

SCHOOL OF
BUSINESS + MEDIA

**EDUCATION
FOR A COMPLEX WORLD**

BCIT

**BUSINESS
+ MEDIA**



BCIT Marketing Management grad works
at BC Children's Hospital Foundation.

SKILLS FOR SUCCESS: BUSINESS + MEDIA

BCIT School of Business + Media offers a broad range of programs to help you **achieve your career goals**.

Our instructors are **industry professionals** who bring years of experience to the classroom, giving you relevant skills that you can put to work right away.

Through our **accelerated programs**, you can pursue your career after only two years, or **ladder your program** and continue into the Bachelor of Business Administration (BBA), Bachelor of Accounting (BAcc) programs (with an additional year), or the Bachelor of Creative Industries (BCI).

Whichever learning path you choose, you'll get the skills, connections, and experience you need to find success and make your mark.



"BCIT graduates are qualified candidates who come to us with strong knowledge and alignment to our mission vision, values, and strategic aspirations."

RICHARD BEED
Vice President, People & Culture
Vancouver Airport Authority

BCIT grads work at the Vancouver Airport Authority.

GET AHEAD IN YOUR CAREER

Applied Education

When you choose BCIT, you embark on a learning path that focuses on real-world experience. Expect rigorous training that you'll put directly into practice in our state-of-the-art labs and classrooms, using industry-standard skills.

Small Class Sizes

As a student, you'll be part of a cohort—a group of students you'll learn and work with for the duration of your program. You'll work in teams and hone the collaborative and problem-solving skills that you'll use throughout your career. Depending on your program, class sizes range from 16–27 students.

Industry Connections

Learn from industry leaders and faculty who are experts in their fields. In our smaller classes, you'll get one-on-one attention from your instructors and enhanced opportunities to network with the students in your program. Internships, practicums, or industry-sponsored consulting projects are built into the curriculum—giving you direct access to your future employers.

International Education

Expand your educational and cultural experience by studying abroad. Whether it's a three-week field school or a semester abroad, our international programs will add value to your education and a global perspective to your resume.

95%
EMPLOYMENT RATE
FOR BCIT DEGREE
GRADUATES*

89%
DIPLOMA GRADS ARE
EMPLOYED WITHIN
SIX MONTHS*

30+
FULL-TIME
PROGRAMS

300+
FLEXIBLE
LEARNING
COURSES

*BCIT Student Outcomes, prepared by BC Stats [2025]

CHOOSE YOUR OWN LEARNING PATH

Enhance your skills or transform your career at a pace that’s right for you. Take a single course or earn a credential. From Full-time Cohort Learning to Flexible Learning, BCIT School of Business + Media can help you advance to the next level of your career.

SEMINARS AND WORKSHOPS 1 to 3 days A range of seminars and workshops to help you improve your professional performance and achieve success.
MICROCREDENTIALS Short, for-credit, modular programs or courses that help you quickly master new skills and gain knowledge essential in Canadian industries.
ASSOCIATE CERTIFICATE 5–12 courses [15–45 credits] An associate certificate can be an excellent choice for anyone who wants to explore a new field or enhance their skills in a specialty area.
CERTIFICATE 14–20 courses [45–60 credits] Usually taken after completing an associate certificate in the same program area. Designed for those who want to add depth to their skills training in a particular field.
DIPLOMA 25–28 courses [105–126 credits] A diploma can be completed full-time or part-time in a variety of in-demand business disciplines.
DEGREE [BCIT diploma plus 60 additional credits] Bachelor of Business Administration [BBA] Bachelor of Accounting [BAcc] Bachelor of Creative Industries [BCI]
GRADUATE CERTIFICATE 5–10 courses [15–30 credits] Already have a degree? With a graduate certificate, you will gain practical business skills at a graduate level.

BCIT New Media and Web Development students work on projects at the Downtown Campus.



BUILD YOUR CREDENTIALS

Many BCIT School of Business + Media programs allow you to advance your education with credentials that build upon each other, shortening your overall classroom time and getting you into your career faster.

