

# Master of Business Administration



## GRADUATE PROGRAM

The ACBSP and NCMA-accredited Master of Business Administration (MBA) program from UCW will prepare you for success on a global level. You will learn how to take challenging situations in a stride, apply pragmatic solutions to problems and ultimately drive the success of your organization through intelligent decision-making.



Students can earn certifications in AMA, DMP, CMC and more.

The program is four tiers, a total of 45 credits that will develop your knowledge and skillset so that you are able to handle increasingly complex problems. Team activities are an intrinsic part of the MBA program, developing team skills for modern business and providing a collegial learning environment.

The MBA degree program has been refined to allow you to acquire more specific knowledge and skills in one of eight elective areas by choosing courses from one of the following subject areas: Business Analytics, Consulting, Entrepreneurship, Financial Management, Human Resources, Marketing Management, Leadership and Non-Profit. Our MBA program also includes relevant digital components. We collaborate with digital leaders, such as the Riipen, Digital Marketing Institute, Salesforce (Trailhead), Tableau and IBM to keep our students updated with upcoming technological trends.

Students can also qualify to earn certifications, including Certified Management Consultant (CMC), Chartered Professional in Human Resources (CPHR), Certified Digital Marketing Professional (CDMP), Certified Digital Marketing Associate (CDMA) and more.

### Why MBA?

- Learn to construct strategic responses to business challenges and opportunities
- Assess the ethical implications of business activities
- Develop, implement and evaluate solutions to business problems
- Formulate business decisions and systematic analysis that reflects critical thinking
- Demonstrate effective skills to collaborate with diverse groups of people
- Lead teams through the resolution of problems and completion of projects
- Integrate personal values and perspectives into your problem-solving, taking responsibility for your decisions
- Communicate ideas persuasively as a result of thorough analysis of information
- Gather, analyze and distribute information in a business context

### 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



## GRADUATE ENTRY REQUIREMENTS

A bachelor's degree awarded by a recognized post-secondary institution, with a minimum CGPA of 3.00 out of 4.33 and have ONE of the following additional requirements:

- Acceptable score on the Graduate Management Admission Test (GMAT) or the Graduate Record Examinations (GRE) that has been written in the last five years;
- An appropriate Canadian professional designation or equivalent international designation (e.g. CPA, CA, CGA, CMA, CHRP or P.Eng);
- A Bachelor's degree in Business Administration (BBA) or Commerce (BCom) or equivalent;
- A minimum of three years documented professional or management experience with evidence of career progression and relevant education and/or training;

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).

*\*Applicants who do not hold all of the above academic and professional requirements may be considered for the MBA Foundation Program.*

*"The networking opportunities are invaluable, and the skills I am learning are setting me up for success in the business environments of the future."*

**Carlene, Canada**  
MBA



## ACCREDITATIONS, MEMBERSHIPS AND DESIGNATIONS



## PROGRAM STRUCTURE

### TIER 1 – ANALYTICAL FOUNDATIONS (4 COURSES)

- Accounting for Managers
- Ethics, CSR & Business Environmental Analysis
- Talent Management
- Business Analytics

### TIER 2 – MANAGEMENT PRINCIPLES AND PRACTICES (5 COURSES)

- Financial Management
- Marketing Management
- Leadership in the Global Context
- Operations Management

### TIER 3 – BUSINESS APPLICATIONS (4 COURSES)

- Project Management
- Digital Transformation
- Two (2) electives

### TIER 4 – INTEGRATION AND IMPLEMENTATION (2 COURSES)

- Strategic Management
- Choice of:
  - Graduate Internship
  - Capstone Project
  - Research Project
  - Small Business Management

## ELECTIVE AREAS

### BUSINESS ANALYTICS

- Machine Learning Tools & Techniques
- Predictive Analytics: What Works?
- Cloud Computing Technologies

### CONSULTING

- Consulting Practice
- Change Management
- One Elective Course
- Capstone Project

### DIGITAL MARKETING

- Digital Marketing Strategy
- Marketing Analytics
- E-Commerce

### ENTREPRENEURSHIP

- Design Thinking
- Entrepreneurship
- Prototyping for Entrepreneurs

### FINANCE

- Investment Analysis & Management
- Personal Financial Planning
- Global Financial Institutions Management
- Green Finance

### HUMAN RESOURCES MANAGEMENT

- HR Strategy
- Recruiting & Retaining Talent
- Management & Employee Relations
- Human Resource Management in the Global Environment

### LEADERSHIP

- Change Management
- Negotiation
- Leadership & Decision Making
- Intercultural Communications

### MARKETING

- Digital Marketing Strategies
- Marketing Promotion
- International Marketing

### NON-PROFIT

- Globalization: Theory & Practice
- Understanding the Non-Profit Sector
- Strategy & Governance in Non-Profit Organizations
- Non-Profits in the Global Context

### PROJECT MANAGEMENT

- Advanced Project Management
- Agile Project Management

## HOW TO APPLY

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

[UCANWEST.CA](http://UCANWEST.CA)