

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 stride, apply pragmatic solutions to problems and ultimately drive the success of your organization through intelligent decision-making.

Students can earn CPHR, CDMP and CDMA certifications.

Kerry Gibson
Vice President of Strategic Partnerships
mba, alumna

read her story at
ucanwest.ca/alumni-stories/kerry-gibson



The MBA degree program has been refined to allow you to acquire more specific knowledge and skills in one of nine elective areas by choosing courses from one of the following subject areas: Business Analytics, Consulting, Entrepreneurship, Finance, Human Resources Management, Leadership, Marketing, Digital Marketing and Project Management. Our MBA program also includes relevant digital components. We collaborate with digital leaders, such as 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 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 analyses that reflect 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 thoroughly analyzing 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.

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Graduate Entry Requirements

Applicants to the MBA program may qualify for admission based on the following requirements:

- 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.

AND

- A cumulative GPA of 3.00 (on a 4.33 scale) or better in a bachelor's degree OR successful completion of UCW's MBA Foundation (MBAF) while earning an average of at least 72% in your MBAF courses.

AND

- One of the following:
 - A suitable score on a Graduate Management Admission Test (GMAT) or the Graduate Record Examinations (GRE) that has been written in the last five years.
 - A relevant Canadian professional designation or equivalent international designation (e.g., CPA, CA, CGA, CMA, CHRP or P.Eng).
 - Bachelor's degree in business (e.g. Business Administration (BBA) degree or Bachelor of Commerce (BCom) from a recognized university).
 - A minimum of three (3) years documented professional or management experience with evidence of career progression and relevant education and/or training.

"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 ALUMNA



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
One (1) elective

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 Practicum
- Capstone Project
- Consulting/Research Project
- Small Business Management
- Launch Your Business

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

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

MARKETING

- Marketing Promotion
- International Marketing
- Digital Marketing Strategies

DIGITAL MARKETING

- Digital Marketing Strategies
- Marketing Analytics
- E-Commerce

PROJECT MANAGEMENT

- Advanced Project Management
- Agile Project Management

HOW TO APPLY

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