Start with a diploma, then finish with a degree in one additional year of Full-time Cohort Learning, or at your own pace through Flexible Learning.

Bachelor of Business Administration [BBA]

The Bachelor of Business Administration [BBA] degree* provides students with the opportunity to enhance the skills developed in their diploma programs. Students broaden their knowledge in the BBA with courses that focus on critical and strategic thinking skills.

**requires completion of a BCIT diploma*

Bachelor of Creative Industries [BCI]

Elevate your creative career with the Bachelor of Creative Industries [BCI] degree*. Building on your technical skills, you’ll develop expertise in critical thinking, strategic management, creativity, innovation, sustainability, and business incubation, while exploring emerging trends and ethics in the creative industries.

**requires completion of any of the Digital Arts, Media and Design diplomas or a BCIT diploma and digital portfolio*

Bachelor of Accounting [BAcc]

A Bachelor of Accounting [BAcc] degree provides students with an academic credential leading to a CPA [Chartered Professional Accountant] designation. This degree requires completion of a BCIT Accounting, Finance, or Financial Planning diploma. The part-time bachelor’s degree is your fast track to earning a CPA accounting designation.



BCIT General Insurance and Risk Management grads work at BFL Canada.



BCIT Broadcast and Journalism grad Tchadas Leo works at CHEK News.

ACCOUNTING, FINANCE, AND INSURANCE

Discover why BCIT School of Business + Media is a top choice for aspiring accounting, insurance, and financial management professionals. Develop applied skills and financial knowledge that will give you a powerful toolbox to advance your career and lead in today’s business environment.

Diplomas

- Accounting
- Finance
- Financial Planning
- General Insurance and Risk Management

Advanced Diploma

- Professional Accounting

Degrees

- Bachelor of Accounting (BAcc)
- Bachelor of Business Administration (BBA)

Our programs prepare you for designations such as:

- Chartered Professional Accountant (CPA)
- Certified in Management (CIM)
- Chartered Financial Analyst (CFA)
- Certified Financial Planner (CFP)
- Chartered Insurance Professional (CIP)

Career opportunities:

- Accountant
- Auditor and Tax Specialist
- Budget and Financial Analyst
- Financial Planner
- Insurance Adjuster
- Investment and Wealth Management Specialist
- Risk Manager and Insurance Underwriter

Learn more at
bcit.ca/finance

BROADCAST AND MEDIA PRODUCTION

Storytelling skills are essential for anyone entering the media industry and critical for personal and corporate branding. We offer programs designed to enhance your skill set—from conceptualizing ideas to the production and performance of media stories. Learn to write, research, perform, shoot, edit, and refine your stories for impact, preparing you for careers in traditional and emerging media.

Diplomas

- Digital Content Creation and Performance
- Multimedia Journalism
- Television, Film, and Video

Degrees

- Bachelor of Business Administration (BBA)*
- Bachelor of Creative Industries**

*requires four additional bridging courses
 **requires digital portfolio

Career opportunities:

- TV News Anchor
- Social Media Content Developer
- Radio On-Air Talent
- Media Production, Sales, and Marketing
- Online Television Producer
- Video Shooter and Editor
- Media Relations Strategist
- Entertainment Show Host
- Investigative Reporter
- Videographer

Learn more at
bcit.ca/broadcast

BUSINESS MANAGEMENT AND HUMAN RESOURCES MANAGEMENT

Unlock your potential and enhance your abilities in leadership, coaching, and management to drive organizational excellence, empower teams, and champion sustainable business practices. Whether you seek professional development or aspire to earn your Bachelor of Business Administration (BBA) degree, BCIT School of Business + Media offers a curriculum tailored to the demands of today’s job market.

Diplomas

Business Management
Strategic Human Resources Management
[73% English Studies 12 or equivalent required]

Note: Advance placement options available for students who have already completed a diploma or degree.

