



FACULTY OF BUSINESS & ECONOMICS

BUSINESS & ADMINISTRATION

Business and Administration explores the concepts, techniques, and challenges involved in helping organizations achieve their objectives.

The world is changing, the demands of employers are evolving and challenges that were once local are now global. Recognizing change, adapting to it and being ready for it, are the hallmarks of good business leadership. At The University of Winnipeg, business education means getting ready for the future by helping students develop solid fundamental skills along with flexible abilities to face the future with confidence.

This program leads to a **Bachelor of Business Administration degree (3-year or 4-year)**.

The 4-year BBA prepares students for managerial work and for further study in business administration such as an MBA or other graduate degree program. The 4-year degree is equivalent to a Bachelor of Commerce at other Canadian universities. You may opt to follow the General Stream or choose one of the Subject Specific Concentrations. For the concentrations, please see page 2.

Students can also pursue a 3-Year BBA, which provides them with the basic conceptual tools and core business knowledge.

Another option is the ***Joint University of Winnipeg / Red River College Business Administration Program -- see separate fact sheet for details.***

SAMPLE CAREERS

Graduates of the Business and Administration program are qualified for entry-level positions in business, not-for-profit organizations, cooperative enterprises, and the public sector. For working managers, the BBA degree will open opportunities for promotion and higher management and leadership positions.

Past graduates have found work in accounting firms, banks, insurance companies, retail management, manufacturing, as well as in government and not-for-profit organizations. Depending on the level of previous work experience at the time of graduation, typical positions include assistant account representatives, assistant managers, first-level supervisory positions, financial analysts, and some middle management positions.

SAMPLE COURSES

Introduction to Business I and II are the entry points for the Business and Administration program. They present the terminology, concepts, and some qualitative and quantitative analytic techniques of the most important subject areas in business.

Fundamentals of Marketing covers analysis of consumers/markets and elements of marketing plans.

Accounting is the “language of business” and is covered in several courses including Fundamentals of Financial Accounting, Managerial Accounting, Assets, Equities, Auditing, and Cost Accounting. The accounting courses are accepted for credit towards the CPA (chartered professional accountant) preparatory program as part of the CPA designation process.

Fundamentals of Human Resource Management introduces students to the theory and practice of managing an organization's human resources. Topics include job evaluation, employee selection, employment equity, compensation, appraisal, and benefits.

SUBJECT CONCENTRATIONS IN BBA (4-YEAR) PROGRAM

- Accounting
- Marketing
- Human Resource Management and Organizational Behaviour
- International Business
- Economics & Finance
- Co-operative Enterprises

SAMPLE FIRST YEAR

BUS-1201(3) & 1202(3) Introduction to Business I and II

ECON-1102(3) & 1103(3) Introduction to Economics: Micro & Macro

RHET-1104(3) Academic Writing: Business or other section of Academic Writing (if required)

15 Credit hours of Electives (examples: Statistics, Political Science, Applied Computer Science)

***NOTE:** It is not necessary to take a full course load of 30 credit hours (five full courses) in your first year. Also, students who hold a Red River College diploma may take no more than a total of 18 credit hours of 1000-level (first year) courses.*

REQUIRED HIGH SCHOOL COURSES

In addition to meeting The University of Winnipeg's general admission requirements, you must have either **Applied Mathematics 40S** or **Pre-Calculus Mathematics 40S**. Students lacking this background can enroll in **MATH-0041** and **MATH-0042** which are offered by the Math Department.

HOW TO APPLY

For details on application requirements and deadlines, and to apply online, please visit:
uwinnipeg.ca/apply

For more information contact a student recruitment officer at welcome@uwinnipeg.ca or 204.786.9844. In any case where the University's Academic Calendar and this fact sheet differ, the current Calendar takes precedence.

CONTACT US

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