STUDY ABROAD PROGRAM
Course Catalogue Spring 2024

BCIT

BUSINESS + MEDIA

BCIT offers both full-time programs in the daytime as well as Flexible Learning (part-time) courses for working professionals in the evening or on weekends. As a free-mover, you can build a custom curriculum with up to 4 courses.

One Canadian credit is equal to one hour of lecture/lab weekly and two ECTS in the European framework approximately. Refer to Course Outlines from previous terms to understand the content, prerequisites, learning outcomes, etc. You may share these contents with your home university to ensure they meet the requirement for credit transfer.

Course Selection Guide

- **Code starts with 1 or 2** (e.g. OPMT 1170 and FMGT 2701) are beginner courses that require no knowledge in the subject area;
- **Code starts with 3 or 4** (e.g. BLAW 3100) are intermediate courses that require foundational knowledge in the subject area, typically for third semester or above students;
- **Code starts with 5+** (e.g. BUSA 7900) are advanced courses that require profound knowledge in the subject area, typically for students in final undergraduate semesters;
- **Code starts with 9** (e.g. GLBL 9030) are courses for students who already have a degree;
- **Flexible Learning courses** – take place primarily in the evening or on weekends as part-time studies, remote and/or hybrid delivery has become a trend for these courses;
- **Course title with *** – half-term course that takes place in Winter or Spring terms. Spring offerings are primarily half-term courses.

For the best learning experience, make sure you…

- **meet the prerequisites** – provide additional relevant proof (course outlines, certificate, work experience, etc.) if your transcript alone does not indicate you meet the prerequisite.
- **prioritize full-time courses**, they are scheduled in-person during daytime hours on weekdays;
- **choose wisely** according to your academic needs and level, pay attention to the number of credits each course bears if you intend to transfer credits back home;
- **focus on 1-2 program areas** to minimize time conflicts, maximize chances of getting a seat, and give you more opportunities to interact with the same cohorts;
- **keep it less than 15 credits in total** per term to ensure a manageable workload.

Note: Some courses have limited seats, and that acceptance into the course is on a case-by-case basis so please always provide 8 preferred courses in the *Course Selection Form* to allow flexibility when we build your timetable. Contact studyhere@bcit.ca if you have questions.

Contents

1. Business Administration

1.1. Full-time courses

Code	Title	Credits
ORGB 1105	Organizational Behaviour	4.0
OPMT 1110	Business Mathematics	4.0
ECON 2100	Microeconomics	3.0
ECON 2200	Macroeconomics	4.0
FMGT 2152	Accounting for Management	5.5
FMGT 2701	Management Information Systems	3.0
BLAW 3100	Business Law	4.0
OPMT 2175	Process Improvement for Operations Management*	2.5
BSUS 7100	Ecological Economics: Social and Environmental Policy	3.0
BSUS 7200	Social Purpose Business: Uniting Strategy, Communications, and Impact	3.0
BABI 7800	Power BI and Data Analytics	3.0
MKTG 8100	Consumer Insights	3.0
BABI 8900	Performance Metrics and Value Management	3.0

1.2. Flexible Learning courses

Code	Title	Credits
BUSA 1005	Introduction to Business	3.0
BUSA 1060	Canadian Business and Society	3.0
BUSA 1305	Supervisory Skills	3.0
BUSA 1500	Long-term Care Management	4.0
BUSA 2005	Principles of Management	4.0
BUSA 2205	Entrepreneurial Management	3.0
BUSA 2705	Teamwork Skills	3.0
BUSA 2905	Managing Conflict in the Workplace	3.0
BUSA 3015	Negotiation Skills	3.0
BLAW 3100	Business Law	4.0
BUSA 3105	Leadership 1	3.0
BUSA 3155	Leadership 2	3.0
BLAW 3905	Employment Law	4.0
BUSA 4705	Leading People and Teams Across Cultures	4.0
BUSA 4800	Management Policy	4.0
ECON 1150	Economic Issues	3.0

2. Accounting + Finance

2.1. Full-time courses

Code	Title	Credits
FMGT 2540	Introduction to Finance*	2.5
FMGT 7121	Advanced Accounting	3.0
FMGT 7520	Business Valuation	3.0

