

Honours Bachelor of Business Administration

Gain a competitive edge in the digital economy with an Honours Bachelor of Business Administration (BBA) degree

This program is designed to give you a deep grasp of essential business concepts, digital commerce, finance, accounting, human resources, and marketing—all tailored to set you up for success in the digital economy.

By integrating critical thinking, teamwork, and entrepreneurial spirit, the BBA prepares graduates to be innovative business professionals. Choose between two forward-thinking majors: **Digital Economy** and **Digital Marketing**.



Program Highlights

- Crafted to launch you on a progressive career trajectory in the dynamic realm of the digital economy and marketing.
- Encompasses a vast spectrum of disciplines, from commerce and finance to marketing, accounting and human resources.
- Offers an expedited learning pathway, with the option to complete your Honours BBA in three years or less by enrolling in courses across all four academic terms.
- Prepares you for roles such as data analysts, digital marketing specialists, business development professionals and more, in the evolving digital business landscape.
- Fosters a deep understanding of the digital economy, making you a top candidate for roles in modern and forward-thinking organizations.



Launch your business career
with an Honours Bachelor of
Business Administration

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Quick Facts

Professionally oriented degree: Equips graduates for a plethora of roles in fintech, digital transformation, digital marketing and social media.

Comprehensive curriculum: Delivers in-depth knowledge in digital commerce, finance, accounting, and marketing while emphasizing on analytics, customer acquisition, retention, and experience.

Flexible program duration: Provides the opportunities to accelerate studies by enrolling in courses during all four terms of the academic year, enabling completion in three years or less.

Strong focus on skills: Nurtures critical thinking, reasoning, collaboration, teamwork and entrepreneurial skills vital for the digital economy.

Real-world application: Encourages practical learning through various projects and hands-on experiences, preparing students to adeptly navigate the digital business sphere.

Featured Courses

Strategic Management
Examine the governance and strategy of an organization

Digital Business Fundamentals:
Grasp core business principles tailored for digital commerce.

Microeconomics:
Delve into the economic behaviours impacting business decisions.

Business Communications:
Master effective communication strategies pivotal in the digital realm.

Business Accounting Fundamentals:
Acquire foundational knowledge in accounting practices.

Brand Management
Study the alignment of branding and strategies with a company's goals

Business Statistics:
Understand data analysis for informed business decision-making.

Business Finance:
Explore financial management principles crucial for business sustainability.

Program Opportunities

- Utilize your acumen and skills in real-world scenarios through a variety of projects and hands-on experiences
- Gain a competitive edge in the digital economy by mastering international business strategies, analytics and digital toolsets
- Engage in a comprehensive and practical learning journey, from the basics of digital commerce to sophisticated digital strategy formulation

University of Niagara Falls Canada has been granted a consent by the Minister of Colleges and Universities to offer this program for a five-year term starting October 14, 2022. Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g., acceptable to potential employers, professional licensing bodies or other educational institutions).

Connect with us

Email: enquiry@unfc.ca

Career Pathways

In Canada, the world of digital commerce and marketing continues to thrive, offering a robust job market brimming with employers looking for fresh talent emerging from higher education institutions who can address the skills gap that currently exists in the marketplace.

With an Honours BBA, you will be poised to make your mark in many industries.



Accounting



Finance



Human Resources



Marketing



The Honours BBA program has NCMA designation from CIM | Chartered Managers Canada.

Students currently enrolled in the Honours BBA program are entitled to a free Associate Membership with the association, giving UNF students the chance to belong to Canada's chartered management and leadership association while earning their degree.

Admissions Requirements

Completion of Ontario Secondary School Diploma (OSSD) or equivalent, with a minimum overall average of 70% in six Grade 12 U or M-level courses, including Ontario 4U Math and 4U English or their equivalent.

Applicants seeking transfer to UNF from an alternate postsecondary institution must have at least 24 academic credit hours (or equivalent to one year full-time studies) from a recognized institution with a minimum cumulative grade point average (CGPA) of 2.00 (on 4.33 scale) or a C average to be considered for admission.

Applicants seeking Mature Student Admission must be over nineteen (19) years of age on or before the first day of classes, have not achieved the OSSD or its equivalent, and be approved by the Registrar.

For more detailed admissions information, please visit unfc.ca/admissions/undergraduate

Tuition and Fees

For updated tuition and fees, please visit unfc.ca/admissions/tuition-fees

How to apply

To learn how to apply, please visit the program page at unfc.ca/BBA