

# BUSINESS ADMINISTRATION

**2-YEAR  
DIPLOMA**

It's not business as usual. Big or small, in every industry and market around the world, organizations of all makes and models need your input and creative problem-solving.

## Why should you choose Business Administration?

- 1 Prepare for launch**  
 Complete this two-year diploma and you'll have endless options and possibilities on your horizon. This program gives you a strong base in business knowledge, so you can then launch your career in a way that makes sense for you and the future you want.
- 2 Up, up and beyond**  
 Learn to understand the world of business from a global perspective, as well as the social and ethical responsibilities needed to flourish within commerce. Business Administration is the first step in your academic journey, and this program will prepare you for further studies for a university degree or professional program.
- 3 Choose your flight path**  
 In your second year, focus your interest on one of four specializations. Interact with and learn from community business leaders and instructors with strong industry connections. Hone your skill set through collaborative group work and networking with potential employers.
- 4 Endless opportunities**  
 As a graduate, your future career opportunities are virtually endless. Find work in almost any area that you desire: start your own business, work for a start-up company, jump in at the corporate entry-level, or follow your passion contributing to a not-for-profit's mission.

### FULL-TIME, ON-CAMPUS TIMELINE:

#### September intake



#### January intake



**Program delivery options:**  
(may vary by campus)



Victoria Avenue East Campus



Parkland Campus

The Business Administration program is designed with the entrepreneurial spirit in mind. Learn how to negotiate, invest, sell, market and manage people in this economy. Then, connect the dots within a strategic approach. This program prepares you to administer and manage all types and sizes of businesses.

Focus on your career path and choose to specialize in one of the following areas:

- Accounting
- Financial Services
- Human Resource Management
- Marketing

There are 84 credits of required courses that are common to all specializations.

## ADMISSION REQUIREMENTS

- A complete Manitoba Grade 12 or equivalent
- English 40G/40S or equivalent
- Consumer/Essential Mathematics 40S or equivalent

English is the language of instruction at Assiniboine. All applicants educated outside of Canada or in a country not on the test exempt list are expected to meet the English language proficiency requirement. See [assiniboine.net/elp](http://assiniboine.net/elp) for more information.

## TECHNOLOGY REQUIREMENTS

Programs at Assiniboine have certain technology requirements. Students require access to computer devices at home and may be required to bring these on campus when instructed. Refer to [assiniboine.net/tech](http://assiniboine.net/tech) for more detailed information about the requirements for this program.

## UNIQUE LEARNING EXPERIENCES

- Emphasis on practical, applied learning
- Opportunities to interact with and learn from business community leaders
- Students work in teams to apply learning from all areas of the program in the capstone Business Project course

## GRADUATION REQUIREMENTS

To graduate with a Business Administration diploma, students must successfully complete 120 credits.

The minimum passing grade for each course is indicated on the course outline.

## CONNECTIONS

- Chartered Professional Accounting (CPA)
- Chartered Professional in Human Resources Manitoba (CPHR)
- International Institute of Marketing Professionals (IIMP)
- Investment Funds Institute of Canada (IFIC)

for students to apply credit taken at Assiniboine to programs at other institutions. For up-to-date information on agreements, visit [assiniboine.net/registrar](http://assiniboine.net/registrar) or the program page.

## PROGRAM FEES (FULL-TIME, DOMESTIC ONLY)

**Accounting specialization** - tuition, fees and Students' Association fees total approximately **\$4,090** for year one and **\$4,150** for year two.

Estimated costs for books and supplies are **\$1,410** for year one and **\$1,280** for year two.

**Financial Services specialization** - tuition, fees and Students' Association fees total approximately **\$4,090** for year one and **\$3,840** for year two.

Estimated costs for books and supplies are **\$1,410** for year one and **\$2,680** for year two.

**Human Resource Management specialization** - tuition, fees and Students' Association fees total approximately **\$4,090** for year one and **\$3,900** for year two.

Estimated costs for books and supplies are **\$1,410** for year one and **\$1,680** for year two.

**Marketing specialization** - tuition, fees and Students' Association fees total approximately **\$4,090** for year one and **\$3,900** for year two.

Estimated costs for books and supplies are **\$1,410** for year one and **\$1,680** for year two.

