



EDWARDS
SCHOOL OF BUSINESS
UNIVERSITY OF SASKATCHEWAN

Business Administration Certificate

What is the BAC ?

The Business Administration Certificate (BAC) is an on-campus, part-time, evening, eight course program. It is designed to be completed over a two to four year time frame. The purpose of this program is to introduce students to the business environment and provide fundamental business knowledge in the areas of marketing, human resources, financial management, and strategy. The BAC has been recently revised to better meet your needs and prepare you for the demands of today's business environment.

Invest in Yourself and your Future

The Business Administration Certificate will:

- ☞ Provide you with the latest in business knowledge
- ☞ Enhance your professional expertise
- ☞ Advance your career through the acquisition of a business credential
- ☞ Broaden your understanding of management
- ☞ Expand your professional network and increase your confidence in a variety of business situations
- ☞ Enhance your skills to start or expand your own business
- ☞ Provide you with the tools and techniques to tackle business issues and engage opportunities.

"This experience changed my perspective, personally and professionally. It gave me value for what I do on a day to day basis and it made me more confident in the ideas, thoughts and direction I'm taking my business and my career in."

-Tyler Moss, 2008 BAC graduate

Edwards School of Business

The Edwards School of Business (ESB) is one of the most progressive business schools in Canada. ESB is located in one of the world's most prosperous regions that will lead North America in economic growth. BAC courses are taught by ESB professors and lecturers with real business experience.

Admission Requirements

Applicants are assessed on a case-by-case basis. We require grade 12 standing or a combination of business experience. Applicants who do not meet these requirements may be able to apply for conditional admission into the program. For those who may want to eventually pursue an ESB business degree, the majority of BAC courses are fully transferable to the ESB B.Comm degree program. In such cases, students would have to apply and be accepted to the degree program.

Saskatchewan's premier business certificate

If you want to learn business, choose ESB's Business Administration Certificate program.



NEW! & REVISED! **Program Courses for 2009**



Program Plan in order of completion:

(1) BAC 11 Introduction to Business - Focus of this course is on integrated organizational decision making. Students will examine case studies providing an integrated analysis across the 6 business disciplines over the 4 stages of an organizational life-cycle.

(2) BAC 14 Business Communications - This course introduces students to the theory and practice of effective business communication for specific audiences and purposes in a changing business environment.

(3) BAC 15 Human Resource Management - This course introduces students to various concepts and tools that will assist in understanding behaviour and enhancing effectiveness in organizations at individual, group and organization-wide levels.

(4) BAC 16 Financial Information for Decision Making - This course examines the use of financial information for decision making. Topics include management of working capital, financial decisions involving intermediate and long-term financing, and capital budgeting.

(5) BAC 25 Managerial Marketing - This course will examine the development of marketing strategy, product policy, distribution channels, management of personal selling, promotion policy, pricing policy, and market planning.

(6) Free elective - choose from:

BAC 35 Global Environment of Business

BAC 29 Business Law

BAC 28 Organizational Behaviour

Or one other University elective at the discretion of the Program Director.

(7) BAC 37 Business Decision Making - This course introduces students to strategic management frameworks for analysis that will assist them in understanding the impact that external policies have upon organizational decision making.

(8) BAC 38 Business Strategy (Capstone) - This course will focus on case histories in policy formulation designed to expose the student to a wide range of business problems involving the examination of a company's opportunities, competencies, aspirations, and responsibilities.



For additional information and application forms, please visit the BAC website,

www.edwards.usask.ca/programs

Questions? Contact,

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**LEARN FROM INDUSTRY EXPERTS AND
ESB PROFESSORS**

Experienced, knowledgeable instructors are drawn from both the community and the Edwards School of Business, providing a rich blend of practical knowledge and leading-edge business theory.

**“Getting back to business at
the Edwards School of Business.”**