



CAREER PATHFINDERS

# BACHELOR OF BUSINESS ADMINISTRATION DEGREE

## Overview

The Business and Administration program prepares students to pursue a variety of careers. These can be in the private or public sector. Students have the option to choose a concentration such as marketing, human resources, organizational behaviour, accounting, international business, and co-operative enterprises. A Bachelor of Business Administration degree holder gains many skills, including critical thinking and management skills.

## Job Titles

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Accountant (NOC 11100)</li> <li>• Administrative Assistant (NOC 13110)</li> <li>• Management Trainee (NOC 10021, 60020)</li> <li>• Human Resources Assistant (NOC 14102)</li> <li>• Claims Adjuster (NOC 12201)</li> <li>• Mortgage Specialist (NOC 11109)</li> <li>• Business Analyst (NOC 41402)</li> <li>• Advertising Executive (NOC 11202)</li> <li>• Customer Service Representative (NOC 64321, 64313, 64400, 64409)</li> <li>• Marketing Manager (NOC 10022)</li> <li>• Analyst (Financial, Marketing, Policy, Records, Time Management) (NOC 41401, 41402, 11101)</li> </ul> | <ul style="list-style-type: none"> <li>• Tax Consultant (NOC 11100)</li> <li>• Auditor (NOC 11100)</li> <li>• Controller (NOC 11100)</li> <li>• Manager (Retail, Operations, Marketing, Financial) (NOC 60020)</li> <li>• Media Planner (NOC 11202)</li> <li>• Fundraiser (NOC 11202)</li> <li>• Market Research Analyst (NOC 41402)</li> <li>• International Marketer (NOC 41402)</li> <li>• Insurance Broker (NOC 63100)</li> <li>• Administrative Officer (NOC 13100)</li> <li>• Assessors, Valuers &amp; Appraisers (NOC 12203) <sup>1,2</sup></li> </ul> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

1 The numbers following each job title refer to [Canada's National Occupational Classification \(NOC\) code](#). Jobs may require additional education or training.

2 Government of Canada. "Business Administration and Management, General (52.0201), Bachelor's degree". Job Bank, 23 March 2020, <https://www.jobbank.gc.ca/studentdashboard/52.0201/LOS05>

## Work Settings

- Auditing/Accounting Firms
- Consulting Firms
- Cultural Organizations
- Financial Institutions
- Government Agencies/Departments
- Insurance Industry
- Investment Industry
- Marketing/Public Relations Industries
- Personnel Departments
- Public Interest Groups
- Research Institutes
- Retail/Wholesale Establishments
- Securities Industry
- Trade/Professional Associations
- Transportation Industry

## Skills and Characteristics

- Critical thinking
- Teamwork
- Time management
- Leadership
- Corporate relations
- Analytical skills
- Problem solving
- Decision-making skills
- Communication skills

## Professional Associations and Other Links

- Canadian Institute of Certified Administration Managers <https://www.cim.ca>
- Institute of Chartered Accountants Manitoba <https://cpamb.ca/>
- Business Network International <https://www.bni.com>
- National Association for the Self-Employed <http://www.nase.org/home.aspx>
- Canadian Association for Business Economics <https://www.cabe.ca/jmv3/>
- Canadian Federation of Independent Business <http://www.cfib-fcei.ca/english/index.html>
- Canadian Association of Business Students <http://cabsonline.ca/>
- Futurpreneur <http://www.futurpreneur.ca/>
- Appraisal Institute of Canada: <https://www.aicanada.ca/>
- Association of Assessing Officers of Manitoba: <http://aaom.mb.ca/>

This document is intended to provide a starting point for your career research. For more information about UWinnipeg's Business Administration program, visit the [Department of Business Administration website](#) and the [Business Administration Fact Sheet](#)

Students are encouraged to [schedule an appointment with an Academic and Career Advisor](#) for assistance with career planning.

---