

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

About the Program

The Bachelor of Business Administration program provides a comprehensive foundation in business principles and advanced knowledge in contemporary business practices. In the program, you will be exposed to the fundamentals of strategic management, accounting, finance, marketing and human resources, preparing you to work effectively with an organization's resources and people.

Our curriculum integrates the latest industry trends and best practices to help you make informed and sustainable business decisions in today's global marketplace.

In your final year, you will be able to choose a specialization to focus on an area that aligns with your career goals:

- **Accounting** — develop in-depth, technical knowledge of financial accounting, cost and managerial accounting, taxation, financial management, auditing and technology applications (Note: this specialization is not accredited by the Chartered Professional Accountants. Students wishing to explore this route should consider Honours Bachelor of Commerce – Accounting & Finance (<https://www.senecapolytechnic.ca/programs/fulltime/BACF.html>)).
- **Business Management** — develop fundamental skills in leadership, strategic planning and project management in various areas of business, such as sales, marketing, finance, etc.
- **Human Resources Management** — develop critical thinking and strategic skills required for human resource management, while gaining necessary technical knowledge including Human Resource Information and Management System, Systems Applications and Products, data mining and analysis.
- **Marketing** — gain hands-on knowledge to serve as a bridge between strategic corporate objectives and target audiences by applying skills in market research, consumer behaviour, campaign planning, channel oversight and marketing tactics.
- **Supply Chain Management** — explore technical and analytical skills to become a supply chain expert, participate in supply chain strategy and make responsible design decisions.

You will benefit from interactive learning and networking opportunities such as guest presentations, case analyses, a capstone project (working on a real-world problem with an industry partner), work-integrated learning and Seneca's Collaborative Online International Learning (COIL), working on assignments with students from around the world.

Credential Awarded

Bachelor Degree

Duration

6 Semesters (3 Years)

Starts

January, September

Program and Course Delivery

This program is offered in Seneca's flexible delivery format, with some courses delivered online. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- project management skills within a cross-functional team
- interpersonal and communication skills with an equity, diversity and inclusion perspective
- process optimization and business problem solving skills to integrate technology

Work Experience

Mandatory Degree Work Term

A work experience that includes at least one term in a formal work environment. The work term(s) may be a paid or unpaid position that is completed between two academic semesters and requires a minimum of 420 hours of work. Students must be in good standing and meet all identified requirements prior to participating in the work experience. The successful completion of the work term(s) is required for graduation. Eligibility for participation does not guarantee that a work position will be secured. Additional fees are required for the mandatory degree work term regardless of success in securing a work position.

Your Career

When you graduate from this program, these are the types of career options you can explore:

- account manager
- brand manager
- business analyst
- business development executive
- financial analyst
- general manager
- human resources generalist
- project manager
- small business owner

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
BAB100	Introduction to Canadian Business	3
BAB110	Financial Mathematics	3
BAB120	Computer Applications for Business I	3
BAB140	Introduction to Financial Accounting	3
BBA101	Business Presentations Strategy	3
ENG106	Writing Strategies	3

Semester 2		
BAB210	Business Statistics	3
BAB220	Computer Applications for Business II	3
BAB231	Introduction to Business Law	3
BAB240	Management Accounting	3
ENG205	Applied Communication for Business and Industry	3
HRM701	Introduction to Human Resources Management	3

Semester 3		
BAB235	Introduction to Marketing	3
HST310	Business Ethics	3
HST330	Business Finance	3
HST430	Organizational Behaviour	3
LSP240	Micro Economics - Theory and Practice	3
plus: Liberal Studies Course (1)		3

Semester 4		
BAB905	Project Management	3
BBA102	Business Innovation and Model Design	3
INX117	Global Sustainability	3
LSP101	World Geography	3
LSP340	Macroeconomics - Theory and Practice	3
MRT296	Integrated Marketing Communications	3
WTP200	Work Term Preparation	1

