



# Bachelor of Business Administration

Earn your AACSB-accredited **Bachelor of Business Administration (BBA)** degree at FDU Vancouver, located in the vibrant city of Vancouver, British Columbia. This comprehensive business program is designed to prepare students for leadership roles in business. Through a strong focus on analytical skills, ethical decision-making, and real-world experience—including internships, study abroad opportunities, and industry-focused projects—you'll graduate ready to succeed in today's competitive job market. Join a global learning community and build the foundation for a successful business career.

Whether you aspire to launch your own venture or join a multinational corporation, FDU Vancouver's BBA program equips you with the skills, network, and global mindset to thrive in today's competitive business landscape.

## CAREER OUTCOMES

Graduates of the FDU Vancouver BBA program enter the workforce with proven competencies in leadership, marketing analysis, strategic management and cross-cultural management. The program focuses on practical skills, and an emphasis on strategic decision-making prepares students to address real-world challenges. BBA Program graduates have successfully pursued careers in fields such as:

- Corporate Management
- Finance and Banking
- Marketing and Digital Strategist
- Consulting and Advisory
- Entrepreneurship and Business Management
- Human Resource Management

## PROGRAM OVERVIEW

### TOTAL CREDITS

- 120 credits

### PROGRAM DURATION

- 4 years (average full-time completion)

### DELIVERY MODE

- In-person (Vancouver)

### EXPERIENTIAL LEARNING

- Internship program available in finance, management or marketing

### POST-GRADUATION WORK PERMIT

- Eligible

### PROGRAM INTAKES

FALL  
September

WINTER  
January

SUMMER  
May



Find out more about the  
**Bachelor of Business Administration** at

[fdu.edu/vancouver-bba](https://fdu.edu/vancouver-bba)

## PROGRAM HIGHLIGHTS

- **AACSB-Accredited Business Program:** Earn a degree from one of the most prestigious business accreditations in the world
- **Real-World Learning:** Gain hands-on experience through case studies, internships, and industry connections
- **Expert Faculty & Small Class Sizes:** Get personalized attention and mentorship from business faculty and leaders
- **Five concentrations** in various professional areas to meet global needs and demands in business. Choose from:
  - Entrepreneurship
  - Human Resources
  - Information Systems
  - International Business
  - Professional Selling

## DEGREE PLAN

### GENERAL EDUCATION COURSES

- DSCI 1234 – Mathematics for Business Decisions
- MIS 1045 – Information Technology for Business
- ORGS 1100 – Ethical Issues in Social Institutions
- CARR 3000 – Career Strategies

### FOUNDATIONAL CORE COURSES

- ACCT 2021 – Introduction to Financial Accounting
- ACCT 2022 – Introduction to Managerial Accounting
- DSCI 2029 – Intro to Statistics
- DSCI 2130 – Business Statistics
- DSCI 3152 – Operations Management
- ECON 2001 – Introduction to Microeconomics
- ECON 2102 – Introduction to Macroeconomics
- ENTR 2710 – Fundamentals of Entrepreneurship & Innovation
- FIN 3250 – Principles of Financial Analysis
- LAW 2276 – Business and the Law
- MGMT 2600 – Organizational Behavior
- MGMT 4160 – Strategic Management Forum
- MIS 2001 – Management Information Systems
- MKTG 2120 – Principles of Marketing

### CONCENTRATION REQUIREMENTS

#### Entrepreneurship

- ENTR 3710 – The Lean Launchpad
- ENTR 4600 – Managing Growing Ventures
- ENTR 4100 – Finance in an Entrepreneurial Environment
- MKTG 3341 – Professional Selling
- MGMT 3620 – Leadership & Personal Dev. *or* ENTR 3491/4941 – Internship in Entrepreneurial Studies

#### Select two from the following:

- ENTR 3XXX Level Courses
- ENTR 4XXX Level Courses
- MGMT 3400 – Managing Sustainability in the Global Context

#### Human Resources

- MGMT 3100 – Managerial Ethics
- MGMT 3371 – Concept of International Management
- MGMT 3610 – Leading Teams
- MGMT 3700 – Human Resources Management
- MGMT 4730 – Strategic Human Resource Management
- Select two from the following:
  - MGMT 3710 – Strategic Staffing
  - MGMT 3720 – Training Development & Performance Management
  - MGMT 4941 – Internship in Human Resources Management

#### Information Systems

- MIS 3307 – Data Visualization
- MIS 3308 – Intro to Python for Business
- MIS 4303 – Advanced Excel
- MIS 4304 – Database Applications in Business
- *3 Elective Business Courses \**

#### International Business

- IBUS 3201 – Fundamentals of International Business
- ECON 4208 – International Trade
- MGMT 3371 – Concept of International Management
- MKTG 3371 – Principles of International Marketing
- MIS 4303 – Advanced Excel *or* MIS 4307 – Introduction to E-Business
- *2 Elective Business Courses \**

#### Professional Selling

- MIS 4303 – Advanced Excel *or* MIS 4307 – Introduction to E-Business
- MKTG 3341 – Professional Selling
- MGMT 4380 – Client Relations *or* WMA 4380 – Client Psyc/Financial Planning
- *2 Elective Business Courses \**
- Select two from the following:
  - MGMT 3620 – Leadership & Personal Dev.
  - MGMT 3700 – Human Resources Management
  - MKTG 4272 – Consumer Behavior
  - WMA 3335 – Personal Financial Management

\* See full list of Elective Business Courses at [fdu.edu/vancouver-bba](http://fdu.edu/vancouver-bba)



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