



**Map**

**the  
flow**

**of your  
future**

—  
FULL-TIME BUSINESS  
AND MEDIA STUDIES  
**FOR A COMPLEX WORLD.**

**BCIT**

**BUSINESS  
+ MEDIA**

## WHY BCIT BUSINESS + MEDIA?

BCIT 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.

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.

For more than 50 years, BCIT Business + Media has been the premier provider of the applied education that industry demands.



## ACCOUNTING, FINANCE, AND INSURANCE

Learn 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

### Degrees

Bachelor of Accounting  
Bachelor of Business Administration

### 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](https://bcit.ca/business/accounting)





BCIT Broadcasting students working in the Broadcast Centre at the Burnaby campus.



BCIT grads working at Global Relay.

## BROADCAST AND MEDIA COMMUNICATIONS

Quality journalism is now more important than ever. Storytelling skills are essential for anyone entering the media industry and have become critical 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](https://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

## 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. Advance your career in business management or human resources. 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 Certificate

Business Fundamentals

### Diplomas

Business Management  
Business Management [Advanced Placement]  
Human Resources Management  
Human Resources Management [Advanced Placement]

### Advanced Diploma

Business Management  
Sustainable Business Leadership

### Degree

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](https://bcit.ca/business/administration)





BCIT Digital Arts students at the Burnaby Campus.



BCIT grads working at the ODB Canada office.

# 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. Successful graduates from these programs are able to build pathways for career success.

## Associate Certificates

Graphic Design

## Certificate

Communication Design Essentials

## Diplomas

3D Modeling, Art, and Animation

Digital Design and Development

Graphic Communications Technology Management

New Media Design and Web Development

## Advanced Diploma

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](http://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.

## Diploma Options

Entrepreneurship

Marketing Communications

Professional Sales

Tourism Management

## Degree

Bachelor of Business Administration

## 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](http://bcit.ca/business/marketing)



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

# 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 — and that could be you!

## Diplomas

Business Information Technology  
Management  
– *Artificial Technology Management*

Business Information Technology  
Management  
– *Enterprise Systems Management*

Business Operations Management

Global Trade and Transportation Management

## Degree

Bachelor of Business Administration

## 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](https://bcit.ca/business/operations)

# BCIT BUSINESS + MEDIA 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](https://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/industry/internships](https://bcit.ca/business/industry/internships)

## 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/industry/bcp](https://bcit.ca/business/industry/bcp)





Ghent, Belgium

## STUDENT CLUBS

BCIT School of Business + Media offers applied education proven to lead into jobs. Clubs can offer you an opportunity to build your network and make you stand out from your peers. BCIT has a wide variety of clubs including BCITMA, Enactus BCIT, BCIT JDC West, YWiB, and many more business and non-business related clubs.

### BCIT Marketing Association

BCIT Marketing Association (BCITMA) is BCIT's chapter the of American Marketing Association (AMA). BCITMA is a premier professional marketing association that provides networking access in a fun environment while supporting its members with a central source of marketing education on leading edge topics. The BCIT chapter is one of the top teams in North America.

### Enactus BCIT

Enactus BCIT is BCIT's chapter of Enactus, one of the largest global business and higher education networks in the world, impacting over 115 countries worldwide. Enactus BCIT members devote themselves to developing entrepreneurial solutions to economic, social, and environmental problems.

### BCIT JDC WEST

BCIT JDC West is an annual prestigious competition. BCIT JDC West consists of debate team, social team, athletic team and four academic teams. In just four years of competition, BCIT has brought home six awards.

### Young Women in Business

Young Women in Business (YWiB) is a community for emerging female leaders and young professionals who want to create their own success. YWiB provides young women and professionals with events, programs and an engaged network of ambitious women, to help them become successful in their careers, take on new challenges and develop skills.

## INTERNATIONAL OPPORTUNITIES

At the BCIT School of Business + Media, we believe that having an international profile is an important strength. Globalization is key in today's business world, and companies are actively looking for employees who speak multiple languages, work internationally, and bridge cultural differences.

Find out how to get started at [bcit.ca/goabroad](https://bcit.ca/goabroad)

### 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. The BCIT School of Business has 16 partner institutions in more than 10 countries.

#### Where can I go?

The BCIT School of Business has 16 partner insitutions in more than 10 countries, including destinations like Morocco, Japan, South Korea, Chile, and several European countries. The choice lies with you to pick which institute best suits your academic and personal goals.

#### What classes can I take?

Our Asian partner universities follow BCIT's credential system. Our European partner institutions work on a different credential system called ECTS. One BCIT credit is worth approximately two ECTS credits. While on exchange, students need to complete 15.0 BCIT credits (30 ECTS) worth of classes.

#### How much does it cost?

You will pay regular BCIT tuition during your semester on exchange. The cost of going on exchange mainly depends on where you decide to go. Vancouver has a very high cost of living, so many destinations will seem less expensive than what you're used to. There are also several scholarships and awards available.