2.2. Flexible Learning courses

Code	Title	Credits
FMGT 1100	Accounting 1	4.0
FMGT 1152	Accounting for the Manager	3.0
FMGT 1810	Personal Financial Planning 1	3.0
FMGT 2711	Computerized Accounting	3.0
FMGT 2100	Accounting 2	5.5
FMGT 2152	Accounting for Management	5.5
FMGT 2540	Introduction to Finance	2.5
FMGT 2711	Computerized Accounting	3.0
FMGT 3210	Cost/Managerial Accounting 1	4.0
FMGT 3224	Managerial Accounting (OPMT)	4.0
FMGT 3310	Auditing 1	3.0
FMGT 3410	Taxation 1	4.0
FMGT 3410	Finance 1	4.0
FMGT 3720	Advanced Computer Applications 1	4.0
FMGT 4535	Financial Services	2.5
FMGT 4620	Security Fundamentals	3.0
FMGT 4810	Personal Financial Planning 2	3.0
FMGT 4915	Payroll Essentials	2.5

3. Human Resources Management

3.1. Flexible Learning Courses

Code	Title	Credits
HRMG 2805	Workplace Health and Safety	3.0
HRMG 3105	Human Resource Management Fundamentals	4.0
HRMG 3205	Labour Relations 1	3.0
HRMG 3255	Labour Relations 2	3.0
HRMG 3305	Recruitment and Selection	3.0
HRMG 3505	Training and Development	3.0

HRMG 4155	Performance Management	3.0
HRMG 4405	Total Compensation Strategy	3.0

4. Sustainability Business Leadership *(evening only)*

Spring		
Code	Title	Credits
BSUS 5350	Producing a Data-Driven Impact Report	3.0
OPMT 5310	Sustainability Management Systems for Business Leaders	3.0
ORGB 5230	Sustainable Change Management and Leadership	3.0

5. Marketing Management

5.1. Flexible Learning Courses

Code	Title	Credits
MKTG 1102	Essentials of Marketing	3.0
MKTG 1120	Event Planning	3.0
MKTG 1122	Wedding Planning	3.0
MKTG 1123	Sustainable Event Management	3.0
MKTG 1126	Live Entertainment Events and Festivals	3.0
MKTG 1219	Professional Sales Skills	3.0
MKTG 1323	Effective Public Speaking	3.0
MKTG 1324	Small Business Development	3.0
MKTG 1352	Digital Marketing	3.0
MKTG 1550	Social Media Essentials	3.0
MKTG 1552	Social Media Strategies	3.0
MKTG 1554	Fundamentals of Branding	3.0
MKTG 2205	Marketing of Services	3.0
MKTG 2220	Managing the Sales Force	3.0
MKTG 2226	Production Management for Events & Special Projects	3.5
MKTG 2324	Small Business Management	3.0
MKTG 2438	Digital and Direct Marketing	3.0
MKTG 3113	Customer Relationship Management	3.0
MKTG 3218	Media Planning and Buying	3.0
MKTG 3321	Public Relations	3.0
MKTG 3325	Consumer Behaviour	3.0
MKTG 3332	Selling to Key Accounts	3.0
MKTG 3342	Negotiating Skills	3.0
MKTG 3418	Advertising Design Production	3.0
MKTG 3554	Brand Strategy	3.0

6. Operations, Technology + Trade

6.1. Flexible Learning Courses

Code	Title	Credits
BSYS 1001	Business Information Systems 1	3.0
BSYS 2051	Introduction to Business Data Analytics with MS Excel	3.0
BSYS 2061	Business Data Management with MS Access	3.0
TDMT 1104	International Trade 1	3.0
OPMT 1106	Quality Assurance Fundamentals	3.0
OPMT 1110	Business Math	3.0
OPMT 1142	Introduction to Quality Control Methods	3.0
OPMT 1175	Warehouse Management 1	3.0
OPMT 1187	Project Management Essentials	3.0
OPMT 1191	Purchasing	3.0
OPMT 1192	Inventory Control and Planning	3.0
OPMT 1193	Facility Planning and Design	3.0
OPMT 1197	Statistics for Business and Industry	3.0
OPMT 1198	Operations Management Fundamentals	3.0
OPMT 1710	Introduction to Lean Concepts	3.0
OPMT 1720	Lean Six Sigma Tools for Process Improvement	3.0
OPMT 2206	Quality Assurance 2 (Manufacturing)	3.0
OPMT 2242	Intermediate Quality Control Methods	3.0
OPMT 2275	Warehouse Management 2	3.0
OPMT 2298	Business Process Improvement	3.0
OPMT 2730	Six Sigma for Quality Management	3.0
OPMT 3197	Management Science	3.0
OPMT 3306	Quality Management Systems	3.0
OPMT 3345	Quality Auditing	3.0
OPMT 3510	Business Math for Managers	3.0
OPMT 4699	Enterprise Performance Management	3.0

