



**UNIVERSITY
OF ALBERTA**

BUSINESS

VIEWBOOK 2024 - 2025



WE ARE

seamlessly blending old school knowledge with new school thinking.

With a learning environment steeped in entrepreneurial spirit and guided by world-class instructors and researchers, the Alberta School of Business fosters thinking that is free to flourish.

Territorial Acknowledgement

The University of Alberta acknowledges that we are located on Treaty 6 territory, and respects the histories, languages, and cultures of First Nations, Métis, Inuit, and all First Peoples of Canada, whose presence continues to enrich our vibrant community.



#1 IN CANADA
AND #30 IN THE WORLD
2022 Shanghai Academic
Subject: Business Administration



#6 IN CANADA
2022 Maclean's Best University
Business Programs



33,000+
ALUMNI LIVING IN
80 COUNTRIES



**92% OF GRADS &
100% OF CO-OP GRADS**
ARE EMPLOYED WITHIN
3 MONTHS OF GRADUATION



2,000+
STUDENTS IN 4 DEGREE
PROGRAMS AND 11 MAJORS



\$1.9M+
IN UNDERGRADUATE
SCHOLARSHIPS



20+
UNDERGRADUATE
STUDENT CLUBS



35+
GLOBAL EXCHANGE
OPPORTUNITIES



4 PROFESSORS
AWARDED NATIONAL 3M
TEACHING FELLOWSHIPS
(i.e. the Golden Globes of teaching!)

ALBERTA SCHOOL OF BUSINESS



The Bachelor of Commerce is a four-year degree program, providing students with a background in diverse areas of business along with in-depth study of a specific area of interest through 11 majors.



Great ideas are born by the minute.

But at some point, we have to take that big first step and lock one down. That's when ideas change the game. That's when they push the envelope.

The Alberta School of Business offers leading business education that equips you with the capabilities and confidence to carry you through to the next step. We're a place where you can learn and lead, where taking calculated risks provides an opportunity to grow and succeed. With each step forward your ideas will expand, new doors will open, and you'll know...

This is the right business school for you.

Learning beyond the classroom is a big part of preparing you for your big ambitions. The Alberta School of Business is a leader in that field, offering you case competitions, co-operative education, student clubs and more.

With a 100-year legacy as one of Canada's top business schools, our world-class Bachelor of Commerce (BCom) program has empowered thousands of undergrads to shape their futures and become leaders in Alberta and around the world. At the Alberta School of Business, students will learn from award-winning researchers from around the world, starting directly from high school.

Think entering business school with a head full of dreams and ideas is a good start?

We do.

The Alberta School of Business is the longest continuously Association to Advance Collegiate Schools of Business (AACSB) accredited business school in Canada. AACSB accreditation represents the highest standard of achievement for business schools worldwide and stands as a testament to the diversity of programs, research strength and career development of alumni.



THE NEW CARRUTHERS STUDENT COMMONS

As the Alberta School of Business admits more students to meet the growing business needs of our province and world, we must give them a competitive business education – which includes modern spaces to learn, grow and experiment.

The Carruthers Student Commons transformed the existing Winspear Library on the main floor into a contemporary, bright hub designed for collaboration complete with meeting rooms, working spaces, a co-work living lounge, a network lounge, a cafe and more.

Future leaders can get an extra edge in an increasingly complex and interconnected world of business. Finding solutions requires collaboration with experts, businesses and people in the community, and this flexible space invites students to apply their classroom learning to real-world problems in partnership with business leaders. Get ready to think and act like entrepreneurs, capitalize on emerging trends, seize opportunities and manage risks – all in a space designed just for you!



BEYOND THE CLASSROOM

You always knew you would be going places, meeting interesting people, testing your abilities, and doing really cool things. You just didn't know it could all happen while pursuing your BCom degree at the Alberta School of Business.

EXPERIENTIAL LEARNING

Experiential learning is an active and engaged learning process at the Alberta School of Business. We call it "learning by doing." It's not just about participation but also fully immersing yourself in the experience, giving you an opportunity to reflect on its impact.