Advanced Diplomas

Business Management
Sustainable Business Leadership

Degree

Bachelor of Business Administration (BBA)
Bachelor of Creative Industries*

**requires digital portfolio*

Career opportunities:

General Manager
Account Services Coordinator
Business Development Manager
Business Analyst
Human Resources Advisor
Corporate Recruiter
Compensation Specialist
Director of People Development

Learn more at
bcit.ca/businessadmin



BCIT Business + Media grads and instructors work with motion capture at The Coalition, a Microsoft gaming studio.

DIGITAL ARTS, GRAPHIC DESIGN, AND WEB DEVELOPMENT

The media landscape is rapidly changing and BCIT’s Digital Arts programs are keeping pace. Cutting-edge approaches to creative, technical, and collaborative skills are in demand in fields such as art and animation, web and app design and development, graphic design, commercial printing, and interactive media. Our grads work at top entertainment companies, ad agencies, and studios, and help build businesses that are leading the creative economy in BC and beyond.

Certificate

Graphic Design

Diplomas

3D Modeling, Art and Animation
Digital Design and Development
Graphic Communications
New Media Design and Web Development

Advanced Diploma

Technical Arts

Degree

Bachelor of Creative Industries (BCI)

Career opportunities:

3D Animator
Character Artist
Creative Director
Digital Communications Specialist
Digital Media Manager
Dynamics and Effects Artist
Front-End Developer
Graphic Designer
Interface Designer
Press Operator
Project Coordinator
Technical Artist
Web Designer/Development

Learn more at
bcit.ca/digitalarts



“We not only learn about all things HR, we also learn about the basics of business. This allows me to see things from different perspectives.”

CINNA HUNG

People & Culture Systems Specialist
Pacific National Exhibition (PNE)
Strategic Human Resources Management Graduate

BCIT Business + Media grads work in areas such as marketing and HR at the PNE in Vancouver, one of BC’s main attractions.



BCIT Marketing Management grad
Brittany Beaupré works as
Director of Marketing & Communications
at BC Children's Hospital Foundation.

MARKETING MANAGEMENT

The BCIT Marketing Management diploma offers an accelerated path to marketing and sales careers in BC's top industries. Throughout the first year, students get the opportunity to explore marketing topics, gain business skills, and attend industry events before deciding on a specialization for the second year.

Each specialization is taught by instructors whose years of industry experience enable them to bring the real world into the classroom. Build your skills and professional network through industry projects, and work before you graduate in a practicum or internship at a company of your choice. Qualified graduates may also apply for acceptance into the BCIT Bachelor of Business Administration (BBA) degree program.

Second-year diploma options

Digital Marketing and Brand Strategy
Entrepreneurship
Professional Real Estate
Professional Sales
Tourism Marketing and Sales

Degrees

Bachelor of Business Administration (BBA)
Bachelor of Creative Industries*

*requires a digital portfolio

Career opportunities:

Business Development Manager
Commercial Real Estate Developer
Brand Manager
International Marketing Specialist
Event Planner
Media Planner and Buyer
Inside Sales Representative
Digital Marketing Strategist
Advertising Account Representative

Learn more at
bcit.ca/marketing

OPERATIONS, SUPPLY CHAIN, AND BUSINESS TECHNOLOGY MANAGEMENT

Every product or service organization must manage, control, and improve business operations and processes. Learn the in-demand infrastructure management and problem-solving skills that are integral to business success.

Diplomas

Business Information Technology
Management (BITMAN)

- Analytics Data Management
- Artificial Intelligence Management
- Enterprise Systems Management

Global Supply Chain Management

Operations & Management Engineering

Degree

Bachelor of Business Administration (BBA)

Bachelor of Creative Industries*

*requires digital portfolio

Learn more at
bcit.ca/business-operations

Our programs prepare you for designations such as:

Canadian Institute of Traffic and
Transportation (CITT)
Certified Supply Chain Professional (CSCP)
Supply Chain Management Professional (SCMP)
Certified in Planning and Inventory Management
(CPIM)
Project Management Professional (PMP)

Career opportunities:

Business Analyst
Business Intelligence Analyst
Procurement and Supply Chain Manager
Business Operations and Logistics Analyst
Information Technology Systems Analyst
Project Manager
Operating Systems Specialist



BCIT Operations & Management
Engineering grad, co-founder of
Zipply, collaborating with his team.

