



THE UNIVERSITY OF WINNIPEG

FACULTY OF BUSINESS & ECONOMICS

## BUSINESS & ADMINISTRATION

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**Business and Administration explores the concepts, techniques, and challenges involved in helping organizations achieve their objectives.**

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The world is changing, the demands of employers are evolving and challenges that were once local are now global. Recognizing change, adapting to it and being ready for it, are the hallmarks of good business leadership. At The University of Winnipeg, business education means getting ready for the future by helping and administration

degree program. The 4-year degree is equivalent to a Bachelor of  
at other Canadian universities. You may opt to follow the General

## SAMPLE COURSES

**Introduction to Business I and II** are the entry points for the Business and Administration program. They present the terminology, concepts, and some qualitative and quantitative analytic techniques of the most important subject areas in business.

**Accounting** is the “language of business” and is covered in several courses including Fundamentals of Financial Accounting, Managerial Accounting, Assets, Equities, Auditing, and Cost Accounting. The accounting courses are accepted for credit towards the CPA (chartered professional accountant) preparatory program as part of the CPA designation process.

**Fundamentals of Human Resource Management** introduces students to the theory and practice of managing an organization's human resources. Topics include job evaluation, employee recruitment and selection, employment equity, compensation, performance evaluation, and benefits.

## SUBJECT CONCENTRATIONS IN BBA (4-YEAR) PROGRAM

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