

Honours Bachelor of Business Administration

Begin a rewarding journey of intellectual growth and innovative thinking with the Honours Bachelor of Business Administration (BBA) program.

This meticulously designed program imparts a profound understanding of core business principles, digital commerce, finance, accounting, human resources and marketing, all tailored to thrive in the digital economy.

By integrating critical thinking, teamwork and entrepreneurial spirit, the program aims to mold graduates into competent and innovative business professionals. Choose between two forward-thinking majors: **Digital Economy and Digital Marketing**, to align your educational path with your career aspirations.



Program Highlights:

- Crafted to launch you on a progressive career trajectory in the dynamic realm of digital economy and marketing.
- Encompasses a vast spectrum of disciplines, from digital 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.
- Grooms 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 competent candidate for roles in modern and forward-thinking organizations.



Launch your business career
with an Honours Bachelor of
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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 :

Digital Mindset:

Cultivate a digital-first approach essential for modern business landscapes.

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.

Digital Marketing:

Learn cutting-edge digital marketing strategies for brand growth.

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

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Career Pathways:

Graduates of the Honours Bachelor of Business Administration program, with specialized knowledge in Digital Economy and Digital Marketing, are poised to become invaluable assets in the contemporary business sector, finding their niche in industries spanning fintech, digital transformation, digital marketing and social media.

With an increasing demand for professionals adept in digital strategy, analytics and online branding, graduates are well-positioned to seize a multitude of exhilarating opportunities in a constantly evolving digital landscape.

In Canada, the world of digital commerce and marketing continues to thrive, offering a robust job market brimming with employers on a quest for fresh talent emerging from higher education institutions.

Become a **Data Analyst**, turning data into actionable insights to drive business decisions in a digitally dominated economy.

Excel as a **Digital Marketing Specialist**, crafting compelling digital marketing strategies to bolster brand presence and customer engagement.

Innovate as a **Process Automation Specialist**, streamlining business operations through digital transformation.

Lead as a **Business Development Professional**, driving growth and exploring new market opportunities in the digital realm.

Launch a venture as an **Entrepreneur**, leveraging digital marketing and economic insights to establish successful startups.

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.com/admissions/undergraduate

Tuition and Fees

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

How to Apply

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