



**Take
your**

**career
to**

**great
heights**

BUSINESS + MEDIA

BCIT
**BUSINESS
+ MEDIA**

Oceana Sam,
BCIT General Insurance and Risk Management grad.

Succeed in the real world of Business + Media.

BCIT School of Business + Media offers a broad range of full-time programs, helping 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.

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.

90%


DIPLOMA GRADS ARE
EMPLOYED WITHIN
SIX MONTHS*

30+

FULL-TIME PROGRAMS

90%

DIPLOMA GRADS
SATISFIED WITH
THEIR EDUCATION*



"I think studying at BCIT has an advantage over universities because you will get practical education in smaller classes and instructors who have many years of direct hands-on experience in their industry. In addition, the cost of education at BCIT is more reasonable than compared to a university."

SIERRA ZHANG

Senior Consultant, Trade & Customs, KPMG Canada
Global Trade and Transportation
Management Diploma Graduate

BCIT ADVANTAGE

Applied Education

When you choose BCIT, you embark on a learning path that focuses on real-world experiences. 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 in a full-time program, 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 16–25 students.

Industry Connections

Learn from industry leaders and faculty who are experts in their fields. In 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.

Adobe Creative Campus

BCIT is the first Adobe Creative Campus in Western Canada, providing full-time students with the entire Adobe Creative Cloud suite of tools for free. With Creative Cloud, you can access industry-leading tools such as Adobe Photoshop, Illustrator, InDesign, Premiere Pro, and more.

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.



Financial Planning grads work at
Canaccord Genuity Wealth Management.

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

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

A woman with long, wavy brown hair is walking on a paved path in front of a modern building with large glass windows. She is wearing a black long-sleeved sweater, a grey and white patterned skirt, and black boots. She is holding a black bag in her left hand and a smartphone in her right hand. The building behind her has a glass facade with metal frames. To the right of the woman is a green bush with red berries. The overall scene is bright and professional.

"I've discussed with so many of my friends that went to university on how BCIT is different from a regular university in a sense that the instructors actually care about you, you're not just a number, they put the effort into you and I think they see the effort back from you, as well. Not to mention the hands-on training you get, it's way more practical. You're not going to be writing essays because you're not going to do that in the real world. You get way more practical training and you feel prepared going into the real world."

POONAM DEOL

Supervisor, Financial Accounting, Fortis BC
Accounting Diploma Graduate



Television and Video Production students collaborate with Broadcast and Online Journalism students to produce a weekly news program.

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 quickly 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]*

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

*with four additional bridging courses



BCIT Graphic Design Instructor shares industry expertise with a student

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.

Certificate

Graphic Design

Diplomas

3D Modeling, Art, and Animation

Digital Design and Development

Graphic Communications

New Media Design and Web Development

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/digitalarts



"I chose BCIT because I heard from many friends who went to BCIT that had such a great experience and were able to get jobs right away after they graduated and that was something that was really important to me. [...] You learn so much about the industry and you truly are prepared for when you graduate and you are ready to hit the ground running."

DANIELLA POTESA

Destination Marketing Manager, Tourism Langley
Marketing Management Tourism Diploma Graduate



BCIT Marketing grad working
at Pavillion Software.

MARKETING MANAGEMENT

The BCIT Marketing Management department is one of the largest and most specialized marketing faculties in Canada. 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 first year of the program allows students to explore a variety of marketing topics before deciding on a marketing concentration, called an option.

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

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
- 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/marketing



Business Information Technology Management students present their business consulting project to a local business.

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 Intelligence Management
-Enterprise Systems Management
Business Operations Management
Global Trade and Transportation Management

Degree

Bachelor of Business Administration [BBA]


Our programs prepare you for designations such as:

- 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

A woman with glasses and a black shirt is sitting at a wooden desk, smiling. In front of her is a laptop and several large sheets of paper with diagrams or blueprints. To her right is a black water bottle with 'URBAN SYSTEMS' written on it. The background is a red brick wall with a round clock and a modern lamp hanging above her.

"BCIT definitely set me up for the real world just through practicums and learning how things actually apply in the real world rather than just theoretical. What I liked about my program was that everything I learned was translatable to the real world."

JESSICA WANG

Consultant, Urban Systems
Business Operations Management Graduate



BCIT Marketing grad during her internship at a media agency.

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—whether these be internships, practicums, or business consulting projects—you'll 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.



