



## Bachelor of Arts in Business Communication

In this 120-credit program, you'll develop core skills in writing and research, a comprehensive understanding of media and communication, and an appreciation of how they function in the modern world of business.

Our Bachelor of Arts in Business Communication is also delivered through four (4) tiers that progressively develop your knowledge, critical thinking ability, and operational skills until you are ready for the Capstone courses that bring together everything you've learned into real-world projects that will launch you into your career.

## Program Structure

### Tier 1 University Foundation

- Introduction to Anthropology
- Introduction to Business
- Mass Media and Society
- Science elective
- Academic Writing
- Contemporary Literature: Drama and Narrative
- Foundation Mathematics
- Moral Philosophy
- Fundamentals of Psychology

### Tier 2 Disciplinary Foundation

- Business Environment
- Communications Theory
- Information Gathering
- Writing for the Media
- Visual Communications in Mass Media
- Statistics
- Marketing Management
- Organizational Behaviour

### Tier 3 Disciplinary Applications

- Social Media
- Legal and Ethical Issues in Mass Media
- Technical Writing and Business Communications
- Professional Communications –Written and Oral
- Media and Government
- Public Relations in Practice and Theory
- Research Methodology

### Tier 4 Integrative Applications

- Communication Strategy
- Communication Capstone 1
- Communication Capstone 2

## Why Bachelor of Arts in Business Communication?

- Learn to evaluate and integrate all types of media and communication.
- Demonstrate media research techniques and methodologies.
- Create ethically and legally sound content for a variety of mediums and markets.
- Integrate media and content to communicate persuasively to specific audiences.
- Apply communication techniques to business problems and contexts.

*"It has been an extraordinary learning experience during which I've interacted with students worldwide and devoted professors have guided me in achieving my best work."*

**Rory Robert Rickwood,**  
2016 Medal for Academic Excellence (BA)

## Intakes

Fall (October), Winter (January), Spring (April), Summer (July)

## Entry Requirements

- Canadian High School (Grade 12) diploma or equivalent with an overall average of C or better (2.0 on a 4.33 scale)

## AND

- IELTS - 6.5 or better with a minimum of 6.0 in the writing band or equivalent documentation of English proficiency. (For students whose first language is not English.)

## Special Admission

The Admissions Committee may consider an applicant for Special Admission if the applicant does not otherwise qualify for admission but demonstrates a combination of education and work experience that indicates the ability to be successful in their program of study. Such applicants generally must:

- Be over twenty-one (21) years of age on or before the first day of classes;
- Have been out of high school for at least two years; and
- Be approved by the Admissions Committee.