

Business Administration

CAREER OPPORTUNITIES

A wide variety of career options are open to a graduate with a Bachelor of Business Administration. To name a few: Business analyst, Entrepreneur, Loans officer, Financial advisor, Auditor, Program coordinator, Accountant, Advertising sales, Account manager, Team leader, Business advisor, Market researcher, Benefits analyst, Fundraiser, Management trainee.

SALARY EXPECTATIONS // HUMAN RESOURCES AND DEVELOPMENT CANADA / JOB FUTURES INDICATES "GOOD" EMPLOYMENT PROSPECTS FOR SUCH CAREERS, WITH ENTRY LEVEL SALARIES IN THE RANGE OF \$35,000 PLUS. THOSE WHO COMPLETE A SPECIALIZED COURSE OF STUDY OR WHO SEEK PROFESSIONAL DESIGNATIONS WILL EARN HIGHER ENTRY LEVEL SALARIES.

Booth:
Your future
starts now.



BoothCollege.ca

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PROGRAM OVERVIEW

The Bachelor of Business Administration (BBA) degree is a four year offering designed as a rigorous business program. The BBA degree teaches the knowledge and skills for successful entry into a for-profit or not-for-profit organization. While focusing on establishing competence in the five functional areas of business, the degree also provides the scope to deepen expertise in one or more of these areas. Business graduates at Booth will not only have a strong business foundation but also a broad exposure to the arts and sciences in the general core. There, they will study physical science, the social sciences and the humanities.

“The Business Administration program at Booth College will prepare you for a challenging, captivating and rewarding career in business. Here you will obtain the business foundation needed to open doors in the fields of: marketing, human resources, finance, accounting, project management, not-for-profit management and public relations. In a global business world that is complex and changing the demand is great for those who have not only the business knowledge and skills, but the ability to assess and take risks and apply their knowledge in a practical way.”

Dr David Neale, PhD
ACADEMIC DEAN

LEARNING OBJECTIVES

The Booth College Business Administration program seeks to develop in its students the following skills:

- A basic theoretical foundation in 5 basic areas:
 - » Accounting and Finance
 - » Human Resource Management
 - » Marketing
 - » Organizational Behaviour
 - » Production Operations;
- The development of a keen awareness of social responsibility, corporate governance and the ethics of good business, as appropriate to a Christian university college;
- The practical application of business theory to complex business problems;
- The integration of business knowledge across disciplines;
- The application of critical thinking skills to business problems;
- The development of risk taking skills;
- Interaction with “real” business cases, business simulations, on-site visits and business projects;
- The tools and opportunities to lead a team and encourage teamwork;
- To be prepared for the pursuit of graduate studies in business or the pursuit of a professional designation (CA, CMA, CGA or CHRP).