

# Bachelor of Arts in Business Communication



## UNDERGRADUATE PROGRAMS

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



Entrance awards, scholarships and grants are available to new students.

Our Bachelor of Arts in Business Communication program provides you with an opportunity to develop a broad knowledge of media, cultural studies and business. In addition, students will develop theoretical and practical skills that are relevant to careers in professional writing, journalism, public relations, communications and advertising.

The program focus is found in a sequence of courses in media and communications. At the same time, it integrates business courses to create an interdisciplinary degree that provides a sound foundation for work in media and communications organizations, as well as other communications-related business careers. Team activities are an intrinsic part of many courses and build team skills vital for real world success, as well as provide a collegial learning environment.

### Why Bachelor of Arts in Business Communication?

- Use communication theories to assess basic issues in cultural contexts
- Critique communication media influence on audience perceptions of issues, events, products and services
- Evaluate the effectiveness and integration of all types of media communication and technology
- Demonstrate communication-oriented research and information seeking strategies
- Create ethically and legally sound content for a variety of forms of media and markets
- Integrate media and content to communicate persuasively to specific audiences
- Apply communication methods to business problems and contexts
- Work productively in a collaborative environment

### ABOUT UNIVERSITY CANADA WEST

UCW is an innovative business and technology-oriented, teaching-focused institution in Canada, offering undergraduate and graduate degrees for domestic and international students. The University is a dynamic and growing institution defined by its close connections to the business community and a commitment to outstanding student services.



1461 GRANVILLE STREET, VANCOUVER, BRITISH COLUMBIA V6Z 0E5, CANADA



## UNDERGRADUATE ENTRY REQUIREMENTS

Canadian high school (Grade 12) diploma or equivalent with an overall average grade of C or better (GPA of 2.00 out of 4.33) 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.

Generally, such applicants must:

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

*"Studying at UCW has opened me to new cultures and experiences. The classes and the people around me encourage me to do my best. The BA program is preparing me to tackle any challenge and be a leader of the future."*

David, Colombia

Bachelor of Arts in Business Communication



## ACCREDITATIONS, MEMBERSHIPS AND DESIGNATIONS



## PROGRAM STRUCTURE

### TIER 1 UNIVERSITY FOUNDATION (10 COURSES)

- Academic Writing
- Business Fundamentals
- Mass Media & Society
- Business Analytics
- Conversational Writing Tools
- Business Communication
- Economics for Business
- Three (3) electives

### TIER 2 DISCIPLINARY FOUNDATION (10 COURSES)

- Marketing Management
- Business Environment
- Writing for Media
- Data Analytics & Storytelling
- Content Creation
- Digital Marketing Strategy
- Business Ethics
- Organizational Behaviour
- Career Preparation\*
- One (1) elective

### TIER 3 DISCIPLINARY APPLICATIONS (10 COURSES)

- Project Management
- Risk Communication
- Professional Communications
- Advanced Communications Writing
- Digital Storytelling
- Five (5) electives

### TIER 4 INTEGRATIVE APPLICATIONS (10 COURSES)

- Communications Strategy
- Contemporary Issues
- Choice of:
  - Capstone Project
  - Internship
- Seven (7) electives

### OPTIONAL ELECTIVE AREA

- Communications Management

\*Course will be offered from Winter 2022 Term.

## HOW TO APPLY

To find out how you can enrol, email: [partners@ucanwest.ca](mailto:partners@ucanwest.ca)

UCANWEST.CA