



### About University Canada West

UCW is an innovative business and technology-oriented, teaching-focused institution in Canada, offering undergraduate and graduate degrees for domestic and international students. The University is a dynamic and growing institution defined by its close connections to the business community and a commitment to outstanding student services.

# Bachelor of Arts in Business Communication

In this 120-credit program, you'll develop core skills in writing and research, a comprehensive understanding of media communication and technology, as well as an appreciation of how they function in the modern world of business.

Our Bachelor of Arts in Business Communication program provides you with an opportunity to develop a broad knowledge of media, cultural studies and business. In addition, students will develop theoretical and practical skills that are relevant to careers in professional writing, journalism, public relations, communications and advertising.

The program focus is found in a sequence of courses in media and communications. At the same time, it integrates business courses to create an interdisciplinary degree that provides a sound background for work in media and communications organizations, as well as other communications related business careers. Team activities are an intrinsic part of many courses and build team skills vital for real world success, as well as providing a collegial learning environment.

### Optional Focus

- Communications Management

### Program Structure

#### Tier 1 (10 courses) University Foundation

- Introduction to Anthropology
- Introduction to Business
- Mass Media & Society
- Academic Writing
- Contemporary Literature: Drama and Narrative
- Foundation Mathematics
- Moral Philosophy
- Introduction to Psychology: Developmental, Personality, Social and Clinical
- Two (2) electives

#### Tier 2 (10 courses) Disciplinary Foundation

- Business Environment
- Communications Theory
- Information Gathering
- Writing for the Media
- Visual Communications in Mass Media
- Marketing Management
- Organizational Behaviour
- Statistics
- Two (2) electives

#### Tier 3 (10 courses) Disciplinary Applications

- Social Media
- Legal and Ethical Issues in Mass Media
- Technical Writing and Business Communications
- Professional Communications – Written and Oral
- Media and Government
- Public Relations in Practice and Theory
- Research Methodology
- Three (3) electives

#### Tier 4 (10 courses) Integration and Implementation

- Communication Strategy
- Communication Capstone 1
- Communication Capstone 2
- Two (2) Communication electives
- Five (5) electives



# WHY BA?

- Use communication theories to assess basic issues in cultural contexts
- Critique communication media influence on audience perceptions of issues, events, products and services
- Evaluate the effectiveness and integration of all types of media communication and technology
- Demonstrate communication-oriented research and information seeking strategies
- Create ethically and legally sound content for a variety of forms of media and markets Integrate media and content to communicate persuasively to specific audiences
- Apply communication methods to business problems and contexts
- Work productively in a collaborative environment



“UCW encouraged me to always think outside of the box. Its focus on critical thinking significantly improved the skills that I apply in every aspect of life.”

**Santiago**  
MBA Alumnus, Colombia

## Undergraduate Entry Requirements

Canadian high school (Grade 12) diploma or equivalent with an overall average grade of C or better (GPA of 2.00 out of 4.33)

and

- IELTS 6.5 or better with a minimum of 6.0 in the writing band or equivalent documentation of English proficiency. (For students whose first language is not English).

### Special Admission

The Admissions Committee may consider an applicant for special admission if the applicant does not otherwise qualify for admission but demonstrates a combination of education and work experience that indicates the ability to be successful in their program of study. Generally, such applicants must:

- Be over 21 years of age on or before the first day of classes;
- Have been out of high school for at least two years; and
- Approval by the Admissions Committee.



## How to Apply

To find out how you can enrol, email: [partners@ucanwest.ca](mailto:partners@ucanwest.ca)

University Canada West  
1461 Granville Street  
Vancouver, British Columbia  
V6Z 0E5, Canada

## Accreditations, Memberships and Designations