7. Broadcast and Media Communications

7.1. Flexible Learning Courses

Code	Title	Credits
BCST 1160	Television Broadcasting and Video Introduction	3.0
BCST 1170	Introduction to Journalism	3.0
BCST 1190	Backpack Video Journalism	3.0
BCST 1198	Photography & Lightroom: Building Your Photographic Vision	3.0

Code	Title	Credits
BCST 1260	Professional Video Camera Operations	3.0
BCST 1281	Freelance Producing for Social Media and Broadcast	3.0
BCST 2282	Advanced Video Editing	3.0
BCST 2290	Assistant Editing Professional	3.0
BCST 3251	Performance Development	3.0

8. Digital Arts, Media + Design

8.1. 3D Modeling, Art and Animation

Code	Title	Credits
MDAA 2183	Texturing 2	3.0
MDAA 2195	Digital Sculpting	3.0
MDAA 2335	Rigging 2	3.0
MDAA 2542	Lighting and Rendering 2	3.0
MDAA 2642	3D Animation 2	3.0
MDAA 2742	3D Modeling 2	3.0
MDAA 3040	Game Design Pipeline 1	3.0
MDAA 3183	Texturing 3	3.0
MDAA 3335	Rigging 3	3.0
MDAA 3542	Lighting and Rendering 3	3.0
MDAA 3642	3D Animation 3	3.0
MDAA 3742	3D Modeling 3	3.0
MDAA 4040	Game Design Pipeline 2	3.0
MDAA 4060	Emerging Trends in 3D Arts	3.0
MDAA 4642	3D Animation 4	6.0
MDAA 4742	3D Modeling 4	6.0

8.2. New Media Design and Web Development

Code	Title	Credits
MDIA 1472	Mobile Web	3.0
MDIA 2045	Social Media Networking	3.0
MDIA 2092	Project Management for New Media	3.0
MDIA 2166	Illustration for New Media	3.0
MDIA 2292	Animation for New Media	3.0
MDIA 2294	Web Scripting 1	3.0
MDIA 2540	UI / UX Strategy 1	3.0
MDIA 2565	Video Storytelling	3.0
MDIA 3090	Motion Graphics for New Media	3.0
MDIA 3140	New Technologies	3.0
MDIA 3292	Web Design & Interaction	3.0

MDIA 3294	Web Scripting 2	3.0
MDIA 3295	App Development Strategy 1	3.0
MDIA 3305	Digital Layouts and Interactive Media	3.0
MDIA 3540	UI/UX Strategy 2	3.0
MDIA 4016	New Media Marketing	3.0
MDIA 4020	Enterprise for New Media	3.0
MDIA 4021	New Media Operations	3.0
MDIA 4150	Online Store	3.0
MDIA 4294	Web Scripting 3	3.0
MDIA 4295	App Development Strategy 2	3.0
MDIA 4590	Quality Assurance for Interactive Media	3.0

8.3. Technical Arts

Code	Title	Credits
TECA 6200	Technical Arts 3	3.0
TECA 6400	Data Structures for Technical Arts	3.0
TECA 6500	Advanced Scripting	3.0
TECA 6600	Team Skills for Technical Arts	3.0

8.4. Flexible Learning Courses

Code	Title	Credits
GDES 1069	Layout: Adobe InDesign	3.0
GDES 1105	Visual Composition + Layout	3.0
GDES 1140	Colour Theory	3.0
GDES 1190	Web Design	3.0
GDES 1235	Graphic Design Process	3.0
GDES 1255	Visual Language	3.0
GDES 1270	Vector Graphics: Adobe Illustrator	3.0
GDES 1275	Raster Graphics: Adobe Photoshop	3.0
GDES 2087	Prepress	3.0
GDES 2125	Brand Identity	3.0
GDES 2135	Corporate Communications	3.0
GDES 2145	Typography	3.0
GDES 2150	Introductory UI/UX	3.0
MDIA 1280	Adobe After Effects	3.0