

HONOURS BACHELOR OF BUSINESS ADMINISTRATION (HBBA)

Leverage your BBA to specialize in accounting, analytics, or marketing

This Honours Bachelor's degree program is designed to give you solid foundational knowledge in general business administration while building toward a specialty in one of three areas: accounting, business analytics, or digital marketing. Through both theoretical and practical learning, you'll explore all aspects of the business field and discover what specialized area interests you most.

Choose to continue in general business administration or customize your degree based on your interests and career goals with interactive courses taught by industry experts. A mandatory full-semester paid internship with businesses in the provincial, national, and global community provides real-world decision-making experience.

Program highlights

- Complete your degree as a business generalist or specialize in either accounting, analytics, or digital marketing
- Paid 14-week internship with businesses
- Gain real-world experience with an Applied Learning Project in the final semester
- Accounting courses are recognized by the Chartered Professional Accounts of Ontario (CPA Ontario) prep courses for admission to the CPA Professional Education Program (<https://www.cpaontario.ca/>) (CPA PEP)
- Opportunity for general business and business accounting diploma holders to earn a degree in as little as two years through specialized workshops and courses (additional cost may apply)
- Chance to study abroad for one semester at partner universities in locations such as Austria, Finland, or Ireland

Program of study for 2024-25 Academic Year

| First Year | | |
|----------------|--------------------------------|-----------|
| Semester 1 | | Credits |
| ACC 1720 | Intro to Accounting | 3 |
| BUS 1720 | Intro to Business Management | 3 |
| COM 1901 | Business Communication | 3 |
| ECN 1720 | Microeconomics | 3 |
| MKT 1720 | Marketing Essentials | 3 |
| MTH 1720 | Business Math | 3 |
| Credits | | 18 |
| Semester 2 | | |
| ACC 1722 | Intro to Managerial Accounting | 3 |
| BUS 1722 | Business Professionalism | 3 |
| BUS 1723 | Spreadsheets for Business | 3 |
| BUS 1726 | Case Analysis Workshop | 2 |
| FIN 1720 | Financial Math | 3 |
| IND 1725 | Indigenous Business Economics | 3 |
| Credits | | 17 |

| Second Year | | |
|--|------------------------------|------------|
| Semester 3 | | |
| ACC 2720 | Financial Accounting | 3 |
| BUS 2720 | Business and Commercial Law | 3 |
| BUS 2721 | Statistics for Business | 3 |
| ECN 2710 | Macroeconomics | 3 |
| MKT 2720 | Marketing Management | 3 |
| MTH 3720 | Data Literacy Workshop | 2 |
| Credits | | 17 |
| Semester 4 | | |
| BUS 2722 | CSR and Ethics | 3 |
| BUS 2723 | Intro to Business Analytics | 3 |
| FIN 2720 | Introduction to Finance | 3 |
| HRP 2720 | Managing Human Resources | 3 |
| SCM 2720 | Logistics and Operations | 3 |
| One Degree Breadth Elective Course. ¹ | | 3 |
| Credits | | 18 |
| Third Year | | |
| Semester 5 | | |
| ACC 3720 | Financial Statement Analysis | 3 |
| BUS 3721 | Business Strategy | 3 |
| BUS 3722 | Decision Models | 3 |
| One Degree Breadth Elective Course. ¹ | | 3 |
| Two Elective Courses. ² | | 6 |
| Credits | | 18 |
| Semester 6 | | |
| BUS 3724 | Artificial Intelligence | 3 |
| BUS 3725 | Career Fundamentals Workshop | 2 |
| BUS 3726 | New Venture Creation | 3 |
| BUS 3728 | International Business | 3 |
| PRM 3720 | Project Management | 3 |
| Two Elective Courses. ² | | 6 |
| Credits | | 20 |
| Semester 7 | | |
| SUMMER INTERNSHIP SEMESTER. | | |
| BUS 3727 | BBA Internship | 12 |
| Credits | | 12 |
| Fourth Year | | |
| Semester 8 | | |
| BUS 4720 | Applied Research Methods | 3 |
| BUS 4723 | Seminar Series in Business | 3 |
| One Degree Breadth Elective Course. ¹ | | 3 |
| Three Elective Courses. ² | | 9 |
| Credits | | 18 |
| Semester 9 | | |
| BUS 4721 | Workshop on Leadership | 2 |
| BUS 4722 | Applied Learning Project | 6 |
| Three Elective Courses. ² | | 9 |
| Credits | | 17 |
| Total Credits | | 155 |

¹ Students must select a total of three (3) degree breadth electives from at least two (2) different categories as part of the Honours Bachelor of Business Administration program. Two (2) breadth electives must be an advanced/upper-level course (represented by course codes beginning in 39xx). These upper-level courses are only available in Year 3 or 4 of the program. For more information regarding degree breadth electives, click here (<http://catalog.cambriancollege.ca/degreeelectives/>).

² Students must take a total of ten (10) elective courses as part of the program. These electives are divided into three specializations: Accounting, Data Analytics and Digital Marketing. Students can take all ten (10) of their electives in a specific area and receive a specialization with their degree. Conversely, they can take a variety of electives from different areas and graduate without a specialization.

For more information on specializations, click here (<https://catalog.cambriancollege.ca/hbba/#majorspecializationstext>).

³ Students must complete a paid internship prior to commencing Year 4. This internship will be delivered in semester 7 in the Spring (between semester 6 and semester 8). For more information on program delivery, click here (<https://catalog.cambriancollege.ca/hbba/#programdeliverytext>).