Berlin, Germany

INTERNATIONAL OPPORTUNITIES

Enhance your education through our international opportunities. Whether you're looking for a long-term or short-term experience, our international programs offer life changing experiences that will add an international perspective to your education. Learn more at bcit.ca/goabroad

Summer Field School

BCIT Business + Media Summer Field Schools combine academic lectures held by BCIT instructors and international guest speakers with company visits and immersive cultural activities at international locations. By attending a Field School you'll have the opportunity to receive credits for academic courses, learn about international business practices by visiting multinational companies, and ultimately, be fully immersed in the local culture. You can choose to venture on to Japan or Italy.

Exchange Term Abroad

Do you want to experience a new culture and a different academic setting? As an exchange student, you can spend one term at one of our partner institutes while earning credits towards your degree. BCIT School of Business + Media has 16 partner institutions in more than 10 countries.

Double Degree Abroad

If you're ambitious and dreaming of an international career, you can participate in a double degree program and graduate with two degrees. As a double degree student, you will pay BCIT tuition while studying abroad. There are several scholarships and awards available for students.



BCIT Marketing Association was named Top 5 Collegiate Chapter in North America in 2023.

STUDENT CLUBS

If you're looking to make the most out of your time at BCIT—join a student club! Student clubs are 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 and non-business-related clubs. Learn about all of BCIT's clubs here: bcitsa.ca/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 Club
- Enactus BCIT
- Young Women in Business

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**,
OR **EQUIVALENT** [bcit.ca/english]

C+ [67%]
IN **PRE-CALCULUS 11**,
OR **FOUNDATIONS OF MATH 11**,
OR **WORKPLACE MATH 11**,
OR **EQUIVALENT**

**DO YOU HAVE 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.** Follow the instructions on your chosen program’s web page to complete your application online.
- 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



Graphic Design grad Jodeen Hodgson works at Vancouver is Awesome.

FLEXIBLE LEARNING AT BCIT

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

Register for Flexible Learning without needing to apply and be accepted into a program. You can start with a single course, or work towards a statement of completion, an associate certificate, certificate, diploma, or degree—all at a pace that's right for you.

Flexible Learning Courses and Programs

BCIT School of Business + Media offers over 60 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 our Flexible Learning programs at: bcit.ca/flex-businessmedia

FLEXIBLE LEARNING OPPORTUNITIES

Accounting, Finance and Insurance

Bachelor Degree | Accounting
Diploma | Accounting
Diploma | Finance
Diploma | Financial Planning
Certificate | Financial Management – Finance
Certificate | Financial Management – Professional Accounting
Associate Certificate | Computerized Accounting
Associate Certificate | 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 Degree | Business Administration
Diploma | Business Administration
Certificate | Business Management
Certificate | Human Resource Management
Associate Certificate | Business Administration
Associate Certificate | Business Fundamentals
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 Resource Management
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 [Online]
Associate Certificate | Web Technologies [Online]
Statement of Completion | Digital Photography

Marketing Management

Certificate | Marketing Communications
Certificate | Marketing Management
Certificate | Professional Sales
Certificate | Sustainable Event Management
Associate Certificate | Customer Relationship Marketing
Associate Certificate | Digital Marketing Foundations
Associate Certificate | Digital Marketing Strategy
Associate Certificate | Entrepreneurship
Associate Certificate | Event Marketing
Associate Certificate | Fundraising Management
Associate Certificate | Marketing Communications
Associate Certificate | Nonprofit Management
Associate Certificate | Public Relations
Associate Certificate | Retail Marketing Management
Associate Certificate | Sales Skills
Associate Certificate | Tourism and Hospitality

Operations, Technology, Trade and Project Management

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



"BCIT is super fast-paced and condensed. That's one of the things that actually drew me in was the ability to finish a two-year diploma program with sufficient skills to enter the workforce. I was also able to finish my BBA degree in three years."

JACOB RONDOLO

Business Analyst, Amazon
Bachelor of Business Administration Graduate

LADDER YOUR EDUCATION

Many BCIT School of Business + Media programs allow you to advance your education by laddering one credential into another—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 studies 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 completion of a BCIT School of Business + Media 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.



Students enjoying the new Beedie Plaza on the Burnaby Campus.

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/fees

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.

CONNECT WITH US



@bcitbusinessandmedia



@bcitbusinessandmedia



BCIT School of Business + Media

bcit.ca/business-media

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY