

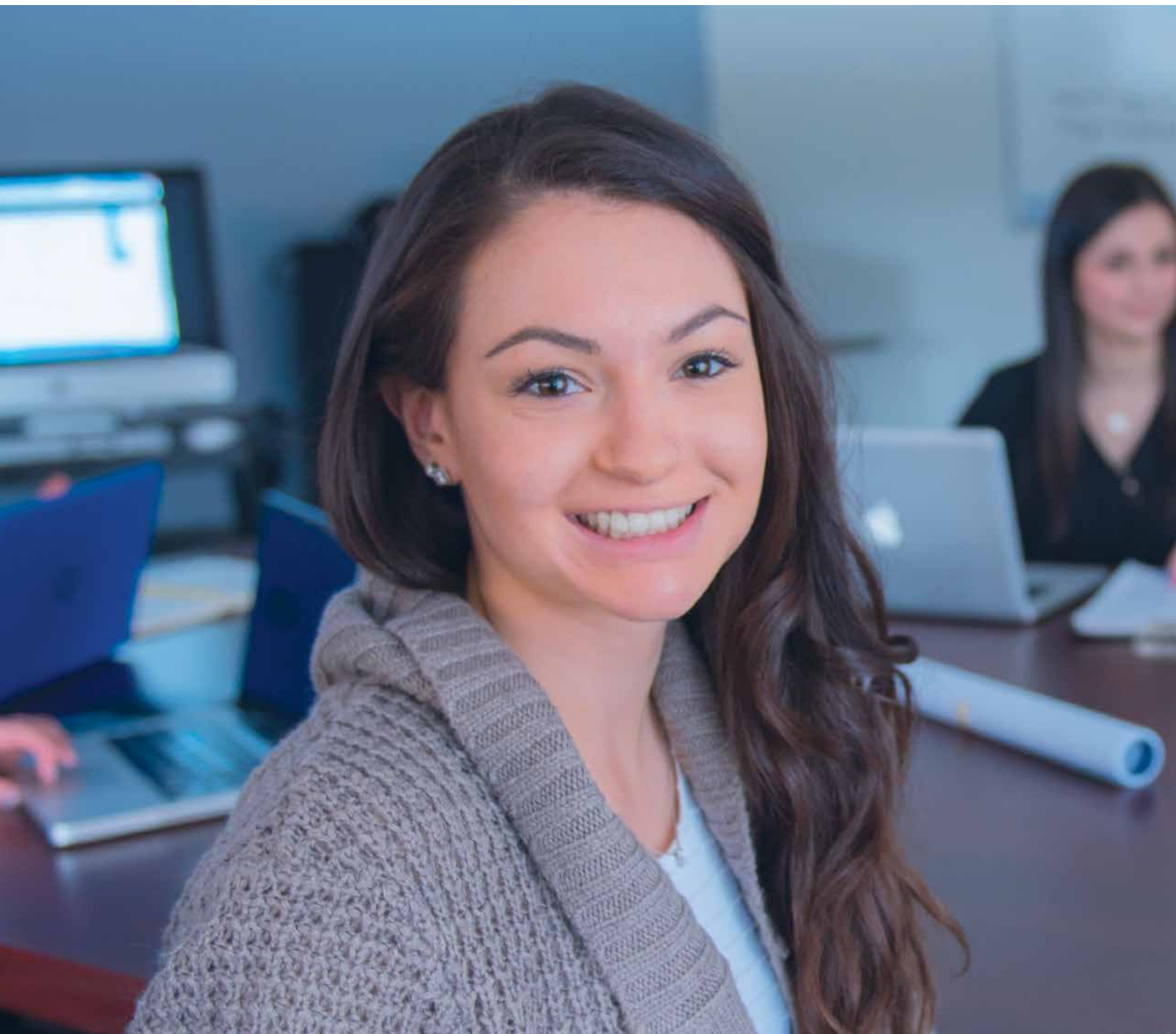
NIPISSING

U N I V E R S I T Y

North Bay

www.nipissingu.ca/business

School of Business





More than a Degree

If you want to prepare for a career, and for life in general, Nipissing's School of Business offers a unique approach to learning that gives you more than a degree. Along with core business knowledge, our faculty will help you develop professional and social skills. The program's combination of theoretical background, practical skills, experience, independent thinking, and problem solving will give you an advantage and better chance of success in a competitive market.

Our collegial, small class environment encourages learning, participation, and lively debate. You will experience formal lectures, small group discussions, and individual study. Classes are led by faculty with diverse backgrounds and business experiences who are dedicated to furthering their knowledge through research.