Berlin, Germany

# INTERNATIONAL OPPORTUNITIES

## Double Degree Abroad

BCIT allows its students to build their diploma into a Bachelor’s degree, while maintaining both credentials. 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.

### Artevelde University College, Ghent (Belgium)

- Bachelor of Business Administration from BCIT, Bachelor in Interntional Business Management from Artevelde University College

### University of Applied Sciences, Berlin (Germany)

- Bachelor of Business Administration from BCIT, Bachelor of Arts in Interntional Business from HTW Berlin

### University of Applied Sciences bfi Vienna (Austria)

- Bachelor of Business Administration from BCIT, Bachelor of Arts in Banking and Finance from UAS bfi Vienna

## 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 a two- to three-week journey in Japan, Austria and Italy, or Belgium and The Netherlands.

# ENTRANCE REQUIREMENTS

The general entrance requirements for most BCIT Business + Media diploma programs are:

**C+ [67%]**

## IN ENGLISH 12

[If you have 3 credits of post-secondary English or English First Peoples 12, 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

## Skills Assessment

Skills assessments are available if you graduated from high school years ago or believe your skills are not reflected in your transcript.

### COMM 0015 – English Competency Assessment

This computer-based assessment is designed to help determine if your English language skills are at a level necessary to meet the entrance requirements of BCIT full-time programs. For more information, or to schedule a test date, visit [bcit.ca/study/courses/comm0015](https://bcit.ca/study/courses/comm0015).

### COMM 0033 – English Speaking and Listening Assessment

This assessment is designed to determine if your English speaking and listening skills are at a level necessary to meet the entrance requirements of BCIT full-time programs and demonstrates that you have two years of education in an English-speaking country. For more information, or to schedule a test date, visit [bcit.ca/study/courses/comm0033](https://bcit.ca/study/courses/comm0033).

### OPMT 0198 – Business Math Assessment Test

This assessment is meant for students who do not meet the math standard for admission to Business programs but have acquired additional math skills since their last math course or do not have access to a transcript of marks. For more information, or to schedule a test date, visit [bcit.ca/study/courses/opmt0198](https://bcit.ca/study/courses/opmt0198).

## Upgrading and Refreshing

If you don’t pass an assessment, or you feel you need to refresh your skills in preparation for a full-time program, there are different part-time studies courses you can enrol in to help you meet our entrance requirements.

### COMM 0005 – Technical Communication Skills for ESL Students 4

This course prepares students to develop the necessary reading, writing, speaking, listening, and study skills to succeed in BCIT full-time programs. For more information, or to enroll, visit [bcit.ca/study/courses/comm0005](https://bcit.ca/study/courses/comm0005).

### COMM 0030 – Speaking and Listening Skills for ESL Students 2

This course provides opportunities for individuals working in business, technical, and health fields to improve their listening and speaking communications skills for successful participation in both BCIT courses and the workplace. For more information, or to enroll, visit [bcit.ca/study/courses/comm0030](https://bcit.ca/study/courses/comm0030).

### OPMT 0199 – Math for Business

This course upgrades and refreshes the mathematical skills of students who intend to enter BCIT Business. For more information, or to enroll, visit [bcit.ca/study/courses/opmt0199](https://bcit.ca/study/courses/opmt0199).



# FINANCIAL AID

Your finances shouldn't stand in the way of your education. Let us help you determine your funding options for your BCIT program. That's why we offer a variety of funding options. To learn more about Financial Aid, please visit [bcit.ca/financial-aid](https://bcit.ca/financial-aid).

## Entrance Awards

Entrance Awards recognize academic and non-academic achievements of students. All Entrance Awards are adjudicated on a competitive basis. Selection is based on academic standing in secondary school and/or post-secondary studies. Other factors may be taken into consideration such as participation in school activities, community involvement and demonstrated leadership qualities.

## Student Loans & Grants

Student loans are a form of government-funded repayable financial assistance intended to assist students in financing their education. Many full- and part-time programs at BCIT are eligible for student loans; confirm program eligibility, check course load criteria, and find out how to apply for funding.

## Upgrading and ESL Funding:

The Adult Upgrading Grant is a non-repayable provincial government funded program designed to provide direct educational costs for students enrolled in developmental programs such as upgrading and ESL courses.

## Youth-in-Care Financial Resources

If you have formerly spent time as a Youth-in-Care in BC, you may qualify for financial support to cover some of your educational costs. This includes the BC Provincial Waiver Program, Youth Education Assistance Fund, BCIT Youth in Care Tuition Waiver Program, and Agreements with Youth Adults.

## Emergency Funds

Depending on your personal situation, there may be external sources of financial support for which you may qualify. This includes a plain-language overview of financial aid – a document by Dr. Jennifer Robson of Carleton University, Supports for Individuals from the Government of Canada, and other emergency funds such as an Emergency Loan or Emergency Bursary.





BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
Burnaby Campus | Downtown Vancouver

[bcit.ca/business-media](https://bcit.ca/business-media)

