

**and one of:**

- ACCT 3380 Managerial Finance
- ENTR 3500 Professional Business Communications

**Year 4**

- ENTR 4110 Business Leadership
- ENTR 4120 Human Resource Management
- ENTR 4140 Entrepreneurial Sales and Customer Service
- ENTR 4200 Business Strategy
- ENTR 4250 Entrepreneurial Leadership Practicum (6 credit hours)
- ENTR 4300 Entrepreneurial Management for Service Companies

**Liberal Education**

In addition you must complete 15 credit hours of liberal education. They are made up as follows:

- PHIL 3033 Business Ethics

**or**

an equivalent third or fourth year ethics course

**and**

Four courses from those approved by the Liberal Education Committee

[kwantlen.ca/calendar/courses/lbedcrs/libeduelec.html](http://kwantlen.ca/calendar/courses/lbedcrs/libeduelec.html)

One post-secondary English course (such as ENGL 1100 or 1110) is a graduation requirement for all Kwantlen University College degrees. If English was not taken previous to third year BBA entry, students must take ENGL 1100 or 1110 (or equivalent) in addition to the above courses. They would then require 123 credits to graduate.

**BREADTH REQUIREMENTS**

Effective September 2008 students entering the program will be required to complete 42 of the total 120 credit hours as breadth/liberal education electives in order to graduate. For more information please see an educational advisor.

**CO-OP OPTION PROGRAM**

Co-op allows you to acquire valuable, real world business experience while working towards completion of your degree. Students who meet the qualifications to become a Co-op student complete two four-month work terms. The Co-op program's structure is designed to alternate academic sessions and work terms to maximize the application of your learning, enabling you to apply classroom theoretical concepts to the workplace and subsequently apply knowledge gained on work terms, to the classroom.

INFO | 604.599.2465

**SCHOLARSHIPS AND AWARDS**

For more information or to apply for scholarships, contact the Financial Awards office at 604.599.2040 or 604.599.3245.

**UNIVERSITY COLLEGE  
ADMISSION REQUIREMENTS**

An applicant must

- meet the English proficiency requirement of a minimum of "C" grade in English 12, or Technical Professional Communications 12, or Communications 12, or equivalent.
- be able to undertake studies in the English language and produce evidence of competence to do so; where there is doubt, an applicant may be required to take a test of facility in the English language prior to admission to the university college.
- have graduated from a secondary school equivalent to British Columbia Grade 12, or be 19 years of age or older on the first day of classes.

An applicant who does not meet any of the above admission criteria may appeal for admission as a Special Admission student to a specific program.

For a complete listing of all requirements that meet Kwantlen's English Proficiency requirement, refer to the online calendar at:

[kwantlen.ca/calendar/generalinfo/admission](http://kwantlen.ca/calendar/generalinfo/admission)

**GENERAL INFORMATION**

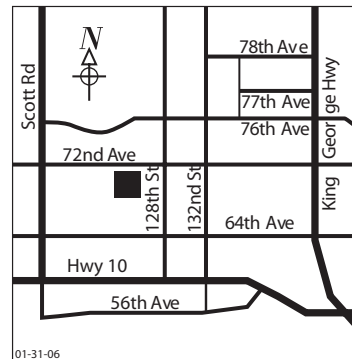
The university college calendar contains complete program information as well as rules and regulations that govern students while at the university college; each student is responsible for being aware of these rules and regulations. The calendar is available for purchase or review at any Enrolment Services office or online at [kwantlen.ca/calendar](http://kwantlen.ca/calendar)

Programs, courses, services and other related activities may be offered on any day of the week.

**INFORMATION**

**ENROLMENT AND REGISTRAR  
SERVICES OFFICE  
KWANTLEN UNIVERSITY COLLEGE  
12666- 72ND AVENUE  
SURREY, BC V3W 2M8**

**604.599.2000 | [kwantlen.ca](http://kwantlen.ca)**



**Surrey Campus**  
12666-72nd Avenue, Surrey

**kwantlen.ca**

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# Bachelor of Business Administration

## IN ENTREPRENEURIAL LEADERSHIP



**School of Business**



**Kwantlen**  
UNIVERSITY COLLEGE

## THE PROGRAM

The Bachelor of Business Administration program offers you full and part-time study opportunities to earn a business degree. The focus is on entrepreneurial leadership, managing and leading small to medium-sized businesses and launching new business enterprises.

You can enter the program at first year or, in year three after either successfully completing a college business diploma or two years of study at a post-secondary institution. Classes are scheduled during the day and in the evenings to allow students to further their education while maintaining current employment.

