

UNDERGRADUATE PROGRAMS

BACHELOR OF ARTS IN BUSINESS COMMUNICATION

Classification of Instructional Programs (CIP) Code: [52.0501](#)

From
Winter 2026
Term

Intakes

Winter / Spring / Summer / Fall

Delivery

- Hybrid Mode (in-person and online guided learning)
- Online Mode

Program Length

4 Years

Courses are scheduled in four terms each of which consists of 10 weeks of classes plus one to two weeks of review and exams.

Tuition Fees



Scan or click on the QR code to see BABC Tuition Fees

International students graduating from the Bachelor of Arts in Business Communication program may be eligible to apply for a Post Graduation Work Permit (PGWP) if they meet all the [eligibility criteria](#) as outlined by Immigration, Refugees and Citizenship Canada (IRCC).

This program is offered under the written consent of the Minister of Post-Secondary Education and Future Skills effective July, 22, 2024, having undergone a quality assessment process and been found to meet the criteria established by the minister. Nevertheless, prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (for example, acceptable to potential employers, professional licensing bodies, or other educational institutions).



Looking to build a strong foundation for a successful career in the dynamic world of media and business?

The 120-credit Bachelor of Arts in Business Communication (BABC) program is designed to build key skills in writing, research and understanding media communication and technology in today's business world.

Students will gain theoretical knowledge and practical skills that are valuable for careers in professional writing, journalism, public relations, communications and advertising. Our program combines media and communications courses with essential business classes, offering an interdisciplinary degree that equips undergrad students for exciting careers in media organizations and beyond.

Team activities are a big part of the program, helping students develop essential teamwork skills needed in the real world while creating a supportive and collaborative learning environment.

With its well-rounded curriculum and hands-on learning approach, this program is the perfect stepping stone to a thriving career in media and business.



"From my first year to the final, I have learned so much about myself and figured out what I wanted to do with my life... I'm very thankful to UCW for providing me with the best possible four years of undergrad experience I could've asked for."

Vikas Sehgal, BCom Alumnus 2022, India

Personal Banker/Mutual Funds Representative – BMO Financial Group/BMO Investments Inc.

email: partners@ucanwest.ca

Elective Area

UCW follows professional trends in industry closely and develops elective areas that reflect the best professional standards in specific fields. Currently, we offer the following elective area in the BABC degree:

Communications Management

One of the fastest-growing fields in communications is communications management. By taking selected advanced business courses and applying them to communications projects, this elective area provides training for those who hope to manage complex communications projects and departments in any industry. To complete the Communications Management elective area you must, in addition to the required core courses, take:

- E-Business
- Integrated Marketing Communications
- Operations Management
- Project Management
- Strategic Management

Undergraduate Entry Requirements

- Secondary school applicants who have graduated from a Canadian secondary school (high school) or equivalent are required to have, at minimum, the equivalent of a BC high school (Grade 12) diploma, with an overall average of "C."
- If you have graduated from high school but do not meet the minimum grade levels, you may still be considered for admission if you have successfully completed at least 24 academic post-secondary credits at a recognized institution.

AND (IF APPLICABLE)

Applicants who completed high school or any post-secondary studies outside Canada must also submit:

- Documentation confirming their high school completion was awarded, if not already indicated on official transcripts.
- Proof of English language proficiency that includes at least one of the following:
 - English Language Instruction - Four years of full-time study at a school that is located in a country where English is the language of instruction with a final-year average grade of "C" or better.
 - English Language Test - IELTS score of at least 6.5 with a minimum 6.0 in the writing band or equivalent such as TOEFL, PTE, etc.
 - Successful completion of an English as a Second Language (ESL) Program that can include UCW's University Access Program (UAP) or by improving their English Proficiency with one of our ESL Pathway Partners.

Accreditations, Memberships and Designations



How to Apply

To find out how you can enrol, email: partners@ucanwest.ca

ucanwest.ca

July 2025 | Information in this flyer is correct at the time of publication and is subject to change.

Program Structure (From Winter 2026 Term)

Term 1

- Academic Writing
- Business Fundamentals
- Business Analytics

Block 1

Term 2

- Business Communications
- Economics for Business
- Mass Media & Society

Term 3

- Conversational Writing Tools
- Writing for Media
- One (1) Elective

Term 4

- Three (3) Electives

Block 2

Term 5

- Content Creation
- Business Environment
- Marketing Management

Term 6

- Organizational Behaviour
- Business Ethics
- Digital Marketing Strategy

Term 7

- Career Preparation
- Two (2) Electives

Block 3

Term 8

- Digital Storytelling
- Two (2) Electives

Term 9

- Data Visualization & Stories
- Professional Communications
- One (1) Elective

Term 10

- Risk and Crisis Communication
- Two (2) Electives

Block 4

Term 11

- Writing: Media Communications-2
- Project Management
- One (1) Elective

Term 12

- Current Communication Topics
- Two (2) Electives

Term 13

- Communication Strategy
- Two (2) Electives

Term 14

- Communication Capstone Project

UCW is implementing cohorts starting in the Winter 2026 Term.

Students in the same cohort will progress through the first term together by taking three core courses. These core courses will be offered on multiple days and at different times.

The cohort will then progress through the program taking core courses and elective courses they choose as they meet the pre-requisites.

Course availability is subject to change without notice. Some courses have prerequisites or corequisites. For a comprehensive list of courses and course details, please refer to the Academic Calendar at ucanwest.ca/about/academic-calendar.



Scan or click on the QR code to see the Academic Calendar page



Vancouver's Business and Tech University