

SCHOOL OF
BUSINESS + MEDIA

**EDUCATION
FOR A COMPLEX WORLD**

BCIT

**BUSINESS
+ MEDIA**



BCIT Business + Media grads and instructors
work with motion capture at The Coalition,
a Microsoft gaming studio.

SKILLS FOR SUCCESS: BUSINESS + MEDIA

BCIT School of Business + Media offers a broad range of programs to help you **achieve your career goals**.

Our instructors are **industry professionals** who bring years of experience to the classroom, giving you relevant skills that you can put to work right away.

Through our **accelerated programs**, you can pursue your career after only two years, or **ladder your program** and continue into the Bachelor of Business Administration (BBA) or Bachelor of Accounting (BAcc) programs with an additional year.

Whichever learning path you choose, you'll get the skills, connections, and experience you need to find success and make your mark.



"BCIT graduates are qualified candidates who come to us with strong knowledge and alignment to our mission vision, values, and strategic aspirations"

RICHARD BEED
Vice President, People & Culture
Vancouver Airport Authority

BCIT grads work at the Vancouver Airport Authority.

GET AHEAD IN YOUR CAREER

Applied Education

When you choose BCIT, you embark on a learning path that focuses on real-world experience. Expect rigorous training that you'll put directly into practice in our state-of-the-art labs and classrooms, using industry-standard skills.

Small Class Sizes

As a student, you'll be part of a cohort—a group of students you'll learn and work with for the duration of your program. You'll work in teams and hone the collaborative and problem-solving skills that you'll use throughout your career. Depending on your program, class sizes range from 16–27 students.

Industry Connections

Learn from industry leaders and faculty who are experts in their fields. In our smaller classes, you'll get one-on-one attention from your instructors and enhanced opportunities to network with the students in your program. Internships, practicums, or industry-sponsored consulting projects are built into the curriculum—giving you direct access to your future employers.

International Education

Expand your educational and cultural experience by studying abroad. Whether it's a three-week field school or a semester abroad, our international programs will add value to your education and a global perspective to your resume.

96%
EMPLOYMENT RATE
FOR BCIT DEGREE
GRADUATES*

93%
DIPLOMA GRADS ARE
EMPLOYED WITHIN
SIX MONTHS*

30+
FULL-TIME
PROGRAMS

300+
FLEXIBLE
LEARNING
COURSES

*BCIT 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 level of your career.

SEMINARS AND WORKSHOPS 1 to 3 days A range of seminars and workshops 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.



BUILD YOUR CREDENTIALS

Many BCIT School of Business + Media programs allow you to advance your education with credentials that build upon each other, shortening your overall classroom time and getting you into your career faster.

Start with a diploma, then finish with a degree in one additional year of Full-time Cohort Learning, or at your own pace through Flexible Learning.

Bachelor of Business Administration [BBA]

The Bachelor of Business Administration [BBA] degree* provides students with the opportunity to enhance the skills developed in their diploma programs. Students broaden their knowledge in the BBA with courses that focus on critical and strategic thinking skills.

**requires a completion of a BCIT diploma*

Bachelor of Accounting [BAcc]

A Bachelor of Accounting [BAcc] degree provides students with an academic credential leading to a CPA [Chartered Professional Accountant] designation. Requires completion of a BCIT Accounting, Finance, or Financial Planning diploma. The part-time bachelor’s degree is your fast track to earning a CPA accounting designation.



BCIT grads work at Canaccord Genuity.

ACCOUNTING, FINANCE, AND INSURANCE

Discover why BCIT School of 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 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)
Chartered Financial Analyst (CFA)
Certified Financial Planner (CFP)
Chartered Insurance Professional (CIP)

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/finance



"During my second internship at Global BC, I got to find breaking news stories, then work towards helping the 5 o'clock, the 6 o'clock, and the BC1 news desk. A day well spent with the most amazing crew."

TCHADAS LEO

Broadcast and Online Journalism graduate
Award winner of the British Columbia
Association of Broadcasters
Performer of Tomorrow

BROADCAST AND MEDIA COMMUNICATIONS

Storytelling skills are essential for anyone entering the media industry and critical for personal and corporate branding. We offer programs designed to enhance your skill set—from conceptualizing ideas 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

Degree

Bachelor of Business Administration (BBA)*

**with four additional bridging courses*

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

Learn more at
bcit.ca/broadcast

BUSINESS MANAGEMENT AND HUMAN RESOURCES MANAGEMENT

Unlock your potential and enhance your abilities in leadership, coaching, and management to drive organizational excellence, empower teams, and champion sustainable business practices. Whether you seek professional development or aspire to earn your Bachelor of Business Administration degree, BCIT School of Business + Media offers a curriculum tailored to the demands of today’s job market.