BUILD YOUR GLOBAL NETWORK

Enhance your education through our international opportunities. Whether you're a Full-time Cohort Learning or Flexible Learning student, looking for a long-term or short-term experience, our international programs offer life-changing experiences—all while you earn BCIT credits that will add an international perspective to your education.

Summer Field School

Explore our immersive two-week program in a global destination, such as Vietnam, Italy, or Japan. Travel with a cohort of about twenty peers for an enriching international experience filled with exclusive industry tours and cultural excursions.

Exchange Term Abroad

Immerse yourself in a new culture while studying abroad for a term at one of our highly ranked international partner institutions. Choose from 23 partners in over 16 countries.

Double Degree Abroad

Participate in a double degree program at one of our partners abroad and graduate with two credentials. This program is available for Bachelor of Accounting and Bachelor of Business Administration students.

Learn more and explore all destinations and partners at bcit.ca/global



BCIT students at Schmoozapalooza, an annual networking event organized by BCIT Marketing Association to connect students with industry professionals.

STUDENT CLUBS

Make the most of your time at BCIT and join a student club. It's a great way to connect with new people and participate in fun events. Many of our clubs compete at international events and host networking evenings that introduce you to industry leaders. BCIT has a wide variety of business-related and non-business-related clubs.

- BCIT Accounting Association
- BCIT Association for Operations Management
- BCIT Business Management Association
- BCIT Finance Association
- BCIT Human Resources Association
- BCIT Marketing Association
- BCIT Real Estate Association
- Business Information Technology Management Association
- Enactus BCIT
- Rapid Media & Broadcasting
- Young Women in Business BCIT

Learn more at bcitsa.ca/clubs

ENTRANCE REQUIREMENTS

The general entrance requirements for most BCIT Business + Media diploma programs are:

67%

in **ENGLISH 12**,
or **ENGLISH FIRST PEOPLES 12**,
or **EQUIVALENT** (bcit.ca/english)

73% English Studies 12
or equivalent required for
Strategic Human Resource
Management Diploma

67%

in **PRE-CALCULUS 11**,
or **FOUNDATIONS OF MATH 11**,
or **EQUIVALENT**

Certain programs accept
Workplace Math 11

QUESTIONS ABOUT ENTRANCE REQUIREMENTS?

BCIT Program Advisors are
available to answer your
questions.

bcit.ca/advising

Diploma Programs with Different Entrance Requirements

NO MATH REQUIRED		ADDITIONAL REQUIREMENTS
3D Modeling, Art and Animation	Multimedia Journalism	3D Modeling, Art and Animation
Digital Content Creation and Performance	New Media Design and Web Development	
Digital Design and Development	Television, Film, and Video	

High school students may apply with:

Final Grades: If you have completed the required Grade 11 or 12 course, apply by submitting your final report card or official transcript.

OR

Midterm Grades: If you are at least halfway through the required Grade 11 or 12 course, apply by submitting your midterm grade for the required course. Your midterm grade must meet the percentage grade specified in your program’s entrance requirements.

OR

Grade 12 Registration: If you are registered for a required Grade 12 course and are less than halfway through, apply by submitting your final Grade 11 report card and your confirmed Grade 12 timetable. Your final grade for the Grade 11 prerequisite course must meet the percentage grade specified in your program’s entrance requirements. Admissions may request that you submit your final grades.

Learn more about admission requirements: bcit.ca/admission/how-to-apply/high-school-applicants

HOW TO APPLY

- 1. Choose your program.** Find the program you like at bcit.ca/business-media
- 2. Check that you meet the entrance requirements.** Different programs have different entrance requirements, which are listed on your chosen program’s web page.
- 3. Prepare your application.** Review the application requirements and ensure supporting documents are in PDF format.
- 4. Submit your application online.** Applications are available through EducationPlannerBC (EPBC). Use the Apply Now button on your program’s page to be directed to the EPBC platform.
- 5. Check your application status.** After you have submitted your application, you will receive correspondence from BCIT containing the information you need to check your application status online. All correspondence will come to you via your personal myBCIT account.

