Programs

Business (BA)

Location Offered:

Cowichan, Nanaimo

Credential:

Bachelor Degree

Options:

Minor

Program Length:

4 Years

The Program

Business plays a major role in the structure and functioning of contemporary society. Rapid changes in technology, environmental pressures on natural resources, structural shifts in the economy, changes in consumer preferences, global competition, and employment dislocation in many industries all necessitate a better understanding of the role and nature of business in today's society.

VIU's B.A., Minor in Business, contains a liberal arts component to improve students' understanding of the intellectual and applied linkages between Social Sciences, Humanities and Business. Also, combined with studies in other areas, it will provide students with business knowledge and skills that will enhance their opportunities for employment. Students will develop an appreciation and understanding of how to achieve organizational objectives within the constraints and opportunities of a diverse and turbulent external environment. Lectures, seminars, research projects and case studies are augmented by computer simulation exercises, "live" field exercises, and computer lab-based instruction.

Program Outline

Requirements for a Minor

Students must fulfill all the Institutional B.A. degree requirements, including Degree English Requirements and courses listed below:

Years 1 and 2: MARK 160, MGMT 192, and either QUME 185 or CSCI 110. Students will need to take additional 100/200-level Business courses (ACCT, ECON, FNCE, LAWW, MARK, MGMT, QUME) to meet the prerequisites for upper-level Business courses in their area of interest.

Note: *Mathematics 11 with minimum "C+" grade, and Mathematics 12 with minimum "C" grade, or equivalents, are prerequisites for many Business courses.*

Years 3 and 4: Minimum of 18 credits from Business courses (ACCT, ECON, FNCE, LAWW, MARK, MGMT, QUME) numbered 300 or above.

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