
**BUSINESS + MEDIA
FLEXIBLE LEARNING**

BCIT[®]

**BUSINESS
+ MEDIA**

BCIT grads work at the
Vancouver Airport Authority.

WHY BCIT BUSINESS + MEDIA?

For 60 years, BCIT School of Business + Media has been a premier provider of the applied business education that industry demands. 93% of BCIT School of Business + Media Diploma and Certificate grads are employed in a related field within six months of graduation or sooner*.

Your busy schedule requires education opportunities that are designed for you. Through BCIT Flexible Learning options, we offer evening, weekend, and online classes, as well as accelerated and condensed programs.

Get the valuable industry expertise you need from our industry-connected instructors, so you can immediately apply your skills in the real world.

Through our comprehensive range of part-time and professional development programs, BCIT School of Business + Media will empower you to reach your career aspirations.

*BC Student Outcomes, prepared by BC Stats [2023]

CHOOSE YOUR OWN LEARNING PATH

Enhance your skills or transform your career at a pace that's right for you. Take a single course or earn a credential, from Full-time Cohort Learning to Flexible Learning. BCIT School of Business + Media can help you advance to the next career level.

SEMINARS AND WORKSHOPS

1 to 3 days

A range of seminars and workshops to help you improve your professional performance and achieve success.

MICROCREDENTIALS

Short, for-credit, modular programs or courses that help you quickly master new skills and gain knowledge essential in Canadian industries.

STATEMENT OF COMPLETION

3–6 courses [9–18 credits]

Short professional programs in high-demand areas. Most courses can be applied to a BCIT credential.

ASSOCIATE CERTIFICATE

5–12 courses [15–45 credits]

An associate certificate can be an excellent choice for anyone who wants to explore a new field or enhance their skills in a specialty area.

CERTIFICATE

14–20 courses [45–60 credits]

Usually taken after completing an associate certificate in the same program area. Designed for those who want to add depth to their skills training in a particular field.

DIPLOMA

25–28 courses [108–123 credits]

A diploma can be completed full-time or part-time in a variety of in-demand business disciplines.

DEGREE

[Additional 60 credits]

Bachelor of Business Administration [BBA]: BCIT diploma plus 9 additional core courses plus electives.

Bachelor of Accounting [BAcc]: BCIT Accounting, Finance or Financial Planning Diploma plus 10 additional courses.

GRADUATE CERTIFICATE

5–10 courses [15–30 credits]

Already have a degree? With a graduate certificate, you will gain practical business skills at a graduate level.



BCIT grads work at Canaccord Genuity.

ACCOUNTING, FINANCE, AND FINANCIAL PLANNING

Elevate your accounting and financial management career through our extensive range of courses and programs. Gain applied skills and in-depth financial knowledge that will give you the foundation to earn a designation and advance your career in today's competitive business environment.

Associate Certificates

- Computerized Accounting ▲
- Financial Planning ▲
- Payroll and Human Resources ▲

Certificates

- Finance ▲
- Payroll Administration ▲
- Professional Accounting ▲

Diplomas

- Accounting ▲●
- Finance ▲●
- Financial Planning ▲●

Advanced Diploma

- Professional Accounting ●

Degrees

- Bachelor of Accounting [BAcc] ●
- Bachelor of Business Administration [BBA] ▲●

Our programs prepare you for designations such as:

- Chartered Professional Accountant [CPA]
- Certified in Management [CIM]
- Certified Financial Planner [CFP]
- Chartered Investment Manager [CIM]

Entrance Requirements:

67% in English 12 or an equivalent. 67% in Math 11 or an equivalent.

Please check program pages for specific entrance requirements.

Career opportunities:

- Public or Private Accountant
- Auditor
- Tax Specialist
- Wealth Management Specialist
- Financial Planner

- ▲ Online or blended (a mix of in-person and online)
- Full-time equivalency

Learn more at

bcit.ca/accounting

BROADCAST AND MEDIA COMMUNICATIONS

Storytelling skills are essential for success in the media industry and have become critical in personal and corporate branding. From idea conceptualization to media story production and performance, our specialized courses will help you craft captivating narratives that deeply resonate with audiences.

Associate Certificates

Broadcast and Digital Journalism

Music Business

Radio Arts and Entertainment

Video Production and Editing

Microcredential

Script Supervision and Continuity for Film and TV

Career opportunities:

- Social Media Content Developer
- Radio On-Air Talent
- Promotions Coordinator
- Online Television Producer
- Video Journalist and Editor
- Entertainment Show Host
- Investigative Reporter
- Videographer

English Language Proficiency (ELP) Requirement:

Category 2 (67% in English 12 or an equivalent)

Please check program pages for specific entrance requirements

Learn more at

bcit.ca/broadcast



BCIT Broadcast and Online
Journalism grad works at CTV.

