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**BUSINESS + MEDIA
FULL-TIME STUDIES**

BCIT

**BUSINESS
+ MEDIA**

WHY BCIT BUSINESS + MEDIA?

BCIT Business + Media offers a broad range of full-time programs to help you achieve your career goals.

Our instructors are real-world professionals who bring their industry experience to the classroom, giving you relevant skills that you can put to work right away.

You will move through your program with your “set,” a cohort of 22 to 26 students. Your set will become your working group, close friends, and professional network once you’ve graduated.

By joining BCIT Business + Media, you’ll benefit from over 50 years of premier applied education that is in demand with industry.



BCIT grads working at Canaccord Genuity.

ACCOUNTING, FINANCE, AND INSURANCE

Discover why BCIT Business + Media is a top choice for aspiring accounting, insurance, and financial management professionals. Develop applied skills and financial knowledge that will give you a powerful toolbox to advance your career and lead in today's business environment.

Diplomas

Accounting

Finance

Financial Planning

General Insurance and Risk Management

Advanced Diplomas

Professional Accounting

Degrees

Bachelor of Accounting [BAcc]

Bachelor of Business Administration [BBA]

Our programs prepare you for designations like:

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

Career opportunities:

- Accountant
- Auditor and Tax Specialist
- Budget and Financial Analyst
- Financial Planner
- Insurance Adjuster
- Investment and Wealth Management Specialist
- Risk Manager and Insurance Underwriter

Learn more at

bcit.ca/business/accounting



BCIT Broadcast and Online
Journalism grad working at CTV.

BROADCAST AND MEDIA COMMUNICATIONS

Quality journalism is now more important than ever. Storytelling skills are essential for anyone entering the media industry and critical for in personal and corporate branding. We offer courses and programs designed to quickly enhance your skill set—from conceptualizing ideas through to the production and performance of media stories. Learn to write, research, perform, shoot, edit, and refine your stories for impact, preparing you for careers in traditional and emerging media.

Diplomas

Broadcast and Online Journalism
Radio Arts and Entertainment
Television and Video Production

Learn more at

bcit.ca/business/broadcast

Career opportunities:

- TV News Anchor
- Social Media Content Developer
- Radio On-Air Talent
- Media Production, Sales, and Marketing
- Online Television Producer
- Video Shooter and Editor
- Media Relations Strategist
- Entertainment Show Host
- Investigative Reporter
- Videographer



BCIT Bachelor of Business Administration
grad working at Lululemon.

BUSINESS ADMINISTRATION AND HR MANAGEMENT

Build and develop your leadership, coaching, and management skills to improve organizational effectiveness, manage employees, and integrate sustainable business practices. Whether you are looking for professional development opportunities or aspire to earn your Bachelor of Business Administration, BCIT Business + Media curriculum is aligned to today's job market.

Associate Certificates

Business Fundamentals

Diplomas

Business Management

Business Management [Advanced Placement]

Human Resources Management

Human Resources Management
[Advanced Placement]

Advanced Diplomas

Business Management

Sustainable Business Leadership

Degrees

Bachelor of Business Administration [BBA]

Our programs prepare you for designations like:

- Certified in Management [CIM]
- Chartered Professional in Human Resources [CPHR]

Career opportunities:

- Training and Development Manager
- Payroll and Benefits Coordinator
- Human Resources Consultant
- Account Representative
- General Manager
- Business Development Manager

Learn more at

bcit.ca/business/administration

BCIT Graphic Design grad working
at Vancouver is Awesome.



DIGITAL ARTS, GRAPHIC DESIGN, AND WEB DEVELOPMENT

The media landscape is rapidly changing. New technologies are allowing consumers to have more control over how and when they engage with content. In the next decade, the demand for skilled people who can develop digital content will continue to grow. Digital Arts programs provide pertinent training with current software and hardware designed to help students advance their careers.

Associate Certificates

Graphic Design

Certificates

Communication Design Essentials

Diplomas

3D Modeling, Art, and Animation

Digital Design and Development

Graphic Communications Technology Management

New Media Design and Web Development

Advanced Diplomas

Technical Arts

Career opportunities:

- Graphic Design Consultant
- Web Designer/Developer
- Marketing Strategist
- Digital Workflow Operator
- Advertising Designer
- Interface Designer
- Business and Media Manager
- 3D Animator
- Press Operator
- Prepress Coordinator

Learn more at

bcit.ca/business/digitalarts



MARKETING, SALES, AND TOURISM

Learn how to create integrated marketing campaigns and promotions by conducting market research, creating marketing materials, and utilizing the latest trends in social media. The BCIT Marketing Management department is not only one of the largest faculties of marketing in Canada, it's also the most specialized. The first year of Marketing Management allows students to explore a variety of marketing topics before deciding on a marketing concentration, called an option.

In the second term of first year students will be invited to select one of the below options.

Diploma Options

Entrepreneurship
Marketing Communications
Professional Real Estate
Professional Sales
Tourism Management

Degrees

Bachelor of Business Administration (BBA)

Career opportunities:

- Business Development Manager
- Advertising Account Representative
- Commercial Real Estate Developer
- Brand Manager
- Fundraising and Sponsorship Coordinator
- International Marketing Specialist
- Event Planner
- Media Planner and Buyer
- Inside Sales Representative
- Online Marketing Strategist

Learn more at

bcit.ca/business/marketing



OPERATIONS MANAGEMENT AND INTERNATIONAL BUSINESS

Learn how to control product inventory, maintain quality assurance systems, and use project management tools and techniques to deliver products on time and on budget. Every industry that manufactures goods or provides a service requires someone to organize how those goods and services are produced and distributed.