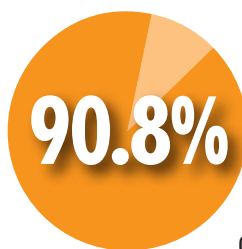
You will have opportunities to enter team business competitions, study overseas, gain practical experience, earn credits toward a professional designation, and conduct research to earn credits toward your degree. You will be encouraged to question how business is conducted and to examine how stakeholders' interests can be served. Learn how other cultures approach business issues, and the importance of sustainable business. You will be well prepared for the workforce or postgraduate studies, with the self-assurance and skills you need for a successful future.

Our Teaching Approach

Our first priority is to help you realize your full potential. We are known for providing a high quality, individually tailored learning experience. Nipissing's student-to-faculty ratio of 23:1 definitely supports individual learning and encourages networking opportunities within the classroom, in the community, and abroad. You will learn through lectures, case studies, group projects—projects with real-world clients—simulations, and role-playing. You will improve your ability to think through complex problems as you learn and practice methodologies in class and during assignments. You will also learn how to analyze business problems, present solutions, and defend your decisions. You will become exceptionally comfortable with communicating in group situations, and will also exercise your critical thinking and problem solving abilities.

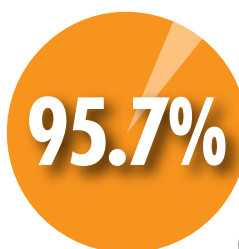
Programs and Faculty

As a business student, you will graduate understanding every facet of business. In addition, you have the option to specialize in a particular area of interest. Our Business faculty is dedicated to research and have real-life business experience and connections.



of our students
FIND EMPLOYMENT
within **6 MONTHS**
after graduating

Overall Ontario university average is 87%



of our students
FIND EMPLOYMENT
within **2 YEARS**
after graduating

Overall Ontario university average is 93.6%

Based on the 2015 Ontario University Graduate Survey



Bachelor of Business Administration (BBA)

In the first year of this Honours program, you will study a cross-section of business disciplines to acquire a broad foundation. As you progress, you may choose to focus on a particular area and, by meeting specific requirements, can specialize in one of the following areas:

Accounting

Accounting is about more than financial controls and reporting — it's also about fiscal and social responsibility. Accounting professionals need to show due diligence, and to think and act ethically when they evaluate options. You will be challenged to think about both shareholders and stakeholders when making decisions. You will learn the uses and limitations of accounting information through case studies, simulation, and hands-on learning experiences. You will gain an understanding of many topics, including auditing, information systems auditing, taxation, consolidation, not-for-profit accounting, hedges, and foreign exchange within your advanced accounting courses. You will participate in tax clinics, where accounting students prepare tax returns for low-income households and perform mock audits on local not-for-profit organizations. You will have help preparing for the CPA professional examinations. This combination of social awareness, academic vigor, practical

experience, and support is what helps our graduates succeed in today's marketplace.

Economics

Managers use the tools of Economics to analyze major management decisions. As an Economics student, discover theories and economic models that provide a framework for understanding complex issues in the private, public and not-for-profit sectors. Central concepts from economics — demand and supply, marginal analysis, perfect competition and monopoly, and game theory — are applied to important business and government problems. Learn how to make intelligent management decisions and understand current events and the consequences of government policies. You will have the opportunity to study the structure of the Canadian economy, public policy, money, banking and financial institutions, managerial economics, the labour market, and the interdependence of nations in the global economy. You will be introduced to the many theories and policies surrounding economic development in Africa, Asia, and Latin America, and examine issues like poverty, inequality, education, health, migration, agriculture, and foreign aid, and other challenges faced by advanced and developing economies.



Bachelor of Business Administration (BBA) (continued)

Finance

The Finance stream is a great option if you are interested in pursuing a career in the dynamic financial sector. Depending on your interests and career goals, you may choose between one of two focus areas: Entrepreneurial Finance or Financial Product Sales. Entrepreneurial Finance is concerned with learning how to raise funds for start-up businesses, creating realistic financial plans, effectively managing a firm's cash flow, and interacting effectively with banks and investors. You will be prepared for financial roles in small businesses, entrepreneurial firms, or commercial banking and will be qualified for a number of positions like, financial manager, credit specialist, controller, etc. The Financial Product Sales Specialist path examines a variety of financial products and services that exist in modern markets, creating good financial portfolios based on a client's risk preferences, and adjusting financial strategies based on age, career and family situation. You will also learn about wealth management, real estate, inheritance issues, and tax strategies. You will be prepared to work in multiple areas including financial products sales and insurance and financial advising. Those enrolled in the Finance stream have the additional option of working toward a Certificate in Entrepreneurial Finance or a Certificate in Financial Product Sales while earning your degree.