Experiential learning can be curricular or co-curricular in nature and includes:

- Case competitions, design jams, challenges
- Student leadership
- Exchanges (study abroad)
- Capstone projects
- Project based learning
- Community service learning
- Applied technical training sessions
- Active career exploration activities
- Micro-internships

Want to learn more about experiential learning?
Email bcomexp@ualberta.ca

CASE COMPETITIONS

Ready, set, rise to the challenge! In both national and international case competitions, you and your team of peers are pitted against the best and brightest business students from around the world. Participants strive to develop the best solution to a business-related case study within an allocated time frame, and then present it to a panel of judges.

The Alberta School of Business participates in more than 15 competitions each academic year. Students are challenged to solve business problems with real-world companies using classroom knowledge, presentation skills and teamwork.

- Develop critical thinking, analytic and teamwork skills
- Leverage the knowledge you have gained in the BCom program
- Conduct an internal and external analysis
- Recommend a solution and develop an implementation plan
- Think outside the box by identifying potential risks and how to mitigate them

YEG INDUSTRY INSIGHTS (YEGii)

Field trips were always the best days in school, and that hasn't changed! With the experiential learning team, you can visit different organizations to learn more about industry trends and hiring practices, check out day-to-day activities and network with professionals.

Each YEGii is unique, depending on the organization and representatives you meet with. However, YEGii always includes a slew of opportunity:

- Explore the industry and organization to see if it may be a fit for you in the future
- Network with inspiring professionals
- See course material executed in real life
- Get an inside look into organizations (very difficult to coordinate on your own!)

CAREER TREKS

Groups of BCom and MBA students represent the University of Alberta School of Business while meeting executives, associates, and recruitment partners in the workplace. As single or multi-day events, our group visits up to four organizations outside of Edmonton. Think of it as the perfect pathway to networking and learning about corporate cultures, recruitment processes and career trajectories — a source of inspiration for moving forward in your career!

Each Career Trek connects students with potential employers outside of the capital region. Past treks include:

- Toronto Finance Career Trek: Algonquin Capital, BlackRock, CPPIB, RBC, TD and more!
- Calgary Finance & Energy Career Treks: CNOOC, Enbridge, Husky Midstream, Plains Midstream, RBC, TC Energy and more!
- Calgary Consulting Career Trek: Deloitte and EY

LOOKING FOR AN EDGE? JOIN THE CLUB

Want to become a better leader? Develop a network? Hone your presentation skills? Support a community cause or just hang out with fellow students? Student clubs are very much part of the fabric of campus life and can give you all of this and more. Over 20 student groups in the BCom program represent almost every major.

Here are some of our most popular clubs:

- Alberta Not For Profit Association
- Business Exchange Association
- Business Finance Association
- Business Students' Association
- Entrepreneurship Club (eClub)
- Interdisciplinary Consulting Association
- Network of Empowered Women
- U of A Accounting Club
- U of A Human Resource Association
- U of A Marketing Association
- Women in Business and more!

PROGRAM FOR RESEARCH AND INVESTMENT MANAGEMENT EXCELLENCE (PRIME)

An academic program where the students invest real money, PRIME manages a fund worth approximately C\$2,000,000, focusing on the Canadian equity market. A high quality practicum combining traditional academic objectives with hands-on investment analysis and portfolio management, it admits eight to ten students each year who begin as analysts in a sector of their choice.

STUDY ABROAD

The world is waiting! Immerse yourself in global experiences as you earn credit toward your degree. At the U of A, there are 260+ study abroad programs in 46 countries. On top of that, the Alberta School of Business has 35 bilateral exchange agreements in 25 different countries.

In today's global business environment, international experience and cultural awareness are invaluable. The Alberta School of Business allows you to participate in an international student exchange and expand your global network as you live and study abroad for a summer, semester or full academic year while earning credit and paying U of A tuition.

DIRECT ENTRY PROGRAMS

BACHELOR OF COMMERCE DEGREE PROGRAMS

The Alberta School of Business offers you a choice of four degrees through the BCom program. The path you take – combined with the 11 majors to choose from – will not only shape your career, but quite possibly the future of business in the province!