## WHAT'S MY CAREER POTENTIAL?

The degree design is based on extensive consultations with business leaders. They feel that their success — and the overall success of Canada — is directly linked to finding managers who can take leadership roles and developing entrepreneurs able to start their own businesses.

Depending upon your capabilities and experience, as a graduate you may be able to attain advancement with your current employer, develop your own business enterprise, or fill a variety of management and leadership positions in small and medium sized businesses.

## STRUCTURE

The degree program will require a minimum of 120 credit hours of post-secondary courses. This includes the initial two years of post-secondary education equal to 60 credit hours if the student enters in third year. The courses in third and fourth year are rigorous and demanding.

Prior to registering, you should carefully consider the time requirements of part-time versus full-time study based on your individual work and personal situation.

## WHAT DEGREE WILL I GET UPON COMPLETION OF THE PROGRAM?

You will receive a Bachelor of Business Administration (BBA) degree. You can use this credential to apply to graduate schools and jobs requiring a business-related bachelor degree.

## HOW DO I APPLY?

All interested applicants should contact Admissions immediately for necessary forms and any new program-entry information.

You should start your application now, as some time may be needed for you to assemble the required documentation and transcripts. Applicants are considered for admission based on the date their application file is completed.

## AM I QUALIFIED?

You are if:

You are entering the program in year one and have completed all of the following:

- BC high school English 12 with a B or better, or equivalent
- Principles of Math 11 with a C+ or better, or equivalent or Applications of Math 12 with a B or better

You are entering the program in year three and you have completed:

- A business-related diploma from a recognized college or university, with a minimum of 60 credits, a cumulative GPA of 2.7 or higher and a C+ or higher in Accounting and Statistics.

**or**

- 60 university transferable credits (with an appropriate mix of first and second year courses) from any recognized college. These must include the six bridging courses or transferable equivalents. A minimum cumulative GPA of 2.7 with a C+ in Accounting and Statistics is required.

## CONTINUANCE REQUIREMENTS

For students admitted to year one of the program, continuation after achieving 60 credits requires:

- A program GPA of at least 2.7
- Successful completion of the first year English and Applied Communications requirements
- A grade of C+ in Accounting and Statistics

## BRIDGING PROGRAM COURSES

If you do not have a two-year business related diploma from a recognized post-secondary institution, you must complete six "bridging" courses. These courses will provide you with business basics and a foundation to build upon. All of these courses are widely offered at Kwantlen.

You do not have to repeat any courses you have already taken (including equivalent courses from other institutions) unless your grades fall short of entry standards.

Bridging courses are widely offered at Kwantlen:

BUSI 1210 Essentials of Management

**or**

BUSI 1215 Organizational Behaviour

ACCT 2293 Introductory Financial Accounting

MRKT 1199 Introduction to Marketing

CBSY 1105 Introductory Microcomputer Applications

**or**

CBSY 2205 Computers and Information Processing

ACCT 1230 Business Statistics

ECON 1150 Principles of Microeconomics

## WHAT COURSES WILL I TAKE?

You must complete all the required courses to graduate, but you are not required to do them in the stated order. You may take longer than a year at each level if you prefer to study part-time.

All courses are three credit hours unless otherwise stated.

### Year 1

ENGL 1100 Writing, Reading & Thinking: An Introduction

ACCT 1130 Business Mathematics

ACCT 1230 Business Statistics

BUSI 1110 Fundamentals of Business

MRKT 1199 Introduction to Marketing

CMNS 1140 Introduction to Professional Communication

ACCT 2293 Introduction to Financial Accounting

ECON 1150 Principles of Microeconomics

**and one of:**

BUSI 1210 Essentials of Management

BUSI 1215 Organizational Behaviour

**and one of:**

CPSC 1100 Introduction to Computer Literacy

CBSY 1105 Introductory Microcomputer Applications

### Year 2

CBSY 2205 Computers and Information Processing

ECON 1250 Principles of Macroeconomics

BUSI 2390 Business Law

ACCT 3320 Introductory Management Accounting

**and one of:**

MRKT 1299 Consumer Behaviour

Elective (selected from the list of approved Liberal Education courses or from the list of Economics courses numbered 1100 or higher and/or Applied Communications courses numbered 1100 or higher.

**and:**

Electives

Select any four courses numbered 2000 or higher from: **ACCT, BUSI, CBSY, ECON or MRKT**

### Year 3

ENTR 3110 Applied Organizational Behaviour

ENTR 3120 Managerial Accounting

**and one of:**

ACCT 3320 Introductory Management Accounting

ENTR 3130 Production and Operations Management

ENTR 3140 Entrepreneurial Marketing

ENTR 3150 Business Economics

ENTR 3160 Information Technology for Business

ENTR 3170 Entrepreneurial Finance