Marketing

Marketing influences many of our decisions, from small day-to-day decisions like what to eat for lunch, to large important decisions like what kind of car to buy, or how to choose a university. Marketing is about more than advertising

and promotion—it's also about making strategic decisions about products, services, pricing, and distribution. In the marketing stream, you will develop the critical thinking skills you need to make good managerial decisions in a competitive marketplace. You will learn fundamental marketing concepts, research methods, market analysis, and strategies related to consumer behaviour, brand management, and business-to-business marketing. You will also learn about marketing communication, promotions, merchandising, public relations, packaging, as well as, direct and digital marketing. True to our more-than-a-degree promise, you will have plenty of opportunities to apply communication and interaction skills and to develop leadership, negotiation, and team management skills. The Marketing Stream offers a variety of elective courses in specialized areas such as sport, social marketing, international marketing, sales management, and innovative marketing. The marketing specialization is accredited by the Canadian Institute of Marketing.

Organizational Studies

The Organizational Studies program examines the role of economic, sociological and political factors and how they influence the types of organizations we create and work within. In this program students investigate from both a theoretical and practical perspective how both private and public sector organizations are designed and managed and how they interact with other institutions, the economy, society and the physical environment. Human resources management is a key component of the program and students can focus on managing and motivating staff with curriculum based on the coursework requirements for the professional designations accredited by the Human Resources Professional Association of Ontario. The program places an emphasis on ethical management with a focus on social, economic and environmental responsibility.



According to *Canadian Business* magazine, Human Resources management jobs are included in the top 20 rankings for 2015 with a 12% increase in the number of jobs and a corresponding 14% salary increase in the period 2008-2014. Graduates will be well positioned to pursue careers in HR, diversity and general management, staff development, public policy, banking, and many other managerial positions.

Technology Management

Technology touches all parts of everyday life, both personal and professional. Our Technology Management stream gives you an appreciation of the technological complexities, issues, and strategies managers face. You can study a broad range of technology: e-business, system analysis and design, GIS and computer mapping, innovation and technology, computer and information systems, and the impact of technology on the environment. This specialization is designed to provide graduates with an advantage in the job market.

Bachelor of Commerce (BComm)

The Bachelor of Commerce is a 3-year degree for those interested in a variety of business areas who already have a post-secondary education or workplace experience. Certain graduates of a 3-year college diploma can qualify to complete the BComm at their college campus by studying for 3 semesters in 12 months. Similarly, graduates with a non-business university degree can earn a BComm in 12 months as a second undergraduate degree. Working professionals who want to advance their education without compromising quality for convenience often choose to study using the distance learning option.

Bachelor of Education: The Schulich School of Education

If you want to earn a Bachelor of Education (BEd) degree, you can choose from the Concurrent route (available with all honours undergraduate programs except Nursing and Social Work), or the Consecutive Program (once you've completed your undergraduate degree).

The Schulich School of Education is one of the best education programs in Ontario. It will prepare you to teach in both traditional and non-traditional environments, and you will gain communication and collaborative skills that can be used in any career.

Our teacher candidates are immersed in an active professional learning environment with support and resources available through our Professional Learning Centre.

Each term a calendar of opportunities is made available, and you will be invited to participate in a series of real-world professional experiences that help you to hone skills, strategies and activities that integrate digital technology resources, enhance school community involvement, develop a personal résumé, portfolio and interview techniques, and much more.

All professional learning opportunities are designed to support and supplement course content by broadening teaching/learning skills and by building your confidence and readiness for the teaching profession.



Professional Designations and Accreditation

Students interested in the Accounting or Organizational Studies streams can benefit from obtaining professional designations and accreditation, in addition to their degree.

Canadian Marketing Association

CMA's student membership program provides many benefits for full-time post-secondary students. Students gain access to numerous resources that will help in their marketing studies and allow them to network with future employers.

Chartered Professional Accountants of Ontario (CPA)

Students enrolled in Nipissing's BBA Accounting stream are able to satisfy the preparatory course requirements for the Chartered Professional Accountant (CPA) designation while working towards their degree. Upon graduation, students would enter CPA Ontario's Professional Education Program (CPA PEP). The School of Business works closely with the Chartered Professional Accountants to ensure Nipissing's courses are aligned with CPA PEP's learning outcome requirements.

Human Resources Professional Association of Ontario (HRPA)

Students interested in pursuing a career in Human Resource Management can satisfy all of the coursework requirements required by HRPA to pursue the Certified Human Resources Professional (CHRP) designation or the Certified Human Resources Leader (CHRL) designation. Students can apply to become a student member with HRPA at anytime during their studies and will be provided with many networking opportunities by participating in local chapter events.

Business Student Clubs

Enactus

A community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better more sustainable world.

Human Resources Student Network (HRSN)

A group of students passionate about the Human Resources Management field that assist in promoting and encouraging the success and development of future professionals within the field.

Investment Society

Informal lectures and discussions taught through the Investment Society are designed for students and investors who want to build and manage a successful portfolio.