Bachelor of Commerce (BCom)

The Bachelor of Commerce is a four year degree program. You'll get a background in a diverse range of business areas, along with in depth study of your specific area of interest from the 11 majors offered. You'll also be able to explore other faculties through program electives, earning you a well-rounded degree.

Bachelor of Commerce Cooperative Education

Test drive a potential career path and gain invaluable work experience through the Business Co-op Program. The program combines classroom learning with paid on-the-job learning, putting your academic knowledge into action with periods of relevant full-time work for a total of 12 months.

Bilingual Bachelor of Commerce

The Bilingual Bachelor of Commerce (Baccalauréat bilingue en administration des affaires) is a collaborative program between the Alberta School of Business and Campus Saint-Jean, the U of A's French language faculty. The BCom program was the first of its kind in Canada and provides a fully bilingual business degree in Canada's two official languages. Talk about being competitive in a global economy!

Bachelor of Commerce Honors

This program provides specialization in one of three areas – accounting, finance or operations management. Students will explore their chosen subject area in greater depth than the general BCom program, with a higher standard of performance expected. Honors is ideal for students interested in pursuing research oriented graduate business studies or working in positions calling for higher-level business skills.

BCOM MAJORS

Pursue your passions, define your career path. As an undergrad student at the Alberta School of Business, you'll specialize in one of 11 different majors offered. You can minor in a second business area or in another faculty. Our goal is to see you have a diverse, well-rounded education!

- Accounting
- Business Economics & Law
- Business Studies
- Business Technology Management
- Entrepreneurship & Innovation
- Finance
- Human Resource Management
- International Business
- Marketing
- Operations Management
- Strategic Management & Organization



YVONNE

BCOM - INTERNATIONAL BUSINESS

Yvonne is a fifth-year International Business student and a very active member of the U of A community. She volunteered as the VP Marketing for the Indigenous Business Students' Association (IBSA), the Social Media Manager for the UASU elections (VP External) and for the Week of Welcome (four years in a row!).

“

During my time in university I battled this constant theme of imposter syndrome as a queer BIPOC woman in the Alberta School of Business. I never quite felt like I fit in and would often compare myself to others students who appeared smarter and more accomplished than me. As I wrap up my final semester of my degree, I am proud to say I have found communities on campus where I feel at home and comfortable. I've made such wonderful friends and am proud of all the hard work I have done throughout these five years. My experience may not have included working as an intern for a big consulting firm, but I can confidently say now that I am just as smart, capable, and skilled as any of my peers even though I was not afforded some of the same opportunities. After graduation I hope to work for a non-profit organization and make positive changes in the world.”

MAJOR DESCRIPTIONS

CAREERS

You can follow your BCom degree with a Chartered Professional Accountant (CPA) certification. Your first job in this industry could be as a bookkeeper, an accounts payable or accounts receivable clerk, a payroll administrator or as a professional in the area of auditing.

ACCOUNTING

Gathering, analyzing, and communicating financial information is a crucial aspect of every business and organization. The information provided by accounting is used for effective organizational planning, decision making by management and the accountability of organizations to investors, creditors, government agencies, tax authorities, employees, consumers and more.

Course Examples

- Accounting for Natural Resources, Energy, and the Environment
- Corporate Taxation
- Assurance on Financial Information

BUSINESS TECHNOLOGY MANAGEMENT

BTM is about applying information technology to manage and analyze operations and solve business problems. This major offers a balance of business and project-oriented skills related to technology's contribution to competitive advantage.

Course Examples

- Database Design and Administration
- Technology-Enabled Business Process Management
- Telecommunications in Business

CAREERS

This major prepares you to become a manager overseeing IT infrastructure and technical strategy. Potential roles include business analyst, strategic technology planner and database administrators.

CAREERS

Graduates from this major are prepared for management, planning, and policy-making roles in organizations of all sizes in the private and public sectors. It is also appropriate for students considering pursuing advanced degrees in law, management and public administration.

BUSINESS ECONOMICS AND LAW

This major examines both the economic and legal aspects of business and how they create the environment in which firms operate. Business Economics courses examine how firms decide which goods to produce, how much to produce, and what production methods to use. Business Law courses examine the principles underlying statutes and court decisions and how they may apply to current and future problems.

