



## JOINT PROGRAM

# BUSINESS ADMINISTRATION

---

The University of Winnipeg / Red River College Business Administration program offers you the opportunity to obtain both a Bachelor of Business Administration (BBA) degree from The University of Winnipeg and a Business Administration Diploma from Red River.

---

This joint program draws on the distinctive advantages of both institutions to provide you with a broad, multi-disciplinary perspective on the business world and strong preparation for employment.

This program explores the concepts, techniques, and challenges involved in helping organizations achieve their objectives. Through courses in Business Administration, you will develop critical thinking, analytical and decision-making abilities, oral and written communication skills, as well as the self-confidence to apply all these effectively. Many courses are taught by the case method, which simulates a real business situation from the perspective of the actual decision-maker. The broad-based Business Administration curriculum covers a wide range of business disciplines.

Students who complete the Business Administration diploma at Red River College and plan to complete either a 4-year degree or a 3-year degree at The University of Winnipeg can receive transfer credit towards a Bachelor of Business Administration at The University of Winnipeg. For details on transfer credits and requirements go to: <https://www.uwinnipeg.ca/fbe/departments-and-programs.html>

---

## SAMPLE CAREERS

Virtually any organization needs administration in order to meet its objectives. Graduates of Business Administration are qualified for positions in business, not-for-profit organizations, and the public sector. For those entering the program with significant work experience, the degree will open opportunities for promotion. Past graduates have found work in accounting, banks, insurance, retail management, and manufacturing, as well as in government and not-for-profit organizations

## SAMPLE COURSES

**Fundamentals of Marketing** is a second-year course covering analysis of consumers and markets, and the elements of a marketing plan. Groups of students also compete in a computer-based marketing simulation over the term of the course.

**Accounting** is the “language of business” and is covered in several courses including Fundamentals of Financial Accounting, Managerial Accounting, Assets, and Equities. The accounting courses are accepted for credit towards the CPA (chartered professional accountant) preparatory program as part of the CPA designation process.

---

## MORE SAMPLE COURSES

- Advertising
- International Business
- Business Strategy
- Marketing Research
- Consumer Behaviour
- Micro and Macro Economics
- Corporate Finance
- Not-for-Profit Management
- Entrepreneurship and Small Business Management
- Organizational Behaviour
- Ethics in Management
- Production & Operational Management
- Financial Management & Accounting
- Public Administration

---

***“I liked the smaller, community atmosphere at The University of Winnipeg. It was easy to get involved with events on campus, and to feel part of the downtown community. The small classes allowed me to get to know my professors and feel that they were approachable, which was great when I needed their help with papers or assignments, or just to gain a better understanding of the material. I loved my time as a student at The University of Winnipeg!”***

- Karen Flores (BA Administrative Studies and Anthropology) works at Investors Group

---

## REQUIRED HIGH SCHOOL COURSES

In addition to meeting The University of Winnipeg’s general admission requirements, you must have either **Pre-Calculus Mathematics 40S** or **Applied Mathematics 40S**.

## HOW TO APPLY

For details on application requirements and deadlines, and to apply online, please visit: [uwinnipeg.ca/apply](http://uwinnipeg.ca/apply)

For more information contact a student recruitment officer at [welcome@uwinnipeg.ca](mailto:welcome@uwinnipeg.ca) or 204.786.9844. In any case where The University of Winnipeg Academic Calendar and this fact sheet differ, the current Calendar takes precedence.

## CONTACT US

Faculty of Business and Economics  
P 204.786.9990  
E [businessandeconomics@uwinnipeg.ca](mailto:businessandeconomics@uwinnipeg.ca)

Website:

<https://www.uwinnipeg.ca/fbe/index.html>