Admission requirements

To be eligible to enter the Honours Bachelor of Business Administration program, graduates of the Ontario Secondary School Diploma (OSS; 30 credits), or equivalent or mature student status, must complete at least six grade 12 U/M courses with a minimum overall average of 65%, and must qualify to obtain their OSSD. Ontario High School applicants require the following Grade 12 credits:

- Any grade 12 English (U)
- Any grade 12 mathematics (U) *
- Any 4 additional grade 12 courses (U) or (M)

* Students who have not completed grade 12 mathematics (U) but have grade 11 mathematics (C) or (M), must complete BUS1211 - Business Mathematics with a passing grade of 65% or greater to meet admission requirements.

Additional admission requirements

Applicants with transcripts from institutions where the language of instruction is not English must demonstrate English language proficiency with a minimum test score on one of the following language proficiency tests or equivalent scores from another internationally recognized English language test:

- IELTS overall band of 6.5 with no band less than 6.0
- TOEFL iBT 88
- CAEL 70, no sub-test band score less than 60
- PTE Academic 58

Program delivery

2024-2025

Fall term start

SEMESTER 1: Fall 2024

SEMESTER 2: Winter 2025

SEMESTER 3: Fall 2025

SEMESTER 4: Winter 2026

SEMESTER 5: Fall 2026

SEMESTER 6: Winter 2027

SEMESTER 7: Spring 2027 (Internship)

SEMESTER 8: Fall 2027

SEMESTER 9: Winter 2028

Business Accounting and General Business Pathways Students

Business Accounting and General Business pathways students receiving direct entry into Year 3 of HBBA in Fall 2024 will progress through the following terms:

SEMESTER 5: Fall 2024

SEMESTER 6: Winter 2025

SEMESTER 7: Spring 2025 (Internship)

SEMESTER 8: Fall 2025

SEMESTER 9: Winter 2026

Specializations

During the degree program students will be exposed to general business education through core courses, knowledge in other domains through non-core degree breadth courses, and specialized business education in a chosen discipline.

The specializations will allow students to receive exposure to more complex theory in their chosen field starting in semester 5. The specializations will reflect current needs in the workforce so that students will graduate ready to meet the needs of industry and fill gaps in the current market.

1. Accounting

Students wishing to graduate with a specialization in Accounting must choose the following electives. Assuming they have met the minimum grade requirement, will have completed the preparatory courses required for admission to the CPA Professional Education Program (<https://www.cpaontario.ca/>) (CPA PEP)

FIN 3720 Corporate Finance

ACC 3721 Intermediate Accounting I

ACC 3723 Audit and Assurance

ACC 3722 Intermediate Accounting II

ACC 3724 Personal Taxation

ACC 3725 Management Accounting

ACC 4720 Advanced Financial Reporting

ACC 4721 Management Control

ACC 4722 Corporate Taxation

ACC 4723 Case Analysis in Accounting

2. Data Analytics

Students wishing to graduate with a specialization in Data Analytics must choose the following electives from the Data Analytics stream.

ANA 3720 Discrete Math

ANA 3721 Data Programming for Analytics

ANA 3722 Responsible Data Management

ANA 3723 Database Design
 ANA 3724 Applied Data Cleaning
 ANA 4721 Intro to Machine Learning
 ANA 4720 Data Visualization
 ANA 3725 Data Mining
 ANA 4722 Statistical Modelling
 ANA 4723 Prescriptive Analytics

3. Digital Marketing

Students wishing to graduate with a specialization in Digital Marketing must choose the following electives from the Digital Marketing stream.

MKT 3720 Intro to Digital Marketing
 MKT 3721 Marketing Research
 MKT 3722 Social Media Marketing
 MKT 3723 E-Commerce Strategies
 MKT 3724 Campaign Strategies
 MKT 3725 Marketing Communications
 MKT 4720 Trends in Consumer Behaviour
 MKT 4721 Digital Brand Management
 MKT 4722 Professional Selling
 MKT 4723 Marketing Metrics and Analysis

4. General Business

Students wishing to graduate with a General Business degree, without a specialization, can select electives from any of the areas listed above to develop a more rounded skill set.

Specific program pathways

Students graduating from a Business-Accounting diploma or a Business Administration - Accounting advanced diploma within the past 5 years and obtaining a 2.5GPA are eligible for an advanced standing in the Honours Bachelor of Business Administration program (HBBA). Applicants should apply to HBBP at OCAS. Graduates from a Business Administration - Accounting could be eligible for further transfer credits that will be evaluated on a case-by-case basis.

Applicants accepted for advanced standing under this pathway will receive direct entry into Year 3 and must complete the following requirements.

Students graduating from a General Business diploma or Business Administration advanced diploma within the past 5 years and obtaining a 2.5GPA are eligible for advanced standing in the Honours Bachelor of Business Administration program. Applicants should apply to HBBP at OCAS. Graduates from a Business Administration advanced diploma could be eligible for further transfer credits that will be evaluated on a case-by-case basis.

Applicants accepted for advanced standing under this pathway will receive direct entry into Year 3 and must complete the following requirements.

College or university degree opportunities

If you are a graduate of this program, you may continue your studies at a college or university and you may receive credit(s) for your prior college education. Refer to Cambrian's college and university agreement (<https://cambriancollege.ca/supports-services/articulation-agreements/>) details for further information.

Employment opportunities

The HBBA program will prepare graduates for entry level positions and some graduates may be well poised for management roles in varied organization based on their work-integrated learning and applied learning projects. Potential employment opportunities include:

- Financial Managers
- Financial Auditors
- Accountants
- Communication Specialists
- Digital Marketers
- Marketing Managers
- Data Analysts
- Business Intelligence Analysts
- Data Scientists

Contacts

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INTERNATIONAL ADMISSION

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