BUSINESS ADMINISTRATION, LEADERSHIP, SUSTAINABILITY, AND HR MANAGEMENT

Build your leadership and management skills to improve organizational effectiveness and integrate sustainable business practices. BCIT School of Business + Media offers programs to prepare you to be a change-maker in the industry of your choice while gaining knowledge in foundational and advanced business subjects.

Statements of Completion

Human Resources ▲
Leadership ▲
Long-term Care Management
Management Skills in Communication and Negotiation ▲
Small Business Management ▲

Associate Certificates

Business Administration ▲
Business Fundamentals
Global Business Studies
Healthcare Unit Clerk ◆
Human Resource Management ▲
Leadership ▲
Medical Office Assistant ◆
Payroll and Human Resources ▲

Certificates

Business Management ▲
Human Resource Management ▲

Advanced Certificate

Sustainable Business ▲

Diplomas

Business Administration – General ▲
Business Administration – Global Studies ▲
Business Administration – Human Resources
Business Administration – Management ▲
Business Administration – Marketing ▲

Advanced Diplomas

Business Management
Sustainable Business Leadership ▲●

Degree

Bachelor of Business Administration [BBA] ▲●

Graduate Certificates

Business Administration ▲
Business Analytics ▲
Global Leadership

English Language Proficiency (ELP) Requirement:

Category 2 (67% in English 12 or an equivalent)

Please check program pages for specific entrance requirements

Learn more at

bcit.ca/businessadmin

- ▲ Online or blended (a mix of in-person and online)
- Full-time equivalency
- ◆ Can be completed entirely online



BCIT Sustainable Business Leadership grad uses the Voltstack electric generator on a film set.



BCIT grad works at Hemlock Printers.

DIGITAL ARTS, GRAPHIC DESIGN, AND WEB DEVELOPMENT

In a rapidly changing media landscape, new technologies enable you to have more control over how and when you engage with content. In the next decade, the demand for skilled people who can develop digital content will continue to grow. Digital Arts programs offer invaluable training using cutting-edge software and hardware designed to build successful pathways in this evolving industry.

Associate Certificates

Graphic Design Foundations

User Interface (UI) and User Experience (UX) Design ◆

Certificates

Media Techniques for Business

Media Techniques and Marketing Communications

Graphic Design

Career opportunities:

- Graphic Design Consultant
- Web Designer/Developer
- Marketing Strategist
- Advertising Designer
- Interface Designer
- Business and Media Manager

English Language Proficiency (ELP) Requirement:

Category 2 [67% in English 12 or an equivalent]

Please check program pages for specific entrance requirements

◆ Can be completed entirely online

Learn more at

bcit.ca/digitalarts

MARKETING, FUNDRAISING, AND SOCIAL MEDIA

Accelerate your marketing career by upskilling with one of our specialized courses, or with a marketing credential from one of our programs. Through hands-on learning delivered by experienced BCIT instructors, gain specialized skills in everything from business development and public relations to event planning and digital marketing.

Associate Certificates

- Customer Relationship Marketing ▲◆
- Digital Marketing Foundations ▲◆
- Digital Marketing Strategy ▲◆
- Entrepreneurship ▲
- Event Marketing and Planning Foundation ▲◆
- Fundraising Management ▲◆
- Marketing Communications ▲◆
- Nonprofit Management ▲◆
- Public Relations ▲◆
- Sales Skills ▲
- Tourism and Hospitality ▲◆

Certificates

- Marketing Management ▲
- Marketing Communications ▲
- Professional Sales ▲
- Event Marketing and Management Strategy ▲

Diploma

- Business Administration – Marketing ▲

Our programs prepare you for designations such as:

- Association of Fundraising Professionals (AFP)
- Certified Fund Raising Executive (CFRE)
- Canadian Professional Sales Association (CPSA)

Career opportunities:

- Business Development Manager
- Advertising Account Representative
- Brand Manager
- Fundraising and Sponsorship Coordinator
- International Marketing Specialist
- Event Planner
- Media Planner and Buyer
- Database Marketing Expert
- Online Marketing Strategist

English Language Proficiency (ELP) Requirement:

