

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

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 An accredited business program

Pursue your business education from an ACBSP accredited business school. Assiniboine's Business Administration program is committed to teaching excellence, delivering a quality academic program, continuous improvement, and educational support.

CAMPUS/DELIVERY OPTIONS



Victoria Avenue East Campus



Parkland Campus (every other year)

AVAILABLE INTAKES



September, January, May (Brandon)



September 2024 (Dauphin)

WORK PLACEMENT(S)



N/A

The Business Administration program is designed with an experiential learning 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 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 for more information.

TECHNOLOGY REQUIREMENTS

Students in this program are required to bring their own laptop for use on-campus. The laptop must meet the technical needs outlined by the program. MAC computing devices are not compatible with program software. Refer to assiniboine.net/tech for detailed information.

UNIQUE LEARNING EXPERIENCES

- » Emphasis on practical, applied learning
- » Interact with and learn from business community leaders
- » Opportunities to use industry-specific software
- » Students work in teams to apply learning from all areas of the program in the capstone 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 (CPHR)
- » International Institute of Marketing Professionals (IIMP)
- » Investment Funds Institute of Canada (IFIC)

The Business Administration diploma program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), an international quality assurance body.

The ACBSP accreditation is evidence that the program is committed to providing the highest quality business education. Students will find credentialed faculty, a challenging education experience, and a goal of continuous improvement that keeps curriculum relevant and up-to-date. Graduates from an ACBSP accredited program also stand out with employers.



Assiniboine has a number of agreements with other colleges, universities and professional organizations, making it possible for students to apply credit taken at Assiniboine to programs at other institutions. For up-to-date information on agreements, visit assiniboine.net/articulation or the program page.

PROGRAM FEES (DOMESTIC ONLY)

Year One (common to all specializations)

Tuition: **\$3,310** Course fees: **\$840**
 Students' Association fees: **\$450**
 Estimated textbooks, tools and supplies: **\$1,140**

Accounting Specialization - Year Two

Tuition: **\$3,310** Course fees: **\$900**
 Students' Association fees: **\$450**
 Estimated textbooks, tools and supplies: **\$1,410**

Financial Services Specialization - Year Two

Tuition: **\$3,310** Course fees: **\$580**
 Students' Association fees: **\$450**
 Estimated textbooks, tools and supplies: **\$2,660**

Human Resource Management Specialization - Year Two

Tuition: **\$3,310** Course fees: **\$650**
 Students' Association fees: **\$450**
 Estimated textbooks, tools and supplies: **\$1,230**

Marketing Specialization - Year Two

Tuition: **\$3,310** Course fees: **\$650**
 Students' Association fees: **\$450**
 Estimated textbooks, tools and supplies: **\$1,590**

All fees are estimated and subject to change without notice. For international program pricing, if/when applicable, please visit assiniboine.net.

YEAR ONE & TWO REQUIRED COURSES ALL SPECIALIZATIONS 2023-24

| NUMBER | COURSE TITLE | CREDITS |
|-----------------|-------------------------------|---------|
| YEAR ONE | | |
| PEDV-0356 | College Foundations | 0 |
| 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 |
| YEAR TWO | | |
| BUSN-0167 | Business Capstone | 6 |
| BUSN-0166 | Canadian Business and Society | 6 |
| ECON-0007 | Economics 2 | 6 |
| COMM-0386 | Research and Report Writing | 6 |

Each specialization has additional required credits in year two; see below for a listing of each specialization's required courses and electives.

ACCOUNTING SPECIALIZATION



Victoria Avenue East Campus



Parkland Campus

CAREER OPPORTUNITIES

Graduates find employment in a wide-range of challenging and rewarding careers. Potential career opportunities may include accounting technician, bookkeeper, accounts payable clerk, accounts receivable clerk, payroll clerk, and tax return specialist.

Some graduates decide to pursue university studies in accounting and work towards obtaining their Chartered Professional Accountant (CPA) designation.

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 |
| ELECTIVE COURSES | | |
| <i>Choose one of the following:</i> | | |
| ACCT-0051 | Sage Accounting Software | 6 |
| BUSN-0171 | Taxation 1 | 6 |

FINANCIAL SERVICES SPECIALIZATION



Victoria Avenue East Campus

CAREER OPPORTUNITIES

Graduates find employment in the financial services industry working as financial advisors, investment managers and insurance 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 |
| OPTIONAL ELECTIVE COURSES | | |
| BUSN-0172 | Life License Qualification | 6 |

NEXT STEPS

Apply now! Visit assiniboine.net/applynow.
For more information on this program,
visit assiniboine.net/business.

HUMAN RESOURCE MANAGEMENT SPECIALIZATION



Victoria Avenue East Campus



Parkland Campus

CAREER OPPORTUNITIES

Graduates can anticipate applying their business management skills in areas relating to personnel administration: staffing, training and development, labour relations, and compensation management. 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



Victoria Avenue East Campus

CAREER OPPORTUNITIES

Graduates find employment 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 |
| ELECTIVE COURSES | | |
| <i>Choose one of the following:</i> | | |
| COMP-0599 | Graphic and Web Design | 6 |
| MKTG-0066 | Marketing Strategy & Analysis | 6 |