*All fees are estimated and subject to change without notice.*

## YEAR ONE COURSES ALL SPECIALIZATIONS 2021-22

NUMBER	COURSE TITLE	CREDITS
<b>YEAR ONE - REQUIRED</b>		
COMM-0006	Communications	6
ECON-0006	Economics 1	6
ACCT-0003	Financial Accounting 1	6
ACCT-0004	Financial Accounting 2	6
HRMG-0036	Human Resource Management	6
MKTG-0044	Marketing Principles	6
MATH-0107	Math for Business	6
BUSN-0168	Organizations and Management	6
PEDV-0322	Personal Management	6
COMP-0597	Software Applications	6
<b>YEAR TWO - REQUIRED FOR ALL SPECIALIZATIONS</b>		
BUSN-0167	Business Capstone	6
BUSN-0166	Canadian Business and Society	6
ECON-0007	Economics 2	6
COMM-0386	Research and Report Writing	6
<i>Each specialization has additional required credits in year two; see other pages for a listing of each specialization's required courses and electives.</i>		

## ACCOUNTING SPECIALIZATION

### CAREER OPPORTUNITIES

Graduates find opportunities in public accounting firms, banks, trust companies, accounting and internal auditing departments in industrial firms, federal, provincial or municipal offices, school divisions, parochial schools, tribal councils, non-profit organizations and health care institutions, and in owner-managed businesses as business/office managers. Many graduates choose to continue their education.

### YEAR TWO COURSES

NUMBER	COURSE TITLE	CREDITS
COMP-0598	Advanced Software	6
BUSN-0165	Corporate Finance	6
ACCT-0005	Financial Accounting 3	6
ACCT-0007	Financial Accounting 4	6
ACCT-0050	Introductory Mgmt Accounting	6
<b>ELECTIVE COURSES</b>		
<i>Choose one of the following:</i>		
ACCT-0051	Sage Accounting Software	6
BUSN-0171	Taxation 1	6

## FINANCIAL SERVICES SPECIALIZATION

### CAREER OPPORTUNITIES

Graduates find excellent opportunities in the financial services' industry as personal banking officers, lending officers (retail and agricultural), investment analysts, stockbrokers, and customer service representatives.

### YEAR TWO COURSES

NUMBER	COURSE TITLE	CREDITS
BUSN-0160	Canadian Investment Funds	6
BUSN-0165	Corporate Finance	6
BUSN-0170	Financial Planning	6
BUSN-0169	Personal Finance	6
MKTG-0065	Professional Selling	6
BUSN-0171	Taxation 1	6
<b>OPTIONAL ELECTIVE COURSES</b>		
BUSN-0172	Life License Qualification	6

## HUMAN RESOURCE MANAGEMENT SPECIALIZATION

### CAREER OPPORTUNITIES

Graduates can anticipate applying their business management skills in areas relating to personnel administration: staffing, training and development, labour relations, compensation management and collective bargaining. Employment opportunities are available in industrial, commercial and government organizations.

### YEAR TWO COURSES

NUMBER	COURSE TITLE	CREDITS
COMP-0598	Advanced Software	6
HRMG-0118	Compensation	6
HRMG-0115	Human Resource Law	6
HRMG-0039	Labour Relations	6
HRMG-0040	Staffing	6
HRMG-0034	Training and Development	6

## MARKETING SPECIALIZATION

### CAREER OPPORTUNITIES

Employment opportunities exist in sales, advertising, promotion, publicity, sales management, marketing management, retail management, market analysis, market research and new venture development.

### YEAR TWO COURSES

NUMBER	COURSE TITLE	CREDITS
MKTG-0035	Applied Marketing Research	6
MKTG-0032	International Business	6
COMM-0387	Marketing Communications	6
MKTG-0065	Professional Selling	6
MKTG-0052	Retail Management	6
<b>ELECTIVE COURSES</b>		
<i>Choose one of the following:</i>		
COMP-0599	Graphic and Web Design	6
MKTG-0066	Marketing Strategy & Analysis	6

## NEXT STEPS

Apply now! Visit [assiniboine.net/applynow](https://assiniboine.net/applynow).  
For more information on this program,  
visit [assiniboine.net/business](https://assiniboine.net/business).



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