Diplomas

Business Management
Human Resources Management (73% English Studies 12 or equivalent required)

Note: Advance placement options available for students who have already completed a diploma or degree.

Advanced Diplomas

Business Management
Sustainable Business Leadership

Degree

Bachelor of Business Administration [BBA]

Career opportunities:

General Manager
Account Services Coordinator
Business Development Manager
Business Analyst
Human Resources Advisor
Corporate Recruiter
Compensation Specialist
Director of People Development

Learn more at
bcit.ca/businessadmin



BCIT digital arts students create 3D animations in the lab.

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 training with current software and hardware designed to help students advance their careers.

Certificate

Graphic Design

Diplomas

3D Modeling, Art, and Animation
Digital Design and Development
Graphic Communications
New Media Design and Web Development

Advanced Diploma

Technical Arts

Career opportunities:

3D Animator
Character Artist
Creative Director
Digital Communications Specialist
Digital Media Manager
Dynamics and Effects Artist
Front-End Developer
Graphic Designer
Interface Designer
Press Operator
Project Coordinator
Technical Artist
Web Designer/Development

Learn more at
bcit.ca/digitalarts



“We not only learn about all things HR, we also learn about the basics of business. This allows me to see things from different perspectives.”

CINNA HUNG
People & Culture Specialist
Pacific National Exhibition (PNE)
HR Management Graduate

BCIT Business + Media grads work in areas such as marketing and HR at the PNE in Vancouver, one of BC’s main attractions.



BCIT grads work at Fairmont Pacific Rim.

MARKETING MANAGEMENT

The BCIT Marketing Management diploma offers an accelerated path to marketing and sales careers in BC’s top industries. Throughout the first year, students get the opportunity to explore marketing topics, gain business skills, and attend industry events before deciding on a specialization for the second year.

Each specialization is taught by instructors whose years of industry experience enable them to bring the real world into the classroom. Build your skills and professional network through industry projects, and work before you graduate in a practicum or internship at a company of your choice. Qualified graduates may also apply for acceptance into the BCIT Bachelor of Business Administration [BBA] degree program.

Second-year diploma options

- Digital Marketing and Brand Strategy
- Entrepreneurship
- Professional Real Estate
- Professional Sales
- Tourism Marketing and Sales

Degree

Bachelor of Business Administration [BBA]

Career opportunities:

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

Learn more at
bcit.ca/marketing

OPERATIONS, SUPPLY CHAIN, AND BUSINESS TECHNOLOGY MANAGEMENT

Every product or service organization must manage, control, and improve business operations and processes. Learn the in-demand infrastructure management and problem-solving skills that are integral to business success.

Diplomas

Business Information Technology Management [BITMAN]

- Analytics Data Management
- Artificial Intelligence Management
- Enterprise Systems Management

Business Operations Management [BOM]

Global Trade and Transportation Management [GTTM]

Degree

Bachelor of Business Administration [BBA]

Our programs prepare you for designations such as:

- Canadian Institute of Traffic and Transportation [CITT]
- Certified Supply Chain Professional [CSCP]
- Supply Chain Management Professional [SCMP]
- Certified in Planning and Inventory Management [CPIM]
- Project Management Professional [PMP]

Career opportunities:

- Business Analyst
- Business Intelligence Analyst
- 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



“The GTTM program provides the fundamental skills for graduates to manage international business opportunities and the global supply chain. This is a great opportunity.”

MELVIN THIBODEAU
GTTM Graduate

BCIT Global Trade and Transportation Management grad at GCT Deltaport with the Operations Superintendent.

BUILD YOUR GLOBAL NETWORK

Enhance your education through our international opportunities. Whether you're a Full-time Cohort Learning or Flexible Learning student, looking for a long-term or short-term experience, our international programs offer life-changing experiences—all while you earn BCIT credits that will add an international perspective to your education.

Summer Field School

Explore our immersive three-week program in either Italy or Japan. Join a cohort of over 20 participants for an enriching international experience filled with cultural excursions and exclusive industry tours.

Exchange Term Abroad

Immerse yourself in a new culture while studying abroad for a term at one of our highly ranked international partner institutions. Choose from 23 partners in over than 16 countries.

Double Degree Abroad

Participate in a double degree program at one of our partners abroad and graduate with two credentials. This program is available for Bachelor of Accounting, Bachelor of Business Administration, and Graduate Certificate in Global Leadership students.

Learn more and explore all destinations and partners at bcit.ca/global



BCIT students at Schmoozapalooza, an annual networking event organized by BCIT Marketing Association to connect students with industry professionals.

STUDENT CLUBS

Make the most of your time at BCIT and join a student club. It's a great way to connect with new people and participate in fun events. Many of our clubs compete at international events and host networking evenings that introduce you to industry leaders. BCIT has a wide variety of business-related and non-business-related clubs.