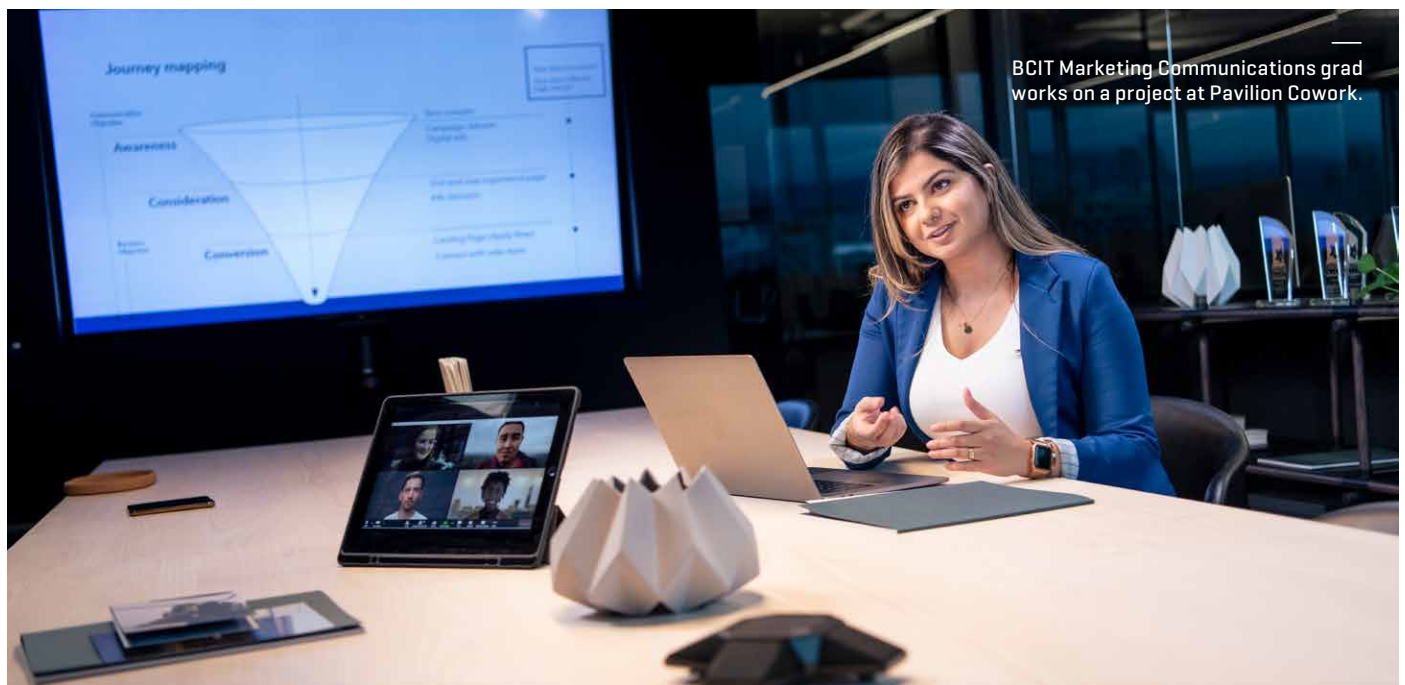
Category 2 (67% in English 12 or an equivalent)

Please check program pages for specific entrance requirements

- ▲ Online or blended [a mix of in-person and online]
- ◆ Can be completed entirely online

Learn more at

bcit.ca/marketing





BCIT Global Trade and Transportation Management grad at GCT Deltaport.

OPERATIONS AND PROJECT MANAGEMENT

Gain expertise in product inventory control, quality assurance systems, and project management tools and techniques to ensure timely and budget-conscious project delivery. With an education in Operations Management, you'll delve into the intricate business enterprise world, exploring the seamless supply, production, and distribution of goods and services.

Workshop

Project Management

Statements of Completion

Lean Business Improvement ▲

Associate Certificates

Business Analysis ▲

Lean Six Sigma Principles ▲

Project Management ▲

Certificates

Facilities Management ▲

Industrial Engineering ▲

International Trade and Transportation Logistics ▲

Management Engineering ▲

Materials Management ▲

Quality and Process Management ▲

Graduate Certificate

Business Analytics ▲

Our programs prepare you for designations such as:

- Project Management Professional [PMP]
- Canadian Supply Chain Sector Council [CSCSC]
- Associated Member of the Chartered Institute of Logistics and Transport [AMCILT]
- Canadian Institute of Traffic and Transportation [CITT]
- Certified International Trade Professional [CITP]

English Language Proficiency [ELP] Requirement:

Category 2 (67% in English 12 or an equivalent)

Please check program pages for specific entrance requirements

Learn more at

bcit.ca/business-operations

▲ Online or blended [a mix of in-person and online]

INFORMATION SESSIONS

Info Sessions are a great way to learn more about a program, related careers, and to get your questions answered by faculty and staff. These sessions are run by subject matter experts on weekday evenings. Register for a session at bcit.ca/info-businessmedia

CUSTOMIZED CORPORATE TRAINING

Building succession plans, retaining talent, and establishing training and development plans are vital to success in business. BCIT's Corporate and Industry Training group actively works with industry to address skill shortages at all levels. Speak to us about workshops, courses, and credentials for your organization.

