

Entrepreneurial Leadership: Bachelor of Business Administration

Faculty of Business	kpu.ca/business
Implementation Date	01-Sep-2012
Start Date(s)	September January May
Admission Type	Open admission Selective entry
Enrolment Type	Open enrolment
Program Type	Undergraduate
Credential Granted	Baccalaureate Degree
Offered At	Richmond Surrey
Format	Full-time Part-time Co-op
How to Apply	www.kpu.ca/admission

DESCRIPTION

The Bachelor of Business Administration (BBA) in Entrepreneurial Leadership program provides full-time and part-time intensive study for students wishing to earn a business degree.

Based on extensive consultations with business leaders, this degree is designed for managers and entrepreneurs who intend to take business leadership roles or start their own businesses. Graduates will be engaged in enterprise development and management and leadership in small and medium-sized business.

This degree is an appropriate goal for students who want to study beyond a diploma or their initial two years of post-secondary education. Students enter the program in Year 1 or in Year 3 after successfully completing a 60 credit business diploma or 60 credits of study at a post-secondary institution, with appropriate bridging courses.

Many degree classes are scheduled after 4:00 p.m. and in the evening to allow students to further their education while maintaining current employment.

Students acquire the following:

- Technical business skills through subject specific studies
- General success skills through essential skills studies
- A better understanding of human society and how to contribute to it through liberal education studies

Some unique features of this program are:

- Practicum, learning partnerships with business, applied projects and assignments and ongoing work experience
- Entry points that allow for the transfer of credits from recognized post-secondary programs
- Focus on management of small to medium sized businesses, entrepreneurial management and management of service sector enterprises
- Exit/re-entry flexibility, where a student can complete the program at their own pace. This allows for changing outside-

of-school time requirements and does not lock a student into a rigid program structure and time-frame

- Professional development for individuals seeking higher level training
- Students can qualify for a diploma in General Business Studies after completion of the first 60 credits of core courses

CAREER OPPORTUNITIES

Depending upon their capabilities and experience, a graduate may be able to attain advancement with their current employer, develop their own business enterprise, or fill a variety of management and leadership positions in small and medium-sized businesses.

PROGRAM ADMISSION REQUIREMENTS

Year 1 Admission:

General university admission requirements apply to this program including the undergraduate-level English Proficiency Requirement.

Please Note: One post-secondary English course, equivalent to Kwantlen's ENGL 1100, is a graduation requirement for all Kwantlen degrees. Students wishing to complete the program without having to undertake any preparatory courses must enter with English 12 with a B grade or the equivalent. Please make an appointment with an Academic Advisor to plan your course selections accordingly.

Year 3 Admission / Continuance

General university admission requirements apply to this program including the undergraduate-level English Proficiency Requirement.

In addition, students may enter the program in Year 3 provided they have ONE of the following:

1. Completion of a business-related diploma from a recognized post-secondary institution, with:
 - a minimum of 60 credits
 - a GPA of 2.7 or higher; and
 - a minimum grade of C+ in Accounting and Statistics

OR

2. Completion of 60 transferable credits at the undergraduate level from a recognized post-secondary institution, including:
 - a minimum GPA of 2.7; and
 - a minimum grade of C+ in Accounting and Statistics
 - the following six required bridging courses or transferable equivalents:

- ACCT 1230 - Business Statistics (or BUQU 1230) with a minimum grade of C+.

Note: Students may earn credit for only one of ACCT 1230 or BUQU 1230.

- ACCT 2293 - Introductory Financial Accounting (or ACCT 1110 and ACCT 1210) with a minimum grade of C+
- ECON 1150 - Principles of Microeconomics with a minimum grade of C
- MRKT 1199 - Introduction to Marketing with a minimum grade of C

- BUSI 1210 - Essentials of Management (or BUSI 1215 Organizational Behavior) with a minimum grade of C
- CBSY 1105 - Introductory Computer Applications (or CBSY 2205 Computers and Information Processing) with a minimum grade of C

PROGRAM REQUIREMENTS

The degree program requires a minimum of 120 credits of required courses and electives. Students admitted to Year 3 will have already completed a minimum of 60 credits. If a first year English course was not completed prior to Year 3 entry, degree completion will require more than 120 credits in total. The third and fourth year courses are rigorous and demanding. Students should carefully consider the time requirements of part-time versus full-time study based on their individual work and personal situations.

Note: Not all courses are offered at all times or on all campuses. It is important to ensure work and personal schedules can accommodate the posted schedule times prior to committing to the program. It may be necessary for students to take courses at both Surrey and Richmond campuses to complete the program.

Year 1

One of:

ACCT 1130	Business Mathematics*	3 credits
BUQU 1130	Business Mathematics*	3 credits

One of:

ACCT 1230	Business Statistics†	3 credits
BUQU 1230	Business Statistics†	3 credits

One of:

BUSI 1210	Essentials of Management	3 credits
BUSI 1215	Organizational Behaviour	3 credits

One of:

CPSC 1100	Introduction to Computer Literacy	3 credits
CBSY 1105	Introductory Computer Applications	3 credits

All of:

ACCT 2293	Accelerated Introductory Financial Accounting	3 credits
BUSI 1110	Fundamentals of Business	3 credits
CMNS 1140	Introduction to Professional Communication	3 credits
ECON 1150	Principles of Microeconomics	3 credits
ENGL 1100	Writing, Reading & Thinking: An Introduction	3 credits
MRKT 1199	Introduction to Marketing	3 credits

Notes:

* Students may earn credit for only one of ACCT 1130 or BUQU 1130

† Students may earn credit for only one of ACCT 1230 or BUQU 1230.