- BCIT Accounting Association
- BCIT Association for Operations Management
- BCIT Business Management Association
- BCIT Finance Association
- BCIT Human Resources Association
- BCIT Marketing Association
- BCIT Real Estate Association
- Business Information Technology Management Association
- Enactus BCIT
- Young Women in Business BCIT

Learn more at
bcitsa.ca/clubs

ENTRANCE REQUIREMENTS

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

67%

in **ENGLISH 12**,
or **ENGLISH FIRST PEOPLES 12**,
or **EQUIVALENT** (bcit.ca/english)

73% English Studies 12 or
equivalent required for Human
Resource Management Diploma

67%

in **PRE-CALCULUS 11**,
or **FOUNDATIONS OF MATH 11**,
or **WORKPLACE MATH 11**,
or **EQUIVALENT**

QUESTIONS ABOUT ENTRANCE REQUIREMENTS?

BCIT Program Advisors are
available to answer your
questions.

bcit.ca/advising

Diploma Programs with Different Entrance Requirements

NO MATH REQUIRED		ADDITIONAL REQUIREMENTS
3D Modeling, Art and Animation	Radio Arts and Entertainment	3D Modeling, Art and Animation
Broadcast and Online Journalism	Television and Video Production	Broadcast and Online Journalism
Digital Design and Development	New Media Design and Web Development	Television and Video Production

High school students may apply with:

Final Grades: If you have completed the required Grade 11 or 12 course, apply by submitting your final report card or official transcript.

OR

Midterm Grades: If you are at least halfway through the required Grade 11 or 12 course, apply by submitting your midterm grade for the required course. Your midterm grade must meet the percentage grade specified in your program’s entrance requirements.

OR

Grade 12 Registration: If you are registered for a required Grade 12 course and are less than halfway through, apply by submitting your final Grade 11 report card and your confirmed Grade 12 timetable. Your final grade for the Grade 11 prerequisite course must meet the percentage grade specified in your program’s entrance requirements. Admissions may request that you submit your final grades.

Learn more about admission requirements: bcit.ca/admission/how-to-apply/high-school-applicants

HOW TO APPLY

- 1. Choose your program.** Find the program you like at bcit.ca/business-media
- 2. Check that you meet the entrance requirements.** Different programs have different entrance requirements, which are listed on your chosen program’s web page.
- 3. Prepare your application.** Review the application requirements and ensure supporting documents are in PDF format.
- 4. Submit your application online.** Applications are submitted either through EducationPlannerBC or BCIT, depending on the program. Use the “Apply Now” button on your chosen program’s web page to be directed to the correct platform.
- 5. Check your application status.** After you have submitted your application, you will receive correspondence from BCIT containing the information you need to check your application status online. All correspondence will come to you via your personal myBCIT account.

Need more information? Visit bcit.ca/admission/apply



BCIT grads work at the DDB Canada office.

GRADUATE CERTIFICATES

Explore BCIT graduate certificates, tailored for individuals holding a bachelor’s degree and seeking a mix of practical skills and theory. Graduate certificate programs offer students a rigorous learning experience that integrates theoretical foundations with practical applications.

Business Administration

The BCIT Graduate Certificate in Business Administration covers the subject matter that most first-year MBA courses would cover: Accounting, Finance, Marketing, Economics, Operations Management, and a capstone project. The program also incorporates a blend of assessments, including case studies, problem-based learning, collaborative group work, self-reflection, and individual projects. Graduates can continue their studies and complete a master’s degree or opt to enter the workforce in a managerial role.

Business Analytics

The Business Analytics Graduate Certificate program equips you to utilize data and statistical models, analyze business performance, and facilitate informed decision-making. By integrating data analysis, statistical modeling, and visualization techniques, the program enables you to identify opportunities for improvement, foresee trends, and optimize operations. Business analytics can help organizations identify new

opportunities for growth and innovation, and better understand and respond to the needs and preferences of their customers. As a graduate, you’ll skillfully bridge analytics and the world of business, helping organizations transition to a data-driven decision model.

Global Leadership

In the Global Leadership program at BCIT, you will gain invaluable leadership skills and intercultural competencies that are instrumental for today’s business environment. You will become responsive to the needs of both a global marketplace and workforce while factoring in the needs and perspectives of internal and external stakeholders. This graduate certificate program promotes the global mindset required to lead in an increasingly diverse business world.

Learn more at:
bcit.ca/business-gradcert

FLEXIBLE LEARNING AT BCIT

Thinking about working full-time while pursuing a credential part-time? Earn your credential through Flexible Learning. Learn from industry experts currently working in the field, network with fellow classmates, and gain that competitive edge over other job applicants.

You can start with a single course or work towards a statement of completion, an associate certificate, certificate, diploma, or degree.

Flexible Learning Courses and Programs

BCIT School of Business + Media offers over 60 Bachelor’s Degree programs and over 300 courses during the evenings and weekends. BCIT business courses are available at both the Downtown Vancouver and Burnaby Campus, as well as through online learning.