Work-Integrated Learning Term		
BBA881	Business Administration, Work Term	30

Semester 5		
BMT850	Strategic Management	3
GCN500	Consultative Skills in a Global Environment	3
HST400	Operations Management	3
plus: Specialization Courses (3)		

Semester 6		
BBA600	Strategic Business Solutions	3
BMT700	International Business Management	3
plus: Specialization Courses (3)		
plus: Liberal Studies Course (1)		3

Accounting Specialization Courses

Course Code	Course Name	Weekly Hours
Semester 5		
IAF310	Intermediate Financial Accounting I	4
IAF320	Income Tax I	3
IAF340	Business Information Systems	3
Semester 6		
IAF410	Intermediate Financial Accounting II	4
IAF420	Income Tax II	3
IAF520	Auditing	3

Business Management Specialization Courses

Course Code	Course Name	Weekly Hours
Semester 5		
BMT540	Business to Business Marketing	3
BMT545	Effective Selling	3
BMT550	Management for Non-Profit and Social Enterprises	3
Semester 6		
BMT780	Contemporary Issues in Management Sustainability	3
BMT855	Leadership for Managers	3
BMT870	Global Supply Chain Management	3

Human Resources Management Specialization Courses

Course Code	Course Name	Weekly Hours
Semester 5		
HRM782	Recruitment and Selection Techniques	3
HRM848	Training Techniques and Practices	3
HST540	Compensation	3
Semester 6		
HST620	Human Resources Research and Information Systems	3
HST720	Occupational Health and Safety	3
HST750	Industrial Relations	3

Marketing Specialization Courses

Course Code	Course Name	Weekly Hours
Semester 5		
BMT545	Effective Selling	3
MRT287	Marketing Research I	3
MRT295	Marketing Planning and Strategy	3
Semester 6		
MRT386	Consumer Behaviour	3
MRT398	Direct and Interactive Marketing	3
MRT621	Digital Marketing	3

Supply Chain Management Specialization Courses

Course Code	Course Name	Weekly Hours
Semester 5		
BMI502	Global Sourcing Procurement I	3
BMI503	Business Process I	4
BMI505	Supply Chain and Logistics	3
Semester 6		
BMI602	International Law and Tariffs	3
BMI603	International Transportation	3
BMI605	Demand and Customer Relationship Management	3

Seneca has been granted a consent by the Minister of Colleges and Universities to offer this degree for a seven-year term starting July 31,

2024. In conformity with the Minister's criteria and requirements, Seneca will submit an application for the renewal of the consent for this program 12 months prior to the expiration of the consent. Seneca shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

Program Learning Outcomes

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Apply strategic management knowledge and critical thinking to develop and recommend business solutions to capitalize on opportunities and solve problems
- Apply legal, ethical, and sustainable practices to meet organizational goals
- Apply human resource practices with a cross-cultural perspective to support decision-making
- Integrate technology to optimize processes and solve business problems.
- Analyze qualitative and quantitative data to identify opportunities and risks for the organization and to support decision-making
- Apply marketing frameworks and tools to evaluate markets and develop strategies and plans that support business objectives
- Apply project management principles within a cross functional team to manage business projects
- Integrate accounting and financial analysis principles to propose strategic and operational solutions
- Apply the entrepreneurial mindset to innovatively address leadership challenges and opportunities within the global economy
- Demonstrate interpersonal and communication skills, with an equity, diversity and inclusion perspective, to work effectively as a member of an interdisciplinary business team

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent or a mature applicant; including six courses from the University (U) or University/

College (M) or College (C) stream with a minimum overall average of 65%.

- Required courses with minimum final grade of 65% in each:
 - English: Grade 12 (C or U), or equivalent course
 - Mathematics: Grade 12 (C or U), or Grade 11 (M or U), or equivalent course

Learn about Seneca's free English upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/english-12u-equivalency.html>) and math upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/math-12u-equivalency.html>) for applicants who don't meet the high school requirements, as well as recommended upgrading for applicants who don't meet their academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.