

Bachelor of Business Administration



Prepare for a Challenging Career in Business



**Bachelor of
Business Administration**
4-year program

Your Possible Career Paths & Areas of Continued Study:

- Economics
- Accounting
- Finance
- Information Technology
- Marketing
- Event Planning
- Management
- Entrepreneurship
- Finance
- Accounting
- IT
- Education
- Law

Did you know?

*Ethics play a major role in
the day to day running
of a business.*

BUSINESS ADMINISTRATION AT CRANDALL

Studying Business Administration prepares you for a wealth of career options. At Crandall's Business School, business students have an opportunity to concentrate their business studies in Accounting, Marketing or Business Management.

Through the program you will learn to communicate clearly, analyze organizational issues, resolve business challenges and identify best business practices.

Business today is incredibly complex. The tools and skills you gain at Crandall's Business School will equip you to succeed in a demanding career or to pursue a Masters in Business Administration.

What to expect when you graduate

A degree in Business Administration from Crandall University prepares you for a wide range of career opportunities. Our graduates have gone on to become accountants, financial managers, information technology managers, marketers and entrepreneurs. Other students have used their Crandall education as a springboard into graduate school and an MBA.

Special Program Highlights

- Crandall's Business School also offers the BBA Cooperative Education degree that, through on-the-job experience, provides students with the opportunity to put learning into practice while developing important career-building network connections. Co-op students alternate study semesters with three work-terms, during which they earn money.
- At our Business School, students regularly compete in case competitions. Recently, Crandall students placed in the top three in the regional Entrepreneur Contest and went on to the national competition.
- Crandall often hosts case competitions on campus. Students come from post-secondary institutions throughout Eastern Canada to compete.
- You may choose to complete a business internship for credit. Past internships have included such activities as: completing an organizational design and implementation and working in an HR department's policy area.
- Join the Business Society, an active campus organization that includes both social activities and support for the group's charitable projects.

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Interesting Courses You May Take

Entrepreneurship – Students work through the process of starting up a new business with a specific concentration on business plan preparation. Pros and cons of business ownership are examined.

Conflict Management – The course investigates the nature of conflict, why it happens and how it can be managed. Drawing on interpersonal, small group theories and skills, the course helps students understand various types of mediation strategies and approaches to crisis management.

Organizational Culture – Students explore the idea that collectives have their own unique cognitive, socio-political and material cultures. The course examines the historical development of organizational culture theory as well as contemporary perspectives.