Course Examples

- Business Contracts
- Natural Resource and Environmental Law
- Legal Issues in Real Estate

ENTREPRENEURSHIP AND INNOVATION

This pairing is vital to economic development, wealth creation and societal well-being! Students will learn to develop an entrepreneurial mindset. The curriculum is complemented with co-curricular activities organized via eHub.

Course Examples

- Introduction to Small Business Management
- Law of Business Organizations
- New Venture Creation and Organization

CAREERS

Create, own and/or manage a business venture or social enterprise, become an innovative member of an existing business or organization, or facilitate entrepreneurship and innovation as a consultant or service provider.

CAREERS

A versatile educational background means you'll be flexible enough to move into many roles in institutions – large or small, public or private. The major will also allow you to be well prepared for entrepreneurial ventures and further educational and professional training. Careers can include business analyst, fund development professional, account manager, project coordinator, research associate, sales consultant and more.

BUSINESS STUDIES

Keep your options open and explore the many facets of business! This major allows you to choose coursework from all business areas to obtain a broad generalist degree. You must take optional courses from at least four of the subject areas of business.

FINANCE

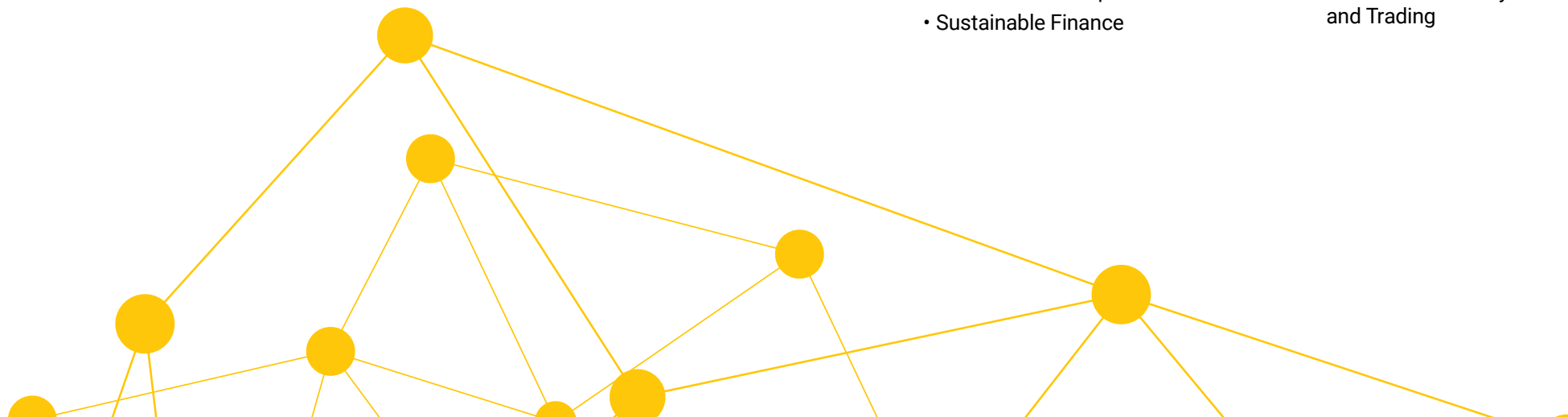
If your interest lies in banking, investments and portfolio management, mergers and acquisitions, corporate finance, international finance, securities trading, or financial markets... welcome to the major for you!

Course Examples

- Investment Principles
- Commodities Analytics and Trading
- Sustainable Finance

CAREERS

Follow your BCom degree with a Chartered Financial Analyst (CFA) certification. Your first job in this industry could be as a risk analyst, credit analyst, market analyst, or purchasing agent.



MAJOR DESCRIPTIONS

CAREERS

Graduates of this program can pursue the Certified Human Resources Professional (CHRP) designation – the highest professional certification for human resource professionals. Potential positions include human resources coordinator, HR information system specialist, labour relations, occupational analyst, training and development manager and manager of volunteer resources.