Explore Flexible Learning at bcit.ca/flex-businessmedia



Students work on a class project at the BCIT Downtown Campus.

FLEXIBLE LEARNING OPPORTUNITIES

Accounting, Finance and Insurance

- Bachelor’s Degree | Accounting
- Bachelor’s Degree | Business Administration
- Diploma | Accounting
- Diploma | Finance
- Diploma | Financial Planning
- Certificate | Financial Management – Finance
- Certificate | Financial Management – Professional Accounting
- Associate Certificate | Computerized Accounting
- Associate Certificate | Financial Management – Financial Planning
- Associate Certificate | Payroll and Human Resources

Broadcast and Media Communications

- Associate Certificate | Broadcast and Digital Journalism
- Associate Certificate | Music Business
- Associate Certificate | Radio Arts and Entertainment
- Associate Certificate | Video Production and Editing
- Microcredential | Script Supervision and Continuity for Film and TV

Business Administration, Human Resources and Sustainability

- Bachelor’s Degree | Business Administration
- Diploma | Business Administration
- Certificate | Business Management
- Certificate | Human Resource Management
- Associate Certificate | Business Administration
- Associate Certificate | Global Business Studies
- Associate Certificate | Healthcare Unit Clerk
- Associate Certificate | Human Resource Management
- Associate Certificate | Leadership
- Associate Certificate | Medical Office Assistant
- Associate Certificate | Payroll and Human Resources
- Statement of Completion | Human Resources
- Statement of Completion | Leadership
- Statement of Completion | Long-term Care Management
- Statement of Completion | Management Skills in Communication and Negotiation
- Statement of Completion | Small Business Management

Digital Arts, Media and Design

- Certificate | Graphic Design
- Certificate | Media Techniques and Marketing Communications
- Certificate | Media Techniques for Business
- Associate Certificate | Graphic Design Foundations
- Associate Certificate | User Interface (UI) and User Experience (UX) Design

Marketing Management

- Bachelor’s Degree | Business Administration
- Certificate | Marketing Communications
- Certificate | Marketing Management
- Certificate | Professional Sales
- Certificate | Event Marketing and Management Strategy
- Associate Certificate | Customer Relationship Marketing
- Associate Certificate | Digital Marketing Foundations
- Associate Certificate | Digital Marketing Strategy
- Associate Certificate | Entrepreneurship
- Associate Certificate | Event Marketing and Planning Foundations
- Associate Certificate | Fundraising Management
- Associate Certificate | Marketing Communications
- Associate Certificate | Nonprofit Management
- Associate Certificate | Public Relations
- Associate Certificate | Sales Skills
- Associate Certificate | Tourism and Hospitality

Operations, Technology, Trade and Project Management

- Bachelor’s Degree | Business Administration
- Certificate | Facilities Management
- Certificate | Industrial Engineering
- Certificate | International Trade and Transportation Logistics
- Certificate | Management Engineering
- Certificate | Materials Management
- Certificate | Quality and Process Management
- Associate Certificate | Lean Six Sigma Principles
- Associate Certificate | Project Management
- Statement of Completion | Lean Business Improvement
- Statement of Completion | Six Sigma Business Improvement



Global Trades and Transportation Management (GTTM) grad works with current students on Business Consulting Projects.

WORK INTEGRATED LEARNING

Build your resume as you learn. At BCIT School of Business + Media, many of our full-time diploma programs offer opportunities for you to work with employers in the industry. When you take part in work-integrated learning opportunities—from internships and practicums, to Business Consulting Projects—you will gain real-world experience to fast-track your career even before you graduate.

Internships and Practicums

During your internship or practicum, you will gain practical skills and industry exposure while working with a local company or organization. Apply your academic knowledge to real-world tasks and projects. Experience hands-on training, mentorship, and networking opportunities while exploring your career interests and enhancing your resume.

Business Consulting Projects

Collaborate in small teams with local businesses, tackling real-world challenges. Apply classroom knowledge to identify opportunities, conduct research, and deliver effective solutions for your Business Consulting Project. Gain practical experience and make a tangible impact on a local business while honing your problem-solving and consulting skills.

Learn more at
bcit.ca/bcp
bcit.ca/internships

WHAT'S NEXT

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

Attend an Information Session

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

bcit.ca/infosessions

Program Advising

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

bcit.ca/advising

International Students

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

bcit.ca/international-students

Campus Tours

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

bcit.ca/tours

Financial Aid

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

bcit.ca/financial-aid

Tuition

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

bcit.ca/fees

Big Info

Join the largest program expo and information session at BCIT. This is your chance to find out about all our programs.

bcit.ca/biginfo



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BCIT School of Business + Media

bcit.ca/business-media

