BBA – Bachelor of Business Administration

Business

Effective Term & Year: Fall 2027
Program Outline Review Date: 2032-04-01

Program Area: Business Management

Description:

The Bachelor of Business Administration – Sustainable Business Practices (BBA) is designed for students who want a rigorous business education that reflects these realities. The program combines core business training with sustainability-focused decision-making, ethical leadership, and systems thinking to prepare graduates for the complexity of contemporary business practice.

Students build strong foundations in accounting, finance, marketing, operations, and management while learning to apply recognized sustainability and responsible business frameworks to evaluate organizational performance and guide planning and strategy. Financial literacy, critical analysis, and evidence-based decision-making are emphasized throughout the program, alongside Indigenous perspectives on stewardship, governance, and relational economies that deepen students' understanding of responsibility, place, and community.

Through applied learning, students develop the ability to assess risk and opportunity, measure and report business impact, and communicate effectively with diverse audiences. The program also emphasizes entrepreneurial and intrapreneurial thinking, enabling students to design and implement initiatives that balance financial viability with positive social and environmental outcomes.

Graduates of the BBA in Sustainable Business Practices are prepared for careers across a wide range of sectors, including accounting, marketing, finance, hospitality, entrepreneurship, community economic development, non-profits, and local or regional governance. The degree also provides a strong foundation for further study or pursuit of relevant professional certifications, depending on students' areas of interest.

Program Information:

The Bachelor of Business Administration – Sustainable Business Practices is a four-year degree that combines foundational business education with a strong sustainability focus. Students complete core courses across key business functions—such as accounting, finance, marketing, operations, and management—while developing the knowledge and skills needed to address social, environmental, and economic challenges in contemporary organizations.

As students progress through the program, they may concentrate their elective studies in one or more areas, including Marketing, Social Enterprise Leadership, Global Business, Climate Action, and Accounting (CPA pathway).

Recognizing that business success is shaped by social, financial, environmental, and cultural factors, the program also includes breadth courses in the social sciences and humanities, mathematics, and sciences. These courses strengthen students' analytical capacity, ethical reasoning, and understanding of complex systems. All students complete a capstone sustainability project, which provides an opportunity to synthesize learning across the program through applied, real-world problem solving.

A Co-operative Education (Co-op) component may also be selected, allowing students to gain paid, relevant work experience while completing their degree.

Credentials Granted:

Bachelor of Business Administration (Sustainable Business Practices)

Program Average: A minimum program grade point average of 3.0/10 (C average)

Program Goals and Career Pathways:

The Bachelor of Business Administration – Sustainable Business Practices is designed to:

- provide students with a comprehensive understanding of core business functions through the lens of sustainability and responsible management;
- develop graduates who can apply systems thinking, ethical decision-making, and sustainability principles in diverse organizational contexts;

- build skills in leadership, innovation, entrepreneurship, and strategic management to prepare students for careers in business, social enterprise, and regenerative tourism;
- equip students with the analytical, quantitative, and communication skills necessary for effective professional practice; and
- foster applied learning through experiential projects, community partnerships, and a culminating capstone sequence.

General Requirements:

The Bachelor of Business Administration – Sustainable Business Practices consists of a minimum of 120 credits of undergraduate coursework, including foundational business courses, liberal arts and sciences, upper-level business specialization courses, and a capstone sequence. Students must complete all required courses, electives, and sustainability-focused components as outlined here and within the Program Planning Guide.

Progression Requirements:

Students intending to graduate on a four-year timeline are expected to register in MGMT 310 in the Fall of Year 3. MGMT 310 is the prerequisite for MGMT 410, which is offered in the Winter of Year 3. Both courses must be completed before students may enroll in the BBA capstone sequence:

- MGMT 470 – Fall (Year 4)
- MGMT 480 – Winter (Year 4)
- MGMT 490 – Spring (Year 4)

The BBA is designed for completion within four years (120 credits). Many students choose to complete the program over a longer period of time. All students are strongly encouraged to meet with an Academic Advisor to map out an appropriate progression plan.

Delivery Methods: Blended (Hybrid), On-Campus (Face-to-Face), Online

Credits: 120

Admission Requirements:

Program Completion Requirements:

None

Program Completion Requirements Notes:

- Students must complete 120 credits of approved coursework to earn the Bachelor of Business Administration – Sustainable Business Practices.
- A minimum Program Grade Point Average (PGPA) of 3.00 is required for graduation.
- The capstone sequence (MGMT 470, 480, 490) must be completed in consecutive terms (Fall–Winter–Spring).
- Students are responsible for verifying that all program, elective, and prerequisite requirements are met; consultation with an Academic Advisor is strongly recommended.
- Students may complete the degree on a full-time or part-time basis, please refer to the credential framework policy for residency requirements.
- Courses must be selected in accordance with the BBA Program Planning Guide, which provides recommended course sequencing based on prerequisite structures.

Program Learning Outcomes:

Graduates of the Bachelor of Business Administration program will demonstrate the ability to:

- integrate sustainability into core business practice and leadership;
- evaluate sustainability frameworks for business decision-making;
- demonstrate financial literacy and accounting principles for organizational performance;
- analyze complex business challenges using critical and systems thinking;
- integrate evidence and technology to evaluate options and develop plans;
- evaluate and justify ethical and accountable business decisions;
- measure, report, and use business impact to support implementation and improvement;
- communicate effectively to diverse audiences;
- apply entrepreneurial thinking to create value; and

- demonstrate professional and future-ready business practice.

Prior Learning and Recognition: Yes

Students are able to request formal recognition of their prior learning or experience outside the classroom. Challenge examination, portfolio-assisted assessment, work-based assessment or a combination of assessments that is appropriate to identify, assess, and recognize prior skills, competencies, and knowledge to achieve course credit. Tuition fees apply, refer to Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR) or contact an education advisor for more information.

Program Transfer Credit:

For information about block transfer agreements between programs in British Columbia, Alberta, and elsewhere, please visit http://www.cotr.bc.ca/transfer.

To minimize transfer issues, check with an academic advisor at the institution that will receive the transfer credits.

Academic Policies:

College of the Rockies policies related to courses can be found at https://cotr.bc.ca/about-us/college-policies/ and include the following:

- Policy 2.1.4 Course Audit
- Policy 2.4.1 Credential Framework
- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Rights, Responsibilities and Conduct
- Policy 2.4.8 Academic Performance
- Policy 2.4.9 Student Feedback and Concerns
- Policy 2.4.11 Storage of Academic Works
- Policy 2.5.3 Student Appeal
- Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR)

Program Changes:

Information contained in this program outline is correct at the time of publication. Courses and course content may be revised from time to time based on changing educational, employment

and marketing needs. The timetable may also be revised.

Course Descriptions: Refer to Course Outlines – https://outlines.cotr.bc.ca/course/