Diplomas

Business Information Technology Management
– Artificial Technology Management

Business Information Technology Management
– Enterprise Systems Management

Business Operations Management

Global Trade and Transportation Management

Degrees

Bachelor of Business Administration (BBA)

Our programs prepare you for designations like:

- Canadian Institute of Traffic and Transportation (CITT)
- Canadian Supply Chain Sector Council (CSCSC)
- Certified Customs Specialist Level 1 (CCS)
- Certified International Trade Professional (CITP)
- Professional Logistician (P.Log)

Career opportunities:

- Procurement and Supply Chain Manager
- Business Operations and Logistics Analyst
- Information Technology Systems Analyst
- Project Manager
- Operating Systems Specialist

Learn more at

bcit.ca/business/operations



BCIT Real Estate grads working on-site with MOSAIC homes.

BCIT BUSINESS ADVANTAGE

International Education

When you choose to study with BCIT Business + Media, a whole world of possibilities opens up. With options for both domestic and international students, you'll find a way to expand your educational experience by studying or exploring abroad. Whether it's a one-month field school, a semester abroad, or a career exploration program, our international programs will add value to your education and your resume.

Find out how to get started at bcit.ca/goabroad

Student Internships and Practicums

Put your knowledge to work in an internship or practicum while studying at BCIT Business + Media. Depending on your program of choice, you'll be paired with a well-known company or organization where you can get a first-hand look at your new career.

Learn how you'll benefit at bcit.ca/business-media/industry-services/internships-practicums

BCIT Business Consulting Projects

How will studying at BCIT Business + Media set you apart from the competition? Business Consulting Projects match a group of two or three students with local businesses to provide recommendations and solutions to a business problem or challenge. These projects are different from traditional co-op and internship programs because you will fill a consulting role for the organization. By the end, you and your team will provide the organization with a comprehensive written report and oral presentation outlining your research and recommendations. It doesn't get more hands-on than this.

Learn more at bcit.ca/business-media/industry-services/business-consulting-projects

ENTRANCE REQUIREMENTS

The general entrance requirements for most BCIT business and media diploma programs are:

C+ [67%]

**IN ENGLISH 12 OR ENGLISH
FIRST PEOPLES 12**

[If you have 3 credits of post-secondary English, Humanities Studies or Social Sciences [67%] from a recognized institution, you also meet the English 12 requirement]

2 YEARS

**OF EDUCATION IN AN
ENGLISH-SPEAKING COUNTRY**

C+ [67%]

**IN PRE-CALCULUS 11,
FOUNDATIONS OF MATH 11,
OR WORKPLACE MATH 11**

Diploma Programs with Different Entrance Requirements

ENGLISH 12 – 73%	NO MATH	EXTRA REQUIREMENTS
Human Resource Management	3D Modeling, Art and Animation Broadcast and Online Journalism Digital Design and Development Radio Arts and Entertainment Television and Video Production New Media Design and Web Development	3D Modeling, Art and Animation Broadcast and Online Journalism Business Management Human Resource Management Television and Video Production

Do you have questions about entrance requirements, upgrading, or skill assessment testing? BCIT Program Advisors are available to answer your questions. Ask a program advisor at bcit.ca/advising

WHAT’S NEXT?

Here are a few other ways you can learn about BCIT School of Business + Media:

Attend an Information Session

bcit.ca/infosessions

Information sessions are a great way to learn more about a program, related careers, and to get your questions answered by faculty and staff.

Program Advising

bcit.ca/advising

Still have questions? BCIT program advisors are available by phone, email, drop-in, or Zoom.

International Students

bcit.ca/international-students

Find information on international support services, permits, and more. International Student Advising is available for virtual and in-person service.

Financial Aid

bcit.ca/finaid

Need help with your finances? Find information on student loans, awards, bursaries, and scholarships.

Tuition

bcit.ca/admission/tuition-fees/full-time-studies

Want to know how much our programs cost? Find tuition fees and rates for full-time programs.

Spend a Day

bcit.ca/spendaday

Spend a day with a BCIT student to see what a normal day is really like. You’ll experience the campus and sit in on lectures and labs.

Campus Tours

bcit.ca/tours

Want to check out the campus? Take a one-hour campus tour lead by a Student Ambassador.

A high-angle, wide shot of Park Güell in Barcelona, Spain, during the golden hour of sunset. The image captures the iconic Gaudí-designed architecture, including the two large, ornate towers flanking a central plaza. The towers are constructed from light-colored stone and feature intricate, colorful mosaic details on their facades and roofs. The central plaza is paved with light-colored tiles and is populated with numerous people, some walking and others standing in small groups. In the foreground, a large, curved, yellow and green mosaic structure, part of the park's famous 'Dragon Staircase' area, is visible. The background shows the dense urban landscape of Barcelona, with various buildings and the city's skyline visible against a sky filled with soft, orange and pink clouds. The overall atmosphere is warm and vibrant, reflecting the beauty of the park and the city at dusk.

GET EXPERIENCE ABROAD. INTERNATIONAL EDUCATION FOR A COMPLEX WORLD.

BCIT 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 BCIT students at bcit.ca/goabroad

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+ MEDIA**



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
Burnaby Campus | Downtown Vancouver

bcit.ca/business-media