Need more information? Visit bcit.ca/admission/apply



Global Supply Chain Management (GSCM)
grad and students collaborating on
Business Consulting Projects.

GRADUATE CERTIFICATES

Explore BCIT graduate certificates, tailored for individuals holding a bachelor’s degree and seeking a mix of practical skills and theory. Graduate certificate programs offer students a rigorous learning experience that integrates theoretical foundations with practical applications.

Business Administration

The BCIT Graduate Certificate in Business Administration covers the subject matter that most first-year MBA courses would cover: Accounting, Finance, Marketing, Economics, Operations Management, and a capstone project. The program also incorporates a blend of assessments, including case studies, problem-based learning, collaborative group work, self-reflection, and individual projects. Graduates will gain the skills and knowledge to continue their studies and complete a master’s degree or pursue a managerial role in the workforce.

Business Analytics

The Business Analytics Graduate Certificate program equips you to utilize data and statistical models, analyze business performance, and facilitate informed decision-making. By integrating data analysis, statistical modeling, and visualization techniques, the program enables you to identify opportunities for improvement, foresee trends, and optimize operations. Business analytics can help organizations identify new

opportunities for growth and innovation, and better understand and respond to the needs and preferences of their customers. As a graduate, you’ll skillfully bridge analytics and the world of business, helping organizations transition to a data-driven decision model.

Global Leadership

In the Global Leadership program at BCIT, you will gain invaluable leadership skills and intercultural competencies that are instrumental for today’s business environment. You will become responsive to the needs of both a global marketplace and workforce while factoring in the needs and perspectives of internal and external stakeholders. This graduate certificate program promotes the global mindset required to lead in an increasingly diverse business world.

Learn more at:
bcit.ca/business-gradcert

FLEXIBLE LEARNING AT BCIT

Thinking about working full-time while pursuing a credential part-time? Earn your credential through Flexible Learning. Learn from industry experts currently working in the field, network with fellow classmates, and gain that competitive edge over other job applicants.

You can start with a single course or work towards a statement of completion, an associate certificate, certificate, diploma, or degree.

Flexible Learning Courses and Programs

BCIT School of Business + Media offers over 80 Flexible Learning programs and over 300 courses during the evenings and weekends. BCIT business courses are available at both the Downtown Vancouver and Burnaby Campus, as well as through online learning.

Explore Flexible Learning at
bcit.ca/flex-businessmedia



Students work on a class project at the BCIT Downtown Campus.

FLEXIBLE LEARNING OPPORTUNITIES

Accounting, Finance, and Insurance

- Bachelor’s Degree | Accounting
- Bachelor’s Degree | Business Administration
- Diploma | Accounting
- Diploma | Finance
- Diploma | Financial Planning
- Certificate | Financial Management – Finance
- Certificate | Financial Management – Professional Accounting
- Associate Certificate | Computerized Accounting
- Associate Certificate | Financial Management – Financial Planning
- Associate Certificate | Payroll and Human Resources

Broadcast and Media Production

- Associate Certificate | Multimedia Journalism
- Associate Certificate | Music Business
- Associate Certificate | Radio Arts and Entertainment
- Associate Certificate | Video Production and Editing
- Microcredential | Script Supervision and Continuity for Film and TV

Business Administration, Human Resources and Sustainability

- Bachelor’s Degree | Business Administration
- Diploma | Business Administration
- Certificate | Business Management
- Certificate | Human Resource Management
- Associate Certificate | Business Administration
- Associate Certificate | Global Business Studies
- Associate Certificate | Healthcare Unit Clerk
- Associate Certificate | Human Resource Management
- Associate Certificate | Leadership
- Associate Certificate | Medical Office Assistant
- Associate Certificate | Payroll and Human Resources
- Statement of Completion | Human Resources
- Statement of Completion | Leadership
- Statement of Completion | Long-term Care Management
- Statement of Completion | Management Skills in Communication and Negotiation
- Statement of Completion | Small Business Management