HUMAN RESOURCE MANAGEMENT

HRM is all about finding the right people, putting them in the right jobs and keeping them engaged with the work they do! The challenges are huge, and people-related issues are often complex and nuanced. But it's not just about solving problems – it's also about creating environments and contexts that lead to growth and excellence.

Course Examples

- Public Sector Employee Relations
- Alternative Dispute Resolution
- Rights in the Workplace

MARKETING

Marketing is a crucial aspect for any organization: large or small, profit or not-for-profit, wholesaler or retailer. Acting as a link to customers, marketing experts provide external perspective, steer innovation and growth, and contribute to revenue, value and loyalty. Marketers ensure organizations understand customers and society.

Course Examples

- Marketing Analytics
- Consumer Behaviour
- Digital Marketing

CAREERS

You've got options: marketing manager, communications officer, market research analyst, social media strategist, creative director, brand strategist and advertising manager.

CAREERS

Policy officer, market research analyst, consular affairs officer, government official or international trade officer are just a few of your possibilities.

INTERNATIONAL BUSINESS

Differences in language, culture and law in our globalized economy makes doing business across international borders a specialized and challenging field. In this major, you will learn the critical thinking skills and cultural awareness to make sound business decisions in any marketplace. Widen your perspectives, learn new approaches and get ready to do business absolutely anywhere in the world!

Course Examples

- International Business Transactions
- Managing International Enterprises

** Students majoring in international business must study a second language and are encouraged to take their optional courses in culture, history, political science, economics and geography.*

OPERATIONS MANAGEMENT

OM professionals are critical to organizations, analyzing data and behaviour to optimize processes, manage resources and improve profitability and service. You'll learn to use computer models, mathematics, process analysis and business analytics to interpret data and make business decisions.

Course Examples

- Predictive Business Analytics
- Distribution and Logistics Analytics
- Simulation and Computer Modelling Techniques in Management

CAREERS

You've got options: operations manager, auditor, logistics manager, materials controller, product forecaster, production manager, strategic planner, systems administrator or purchasing agent.

STRATEGIC MANAGEMENT AND ORGANIZATION

If you see yourself in a management or leadership position in the future, consider this major! It focuses on human-centric courses and topics, preparing you to work more effectively with people and within organizations. You'll learn how effective managers think and act in a range of enterprises: public, not-for-profit and for-profit business enterprises. Develop the diagnostic skills that help you understand, analyze and solve problems in organizations, while progressing your own leadership, social and interpersonal skills.

Course Examples

- Effective Negotiations
- Strategic Compensation
- Gender Issues in Organizations

CAREERS

Graduates of this program could pursue a career as an operations manager, management consultant, project manager, account executive, strategy consultant, not-for-profit manager or policy analyst.

CERTIFICATE PROGRAMS



INNOVATION AND ENTREPRENEURSHIP CERTIFICATE

This certificate enhances your skills and capacity to make a difference in the world by developing solutions to important problems — like transforming inventions into novel products. If you're interested in social innovation and entrepreneurship, this could involve cultivating solutions to climate change, food security or poverty. This certificate is about enabling you to bring creative inspiration to life!

CERTIFICATE IN REAL ESTATE

BCom students have an opportunity for broad-based education in real estate economics, finance, law and development. These courses are a mix of theory and practice, preparing students for a range of careers in the real estate industry.

EXPERIENTIAL LEARNING RECORD (ELR)

ELR is a personalized and official university document that allows students to record the learning that takes place within and beyond the classroom. Students can use this certificate to advance their professional development activities — whether that be employment-focused, scholarship applications, or the pursuit of further educational opportunities.

STUDENTS OF BUSINESS

EVAN

BCOM - MARKETING & FINANCE

Evan is a fifth-year business student majoring in Marketing and minoring in Finance. He volunteered as co-chair of the 2020 Rocky Mountain Business Seminar and VP academic of the Business Students' Association.

“

I thought I knew exactly what I wanted to do when I entered university. I started down the path to becoming an accountant, but realized in my second year I had zero interest in actually being an accountant. Not knowing what I wanted to do with the rest of my degree, I started attending every event I could find and applying to clubs and other campus opportunities. Getting involved helped provide some insight into what I would like to do one day, but more importantly it helped me grow outside of my comfort zone. These experiences are really what made my university experience great and introduced me to a community of tremendous people who will be lifelong friends.”