Nipissing University Business Community (NUBC)

A student organization that organizes events that facilitate networking between students and community members, and assist in developing relationships between students and faculty, as well as other business-related activities to help students gain more than a degree.



Human Resources
Professional
Association

**TOP
RATED**
Survey Results



91%

**Satisfaction with
quality of teaching at
Nipissing University**

Agree/Strongly Agree

2015 CUSC Graduating Students Survey



Certificates

Certificate in Human Resources Management

Entrepreneurial Finance Certificate

Financial Product Sales Professional Certificate

iLEAD Business Experience Certificate

Learn through experience, action and discovery. The iLEAD Business Experience Certificate adds value to your degree by offering opportunities to enhance your business and research skills, while simultaneously earning credits toward your BBA or BComm degree. You will earn much more than a degree through options like directed study, writing an honours thesis,

participating in a workplace internship or overseas study, and service to others.

Gain valuable and relevant work experience through applied business problem solving:

- Build strong professional and personal skills
- Expand your professional network
- Enhance your leadership qualities
- Demonstrate strong corporate social responsibility understanding
- Internationalize your degree

Visit us at www.nipissingu.ca/ilead for more information.

iLEAD^{Bu}

Why Nipissing?

You will feel right at home the minute you step onto campus. Becoming a part of our community is just one of the many perks of attending Nipissing. You will also benefit from small class sizes where you will have a name and a voice. Should you need help, you will have access to our supportive professors, even outside of classroom hours.

Nipissing is focused on student success. So you will have access to a full range of student services that will help you succeed academically, financially, and personally.

In addition, we have some of the best residences in Canada, with a guaranteed private room for all first-year students coming directly from high school.

We encourage you to come and see for yourself why you belong at Nipissing.

Where Can I Go From Here?

Your opportunities are limitless! You might pursue a career in private industry, the government sector, not-for-profit organizations, or academics. Our graduates have gone on to become accountants, human resource managers, economic development officers, entrepreneurs, marketing managers, market researchers, project managers, systems administrators, secondary school business teachers, university professors, and more.

Graduates of the Nipissing University School of Business enjoy a high employment rate and have been very successful in their professional designation examinations. Whether you want to pursue an MBA or other graduate studies, join the work force, or get your Bachelor of Education and become a teacher, you will become a valuable asset to any organization in your community, at home or abroad.

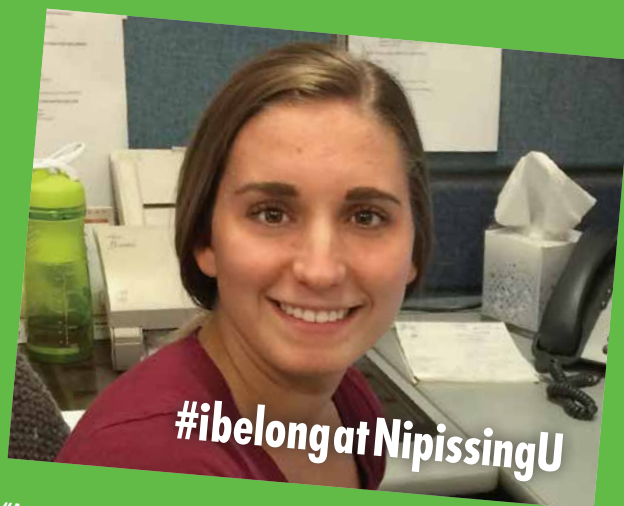
Find Out Why You Belong at Nipissing

Sign up for Open House, a tour, or more information:

ibelongatnipissingu.ca

For more information on the Business program please visit:

www.nipissingu.ca/business



"As a recent graduate of the Nipissing University School of Business Program, I can confidently say the knowledge and skills I obtained throughout my business degree have allowed me to successfully transition into the workforce. This program provided me many opportunities to get involved with a variety of clubs and opportunities outside of the classroom, which have further advanced my professional development. The small class sizes allowed me to get to know my peers and professors, which made my time at Nipissing personable and enjoyable. All of the unique experiences, knowledge, and skills I have obtained as a result of being a student of the School of Business will continue to serve and benefit me throughout my career."

Jessica, BBA Graduate 2016

our graduates say...



ONE STUDENT AT A TIME

Student Recruitment Office, 100 College Drive, Box 5002, North Bay, ON P1B 8L7
tel: (705) 474-3450 ext. 4200 • toll free (within Ontario): (800) 655-5154 • tty: (877) 688-5507
nuinfo@nipissingu.ca • www.nipissingu.ca • www.facebook.com/NipissingU • [@NipissingU](https://twitter.com/NipissingU) @NURecruitment

If you would like to request this publication in an alternative format please contact the Student Recruitment Office at (705) 474-3450 ext. 4200