FDU Vancouver



Bachelor of Business Administration

Earn your AACSB-accredited **Bachelor of Business Administration (BBA)** degree at FDU Vancouver, located in Oakridge Park, a global community situated in a cultural hub of Vancouver, British Columbia. This comprehensive business program is designed to prepare students for leadership roles in international 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 BBA program are prepared with practical business skills, analytical thinking, leadership capacity, and cross-cultural management experience. Through a career-focused curriculum, students develop the ability to evaluate business problems, make strategic decisions, and communicate effectively in diverse professional environments. BBA Program graduates have successfully pursued careers in fields such as:

- Finance and Banking Specialist
- Marketing and Digital Strategist
- Business and Data Analyst
- Wealth and Equity Manager
- Director of Operations
- Digital Marketing Director
- Human Resource Director
- International Trader
- Entrepreneur and Business Owner

PROGRAM OVERVIEW

TOTAL CREDITS

- 120 credits

PROGRAM DURATION

- 4 years (average full-time completion)

DELIVERY MODE

- In-person (Vancouver)

EXPERIENTIAL LEARNING

- Credit-bearing internship available in Finance, Management and Marketing

POST-GRADUATION WORK PERMIT

- Eligible

PROGRAM INTAKES

FALL	WINTER	SUMMER
September	January	May

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

fdu.edu/vancouver-bba

PROGRAM HIGHLIGHTS

- **AACSB-Accredited Business Program:** Earn a degree from one of the most prestigious business accreditations in the world.
- **Chartered Marketing Association Pre-Approved Program:** FDU's **BBA program with a Digital Marketing Minor** is pre-approved for the CMA's advanced education pathway, accelerating the route to Chartered Marketer designation.
- **Real-World Learning:** Gain hands-on experience through case studies, Student Managed Investment Fund Club (SMIF), internships, and industry connections.
- **Expert Faculty & Small Class Sizes:** Get personalized attention and mentorship from business faculty and leaders.
- **Minors and Concentrations:** Choose a minor aligned with global business needs, or pursue a concentration to develop focused expertise in a key business area:
  - Digital Marketing (Minor)
  - Entrepreneurship (Minor)
  - Financial Planning and Wealth Management (Minor)
  - International Business (Concentration)

DEGREE PLAN

GENERAL EDUCATION REQUIREMENTS*

- CARR 3000 – Career Strategies
- DSCI 1234 – Math for Business Decisions
- MIS 1045 – Information Technology for Business
- ORGS 1100 – Ethical Issues in Social Institutions
- UNIV 1001 – Transitioning to University Life
- UNIV 1002 – Preparation for Professional Life
- UNIV 2001 – Cross Cultural Perspectives
- UNIV 2002 – Global Issues
- WRIT 1002 – Comp I: Rhetoric and Inquiry
- WRIT 1003 – Comp II: Research and Argument
- *2 X 3 Cr. Social & Behavioural Analysis Courses*
- *2 X 3 Cr. Humanities/Arts Courses*
- *1 X 4 Cr. Lab Science Course*
- *5 X 3 Cr. Free Elective Courses*

BUSINESS CORE COURSES*

- ACCT 2021 – Intro. to Financial Accounting
- ACCT 2022 – Intro. to Managerial Accounting
- DSCI 2029 – Introduction to Statistics
- DSCI 2130 – Business Statistics
- DSCI 3152 – Operations Management
- ECON 2001 – Introduction to Microeconomics
- ECON 2102 – Introduction to Macroeconomics
- ENTR 2710 – Foundation 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

** Mandatory courses for all BBA students*

DIGITAL MARKETING (Minor)

- MKTG 3360 – Digital Marketing
- MKTG 3383 – Social Media Marketing
- MKTG 4272 – Consumer Behavior
- MKTG 4941 – Internship in Marketing
- *3 X Elective Business Courses*

ENTREPRENEURSHIP (Minor)

- ENTR 3101 – Small Business Management
- ENTR 3300 – E-Business for Entrepreneurship
- MKTG 3341 – Professional Selling
- *3 X Elective Business Courses*
- And select one of the following:
  - MGMT 3620 – Leadership & Personal Development
  - MGMT 3700 – Human Resources Management
  - MKTG 4272 – Consumer Behavior

FINANCIAL PLANNING & WEALTH MANAGEMENT (Minor)

- FIN 3330 – Personal Financial Management
- WMA 4265 – Personal Tax Planning
- WMA 4350 – Investment Planning
- WMA 4380 – Client Psyc/ Financial Planning
- *2 X Elective Business Courses*
- And select one of the following:
  - WMA 4267 – Retirement Planning
  - WMA 4370 – Personal Estate & Gift Planning
  - WMA 4375 – Risk Management and Insurance

INTERNATIONAL BUSINESS (Concentration)

- ECON 4208 – International Trade
- IBUS 3201 – Fundamentals of International Business
- MGMT 3371 – Concept of International Management
- MKTG 3371 – Principles of International Marketing
- *2 x Elective Business Courses*
- And select one of the following:
  - MIS 4303 – Advanced Excel
  - MIS 4307 – Introduction to E-Business

ELECTIVE BUSINESS COURSES

Note: Elective Business Courses listed below is a sample selection intended to illustrate the breadth of disciplines available, not a comprehensive list.

- ENTR 3101 – Small Business Management: An Entrepreneurial Perspective
- ENTR 3300 – E-business for Entrepreneurs
- FIN 3330 – Personal Financial Management
- MGMT 3620 – Leadership & Personal Development
- MGMT 3700 – Human Resources Management
- MKTG 3360 – Digital Marketing
- MKTG 3383 – Social Media Marketing
- MKTG 4272 – Consumer Behavior
- MKTG 4365 – Marketing Communications
- WMA 4267 – Retirement Planning
- WMA 4350 – Investment Planning
- WMA 4375 – Risk Management & Insurance
- WMA 4380 – Client Psyc/Financial Planning

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FDU Vancouver

210-5968 Cornelia Mews
Vancouver, B.C. V5Z 2M9

fdu.edu/vancouver

Phone 604-648-4460
Toll-Free 1-877-338-8002
Email vancouver@fdu.edu

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@fduvancouver