MARKLYN

BCOM - BUSINESS ECONOMICS AND LAW

Marklyn is a third-year Business student from the Philippines, majoring in Business Economics and Law and minoring in Business Technologies Management. She is the current Co-President of the Philippine Students' Association (PhilSA) and the Engagement Director for the Business Students' Association. Marklyn is the definition of a green thumb, with over 40 rare tropical plants in her collection.

“

Looking back at my time in university, I have definitely had my fair share of challenges; from struggling academically to changing my major in my third year to dealing with imposter syndrome and generally feeling lost. This caused me to look for ways I could get involved on campus, like joining PhilSA and a cohort within the Alberta School of Business. I am grateful to have found a community on campus that has allowed me to express myself freely and provided a sense of belonging. I strive to continue to share my experiences and help others by encouraging them to join student organizations — where strangers could become family.”





REAL WORLD OPPORTUNITIES



50% OF CO-OP GRADS RECEIVE JOB OFFERS FROM THEIR EMPLOYER UPON GRADUATION



100% EMPLOYMENT RATE POST-GRADUATION FOR CO-OP STUDENTS IN 2022



CO-OP STUDENTS COMMAND **3-5% HIGHER SALARY** UPON GRADUATION

DID YOU KNOW?

Students from ALL majors in the BCom program may apply to co-op. Admission is not based solely on GPA — grades are considered along with the other required application materials.

CO-OPERATIVE EDUCATION

Put your knowledge to work with the co-op program! This optional program gives Alberta School of Business BCom students transferable skills, workplace experience, potential for a permanent position after graduation and a chance to test drive your major to see if it's right for you.

Students complete a total of 12 months paid, business-related work experience over the course of their degree.

- Combine classroom knowledge with real world scenarios
- Test drive your career and learn whether or not your major is the right path for you
- Students from all majors are welcome to apply
- Earn anywhere from \$30,000 to \$50,000

Co-op students work in a variety of locations, businesses and industries to gain marketable, professional skills in a supportive environment.

CAREERS AND WORK INTEGRATED LEARNING (CWIL)

Get started on making the connections that will shape your career. CWIL provides you with job search and career development resources, information on employers and recruiting sessions, help with writing resumes and cover letters, interview prep, advice on working and travelling abroad and mentorship opportunities to help build your career.

The CWIL office provides professional, free services to all business students:

- Resources for finding a job
- Career guidance
- Feedback on application materials
- Mock interview program
- Career development and employer info sessions



READY, SET, APPLY!

IMPORTANT DEADLINES

October 1

Fall 2024 applications open

March 1

Fall 2024 admission application deadline
uab.ca/apply

August 1

Deadline to submit admission documents

HOW TO APPLY

Business may seem challenging, but anything that's worth it always is.

Go after what you want. Dream the big dreams, explore the big ideas, get in touch with your entrepreneurial side and hone your leadership and decision-making skills with a BCom degree from the Alberta School of Business.

Here's what to do.

Visit uab.ca/bcom for more information on the BCom programs and majors.

Visit uab.ca/programs for admission requirements.

Apply to the BCom program at uab.ca/apply.

Apply for scholarships and awards at uab.ca/awards.

ADMISSION REQUIREMENTS

Admission to the Bachelor of Commerce program is competitive. The high school admission average may vary by year.

The admission average is calculated using the five required courses:

Required grade 12 admission subjects:

- English Language Arts 30-1
- Mathematics 30-1
- A combination of three subjects from fine arts, humanities, languages other than english and math/sciences. A maximum of one subject from fine arts will be used for the high school average.

For more information on admission subjects, visit uab.ca/programs

FIND YOUR **PURPOSE**

uab.ca/business

ASK US

You've got questions,
and we've got advisors.

uab.ca/advising

EMAIL US

bcominfo@ualberta.ca

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Explore the U of A
campus and meet
current students.

uab.ca/visit

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