Year 2

All of:

ECON 1250	Principles of Macroeconomics	3 credits
BUSI 2390	Business Law	3 credits
ACCT 3320	Introductory Management Accounting	3 credits
CBSY 2205	Management Information Systems	3 credits

An elective (this can be any course numbered 1100 or higher) with a minimum of 3 credits

One of:

MRKT 1299	Consumer Behaviour	3 credits
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An elective selected from the list of approved Faculty of Business Liberal Education Electives with a minimum of 3 credits

An Economics course numbered 1100 or higher† with a minimum of 3 credits

An Applied Communications course numbered 1100 or higher with a minimum of 3 credits

Four courses numbered 2000 or higher selected from the following subject areas:

- Accounting (ACCT) minimum of 3 credits
- Business Management (BUSI) minimum of 3 credits
- Computer Business Systems (CBSY) minimum of 3 credits
- Economics (ECON) minimum of 3 credits
- Marketing (MRKT) minimum of 3 credits

Note:

† Credit for ECON 1101 will not be granted if taken after ECON 1150 or ECON 1250

Year 3

All of:

ENTR 3000	Professional Business Communications	3 credits
ENTR 3110	Advanced Organizational Behaviour	3 credits
ENTR 3120	Managerial Accounting*	3 credits
ENTR 3130	Production and Operations Management	3 credits
ENTR 3140	Entrepreneurial Marketing	3 credits
ENTR 3160	Information Technology for Business	3 credits

One of:

ENTR 3150	Business Economics	3 credits
ECON 3150	Managerial Economics	3 credits

One of:

ENTR 3170	Entrepreneurial Finance	3 credits
ACCT 3380	Managerial Finance	3 credits

Year 4

All of:

ENTR 4110	Business Leadership	3 credits
ENTR 4120	Human Resource Management	3 credits
ENTR 4140	Entrepreneurial Sales and Customer Service*	3 credits
ENTR 4200	Business Strategy	3 credits
ENTR 4250	Entrepreneurial Leadership Practicum†	6 credits
ENTR 4300	Entrepreneurial Management for Service Companies	3 credits

Notes:

* Students are required to participate in an actual sales project that counts towards their graded assessment.

† Students are required to participate in an actual business launch project that counts towards their graded assessment.

Liberal Education Courses

All business degrees require a minimum of 18 credits of liberal education that include:

- A first year English course (ENGL 1100 or equivalent). If this was not completed prior to BBA entry it must be completed prior to graduation.
- One 3rd or 4th year Ethics course chosen from:
 - PHIL 3033 Business Ethics OR
 - LBED 4210 Ethics and Social Issues (discontinued)
- Four electives chosen from the list of approved Faculty of Business Liberal Education Electives. **Note:** No more than 3 credits can be taken from any one of CMNS, ECON or MRKT courses found on the list of approved electives.

CO-OPERATIVE EDUCATION

The BBA in Entrepreneurial Leadership is offered with a Co-operative Education option. Co-operative Education gives a student the opportunity to apply the skills gained during academic study in paid, practical work experience. Degree students can complete a minimum of three work terms while completing their degree. Work terms generally occur full-time in separate 4 month work semesters but may also be available part-time over an 8 month continuous (parallel) placement. Work semesters alternate with academic study.

Students wishing to enter and participate in the Co-op Option must meet the following requirements:

Declaration/Entrance Requirements:

- Successful completion of 30 program credits based on first year entry or admission to third year
- Minimum program GPA of 2.7

Program Continuance Requirements:

Continuation in the co-op option requires:

- Completion of COOP 1101 prior to 75 program credits (based on first year entry)
- Minimum program GPA of 2.7

Work Term Requirements:

Participation and enrolment in a co-op work term requires:

- Successful completion of COOP 1101
- Successful completion of 45 program credits based on first year entry or admission to third year
- Instructor permission

Co-op Requirements

The Co-operative Education designation requires successful completion of the following courses:

Required:

COOP 1101	Job Search Techniques	1 credit
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And all of:

COOP 1150*	Co-op Work Semester 1	9 credits
COOP 2150*	Co-op Work Semester 2	9 credits
COOP 3150*	Co-op Work Semester 3	9 credits

Optional:

COOP 4150*	Co-op Work Semester 4	9 credits
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* Part-time (Parallel) work terms may be taken over two semesters as COOP 1150A/1150B, COOP 2150A/2150B, COOP 3150A/3150B, or COOP 4150A/4150B respectively.

Additional requirements:

In addition to the requirements stated above, all Co-op students must satisfy the General Co-operative Education Requirements.

CREDENTIAL AWARDED

Upon successful completion of this program, students are eligible to receive a **Bachelor of Business Administration in Entrepreneurial Leadership**.

Upon successful completion of this program with co-operative education, students are eligible to receive a **Bachelor of Business Administration in Entrepreneurial Leadership, Co-operative Education Option**.