







Who is this pathway for?

Pathway into Bachelor of Commerce (BCom) Degree at UCW

- Diploma in Business Administration with Co-op Program
- Diploma in Business Management with Co-op Program
- · Diploma in Digital Marketing with Co-op Program

Pathway into Bachelor of Arts in Business Communication (BABC) Degree at UCW

University Canada West

Diploma in Business Administration with Co-op Program

Pathway into MBA foundation program at UCW

Diploma in Business Administration with Co-op Program

Apply Now!

www.canadianctb.ca

2023



















Quali cationPost Secondary Degree

Delivery On-Campus

Intakes January, April, July and October

Program length 4 years

Elective Area Accounting

Graduates of the BCom program will be able to:

- Use managerial and nancial tools to assess basic business issues critically.
- Research and analyze business systems, processes and functions in the context of local, regional and global conditions.
- Apply contemporary business methods to problems and contexts.
- Create ethically and legally sound proposals, plans and projects.
- Organize information to communicate persuasively to target audiences.
- Demonstrate critical thinking and re ection skills in course deliverables.
- · Work productively in a collaborative and multicultural environment.



The Bachelor of Arts in Business Communication (BABC) is an interdisciplinary program that will develop your knowledge of media , cultural studies and business alongside theoretical and practical skills. The communication methods learnt and media training s tudents get throughout this course are relevant to careers in professio and writing, journalism, public relations, communications, and advertising.



Quali cationPost Secondary Degree



Delivery On-Campus



January, April, July and October



Program length 4 years



Elective Area

Communications Management

Graduates of the BABC program will be able to:

- Use communication theories to assess basic issues in cultural contexts
- Critique communication media in uence on audience perceptions of issues, events, products and services.
- Evaluate the e ectiveness and integration of all types of media and communications.
- 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 speci c audiences.
- Apply communication methods to business problems and contexts.
- Demonstrate critical thinking and re ection skills in course deliverables.
- Work productively in a collaborative environment.









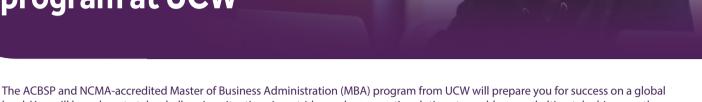












level. You will learn how to take challenging situations in a stride, apply pragmatic solutions to problems and ultimately driv of your organization through intelligent decision-making.



Quali cation

Post Secondary Degree



Delivery

On-Campus



January, April, July and October



Program length

2 years



Elective Area

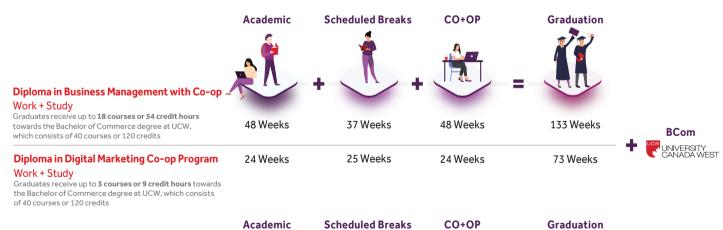
Business Analytics, Finance, Human Resources Management, Marketing, Project Management

Graduates of the BCom program will be able to:

- respond strategically to business challenges and opportunities.
- assess ethical implications of business activities.
- develop, implement and evaluate solutions to business problems.
- formulate business decisions and systematic analysis that re ects critical thinking.
- demonstrate e ective skills to collaborate with diverse groups of people.
- lead teams through the resolution of problems and successful completion of projects and tasks.
- integrate personal values and perspectives into problem solving and take responsibility for
- communicate ideas persuasively (written and oral) as a result of thorough analysis of information.
- gather, analyze and synthesize information for a business context.

For tuition fees, please see: https://www.ucanwest.ca/admissions/tuition-fees/

Program Structure



Diploma in Business Administration Co-op BCom, BABC or MBA 25 Weeks 73 Weeks 24 Weeks 24 Weeks Work + Study UNIVERSITY CANADA WEST Diploma in Business Administration Co-op 24 Weeks 4 Weeks 24 Weeks 52 Weeks

Graduates receive 10 courses or 30 credit hours towards the Bachelor of Commerce (BCom) or Bachelor of Business Administration (BABC) degree programs at UCW *Additionally, CCTB students who complete these programs with a grade of 72% or greater in each course are eligible to receive a credit exemption for the UCW MBAF 501 course, should they eventually wish to apply for the MBA degree program at UCW.





















Business Administration Co-op Diploma

Exempt 10 UCW courses (30 credits) Value in savings \$17,400

1 Year





Bachelor of Commerce degree OR Bachelor of Arts in Business Communication OR MBA foundation program at UCW

30 courses (90 credits) remain to complete \$5,000 Pathway award for CCTB students*

2.5 Years

3.5 Years



eligibility

Total Savings \$22,400

These are estimated numbers and subject to change.

Bene ts of CCTB-UCW Pathway



Upon BCom/BABC/MBA program completion, become eligible to apply for a Post-Graduation Work Permit (PGWP) of up to three years.



Seamless transition from CCTB to UCW



Complete your BCom degree with a lighter course load



Enhance your business education credentials and job market value



Up to 54 credits granted for Business Management with Co-op CCTB graduates



\$5,000 pathway Awards for CCTB students

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