



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"> • Accountant (NOC 1111) • Administrative Assistant (NOC 1241) • Management Trainee (NOC 0122, 0621) • Human Resources Assistant (NOC 1415) • Claims Adjuster (NOC 1312) • Mortgage Specialist (NOC 1114) • Business Analyst (NOC 4162) • Advertising Executive (NOC 1123) • Customer Service Representative (NOC 6523, 6524, 6551, 6552) • Marketing Manager (NOC 0124) • Analyst (Financial, Marketing, Policy, Records, Time Management) (NOC 4162, 4163) | <ul style="list-style-type: none"> • Tax Consultant (NOC 1111) • Auditor (NOC 1111) • Controller (NOC 0111) • Manager (Retail, Operations, Marketing, Financial) (NOC 0621) • Media Planner (NOC 1123) • Fundraiser (NOC 1123) • Market Research Analyst (NOC 4163) • International Marketer (NOC 4163) • Insurance Broker (NOC 6231) • Administrative Officer (NOC 1221) • Assessors, Valuators & Appraisers (NOC 1314) ^{1,2} |
|---|--|

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.