Options Include:

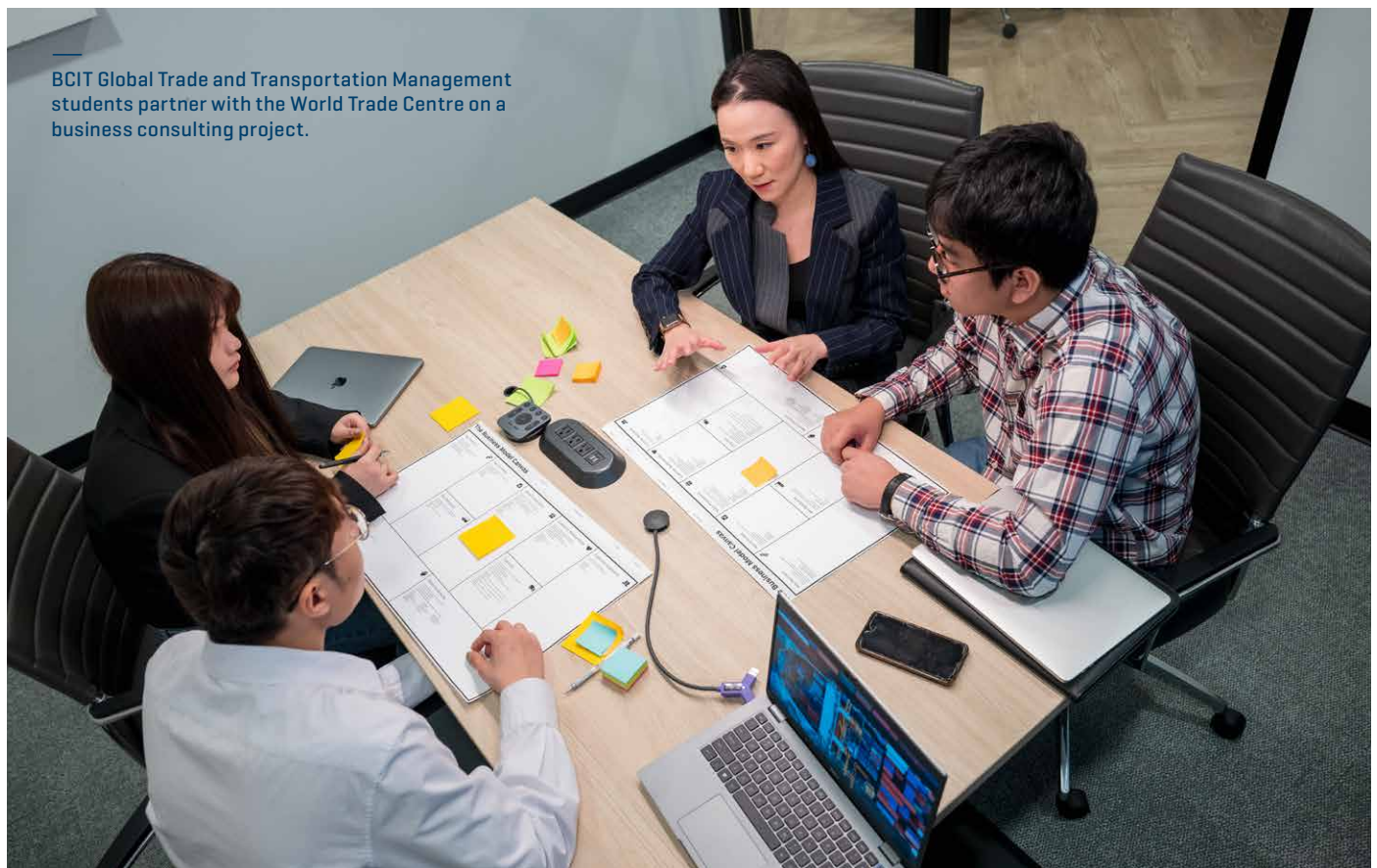
- Business Consulting Projects
- Industry partnerships
- Customized training programs
- Professional development services

Connect with us to learn how we can help your business. Visit bcit.ca/business-industry or call 604.456.8070

BUSINESS CONSULTING PROJECT (BCP)

BCIT Business Consulting Projects match a team of two or three full-time students with local businesses to provide recommendations and solutions to a business problem or challenge. Most projects are completed between January and May of each year. Business Consulting Projects are available in marketing, human resources, business operations, information technology, and sustainable business.

Learn more at bcit.ca/bcp



BCIT Global Trade and Transportation Management students partner with the World Trade Centre on a business consulting project.

GET EXPERIENCE ABROAD.

BCIT School of Business + Media offers international education opportunities to help you gain knowledge and experience around the world. Learn about field school exchanges and double degree programs available to all BCIT students at bcit.ca/goabroad

INTERNATIONAL EDUCATION FOR A COMPLEX WORLD.

BCIT[®]

BUSINESS
+ MEDIA

Tokyo, Japan
[A featured destination for BCIT Summer Field School]



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 BCIT School of Business + Media

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

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