

# 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.

Our Bachelor of Arts in Business Communication program provides you with an opportunity to develop a broad knowledge of media, cultural studies and business.

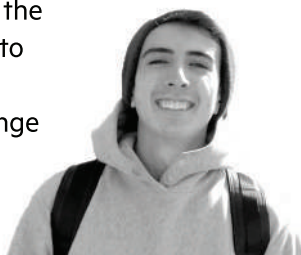
In addition, students will develop theoretical and practical skills that are relevant to careers in professional writing, journalism, public relations, communications and advertising.

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 providing a collegial learning environment.

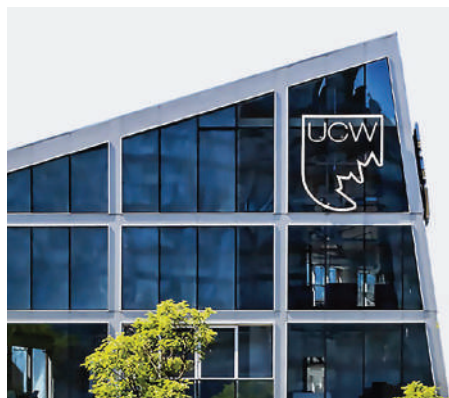
"Studying at UCW has opened me to new cultures and experiences. The classes and the people around me encourage me to do my best. The BABC program is preparing me to tackle any challenge and be a leader of the future."

■ DAVID, COLOMBIA, BABC STUDENT



## 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

- Secondary School Applicants who have graduated from a British Columbia secondary school (high school) or equivalent are required to have, at minimum, the equivalent of a BC high school (Grade 12) diploma, with an overall average of C.
- If you have graduated from high school but do not meet the minimum grade levels, you may still be considered for admission if you have successfully completed at least 30 academic post-secondary credits at a recognized institution.

### AND (IF APPLICABLE)

- Students whose first language is not English must submit an IELTS score of at least 6.5 (minimum 6.0 in the writing band) or equivalent (TOEFL, PTE, etc.) OR successfully complete UCW's University Access Program (UAP) by earning an average of at least 70% in their UAP courses.
- If a student can demonstrate that they graduated from a recognized degree program in an English-speaking country, the English IELTS score or equivalent requirement may be waived.

## 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
- Receive approval from the Admissions Committee

## 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 Visualization & 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 Media & Communications Writing  
Digital Storytelling  
Five (5) electives

### TIER 4 INTEGRATIVE APPLICATIONS (10 COURSES)

Communications Strategy  
Communication Capstone 1  
Choice of:  
- Capstone Project  
- Practicum  
Seven (7) electives

## Elective Areas

UCW follows professional trends in industry closely and develops elective areas that reflect the best professional standards in specific fields. Currently, we offer the following elective area in the BABC degree:

### COMMUNICATIONS MANAGEMENT

One of the fastest-growing fields in communications is communications management.

By taking selected advanced business courses and applying them to communications projects, this elective area provides training for those who hope to manage complex communications projects and departments in any industry.

To complete the Communications Management elective area you must, in addition to the required core courses, take:

- E-Business
- Integrated Marketing Communications
- Operations Management
- Project Management

## HOW TO APPLY



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