Digital Arts, Media and Design

- Certificate | Graphic Design
- Associate Certificate | Graphic Design Foundations
- Associate Certificate | User Interface (UI) and User Experience (UX) Design

Marketing Management

- Bachelor’s Degree | Business Administration
- Certificate | Marketing Communications
- Certificate | Marketing Management
- Certificate | Professional Sales
- Certificate | Event Marketing and Management Strategy
- Associate Certificate | Customer Relationship Marketing
- Associate Certificate | Digital Marketing Foundations
- Associate Certificate | Digital Marketing Strategy
- Associate Certificate | Entrepreneurship
- Associate Certificate | Event Marketing and Planning Foundations
- Associate Certificate | Fundraising Management
- Associate Certificate | Marketing Communications
- Associate Certificate | Nonprofit Management
- Associate Certificate | Public Relations
- Associate Certificate | Sales Skills
- Associate Certificate | Tourism and Hospitality

Operations, Technology, Trade and Project Management

- Bachelor’s Degree | Business Administration
- Certificate | Facilities Management
- Certificate | Industrial Engineering
- Certificate | International Trade and Transportation Logistics
- Certificate | Management Engineering
- Certificate | Materials Management
- Certificate | Quality and Process Management
- Associate Certificate | AI Management
- Associate Certificate | Business Analysis
- Associate Certificate | Business Data Management
- Associate Certificate | Business Intelligence
- Associate Certificate | Lean Six Sigma Principles
- Associate Certificate | Project Management
- Statement of Completion | Lean Business Improvement



Global Supply Chain Management (GSCM) students work on a Business Consulting Project at the World Trade Centre Vancouver.

WORK INTEGRATED LEARNING

Build your resume as you learn. At BCIT School of Business + Media, many of our full-time diploma programs offer opportunities for you to work with employers in the industry. When you take part in work-integrated learning opportunities—from internships and practicums, to Business Consulting Projects—you will gain real-world experience to fast-track your career even before you graduate.

Internships and Practicums

During your internship or practicum, you will gain practical skills and industry exposure while working with a local company or organization. Apply your academic knowledge to real-world tasks and projects. Experience hands-on training, mentorship, and networking opportunities while exploring your career interests and enhancing your resume.

Business Consulting Projects

Collaborate in small teams with local businesses, tackling real-world challenges. Apply classroom knowledge to identify opportunities, conduct research, and deliver effective solutions for your Business Consulting Project. Gain practical experience and make a tangible impact on a local business while honing your problem-solving and consulting skills.

Learn more at
bcit.ca/bcp
bcit.ca/internships

WHAT’S NEXT

Here are a few other ways you can learn about studying with BCIT School of Business + Media:

Attend an Information Session

Information sessions are a great way to learn more about a program, related careers, and to get your questions answered by faculty and staff.

bcit.ca/infosessions

Program Advising

Still have questions? BCIT program advisors are available by phone, email, drop-in, or virtually.

bcit.ca/advising

International Students

Find information on international support services, permits, and more. International Student Advising is available for virtual and in-person service.

bcit.ca/international-students

Campus Tours

Want to check out the campus? Take a one-hour campus tour lead by a Student Ambassador.

bcit.ca/tours

Financial Aid

Need help with your finances? Find information on student loans, awards, bursaries, and scholarships.

bcit.ca/financial-aid

Tuition

Want to know how much our programs cost? Find tuition fees and rates for Full-time Cohort Learning programs.

bcit.ca/fees

Big Info

Join the largest program expo and information session at BCIT. This is your chance to find out about all our programs.

bcit.ca/biginfo



BCIT students walking to class at the Burnaby Campus.

CONNECT WITH US



@bcitbusinessandmedia



@bcitbusinessandmedia



BCIT School of Business + Media

bcit.ca/business-media