TRENT UNIVERSITY
SCHOOL OF BUSINESS

CHALLENGE THE WAY YOU THINK

2018
SUCCESS STARTS HERE

EVERY BUSINESS SUCCESS STORY STARTS SOMEWHERE. THE PATHWAYS WE TAKE ARE NEVER THE SAME, BUT ALL SUCCESS STORIES COME FROM A SOLID BEGINNING.

At the prestigious Trent School of Business, we give you the best start to your own success story. It’s why we offer all the advantages of a traditional B.B.A., plus a variety of unique opportunities to help you map your own path. Through a student-centred approach to business education, our school gives you the practical skills, experience and knowledge needed to graduate from Trent as the future innovators, entrepreneurs and leaders of the global business world.

INVESTED IN YOU
The Trent School of Business learning environment is focused on you. We put your future success at the forefront of all we do.

Experience-Based: Opportunities abound to apply your classroom knowledge to real-world business experiences through internships, community-based research projects, legacy projects, and more.

Renowned Faculty: You will be mentored by faculty who are highly regarded for both their academic research and unparalleled business expertise.

Personal Focus: Our small classes provide you with opportunities to get to know your professors and fellow students one-to-one.

“The School of Business at Trent University provides customized, high-calibre learning with the individual student front and centre.”

Dr. Kirk Collins
Director, School of Business

THE 5 WAYS TO DO BUSINESS AT TRENT
At Trent, you can choose your path to a successful career in the world of business.

1. Bachelor of Business Administration (B.B.A.)
Focus on economics, management and entrepreneurship; take a full slate of accounting courses to prepare you for your CPA designation; launch pad to an M.B.A. and beyond.
Learn more on page 4.

2. B.B.A. with Specialization
Learn more on page 5.

3. Business and Arts B.A.
Combine business courses with any arts courses from English and Cultural Studies to Sociology and Economics.
Learn more on page 6.

4. Business and Science B.Sc.
Combine business courses with any science courses from Biology and Psychology to Environmental & Resource Science and Computing Systems.
Learn more on page 6.

5. Business Administration Minor
Combine business as a minor with literally any other arts or science major.
Learn more on page 7.
Innovators, leaders, entrepreneurs, business professionals and game changers – this is exactly what the Trent School of Business prepares our students to be. Through an integrated approach spanning corporate, self-employment, online, small business and other models, you will learn the fundamentals of leadership and management, gaining a deep understanding of the organization of business and its role in a changing world. Your studies will include a broad foundation of business knowledge through delivery of core courses across business areas beginning in first year. Choose to focus in one of several specializations, or connect your interest in business with other study areas through Trent’s commitment to interdisciplinary learning.

B.B.A. WITH SPECIALIZATION

The Trent School of Business provides you with the choice to specialize in the field of work that you are most passionate about. Stand out from the competition by gaining the foundational knowledge of a traditional B.B.A. with focused, practical teaching in a relevant field of the business world. Simply choose the specialization that best fits your passions, complete the assigned amount of credits for that specialization, and graduate prepared to follow your path to success.

Accounting: The essential language of business. This specialization is designed to give you the opportunity to study accounting in depth and prepare for a potential future as a Chartered Professional Accountant (CPA).

Finance: Graduate with the training and knowledge needed to understand how to manage money, investments and assets. This specialization covers everything from financial planning and investment management to the theory behind it.

Marketing and Consumer Culture: Connecting people to business is fundamental to success. This specialization equips you with the knowledge and understanding you will need to effectively reach your future customers and consumers.

Human Resource Management: This specialization focuses on the human side of organizations – recognizing and valuing the people who actually make business work. You will gain the skills to effectively manage people, while preparing for future designation as a Certified Human Resources Professional.

Economics: Gain a deeper understanding of the problems that face the business world and the theories and techniques that are being used to solve these issues. Hone your skills as a creative and innovative business thought leader with this specialization.

Entrepreneurship: If you are an innovator, looking to take your out-of-the-box ideas from the whiteboard to the marketplace this specialization is for you. You will gain the business acumen and tools for a future redefining and challenging the business world.

Ethics and Sustainability: Values matter in the world of business. Be equipped to be a part of the movement to make the business world a power for global good. With this specialization, you will gain a foundational knowledge of business and environmental ethics that will equip you with all you need to be the change you wish to see in the world.

Information Systems and E-Commerce: The digital world has changed the way we all think, work, communicate and do business. Through this specialization, you will not only learn about the impact technology has on business, but how to harness it toward your future success.

Niigaaniiwin – The Art of Leading: Develop a philosophy of leadership rooted in both Western business practices and Indigenous ways of knowing and working. With this specialization, you have the unique opportunity to connect to your business education with a knowledge of lessons learned through the history of Indigenous economic development.

THE TRENT B.B.A. ADVANTAGE

• Prepare for your CPA designation or spring board to an M.B.A.
• Acquire real-world professional experience through a variety of opportunities, including upper year for-credit internships, community-based research projects, the Trent Business Students’ Association, and participating in national student business competitions
• Benefit from a human-scale approach to teaching, and the knowledge and expertise of a dedicated alumni community of business leaders and mentors.

“At Trent, we look at business very broadly and we pay attention to practices that transform things, and allow us to do things we couldn’t do before.”

Dr. Ray Dart
Associate Professor, School of Business
We are the only university in Canada to offer a wide range of joint majors in Business Administration, allowing you to combine business courses with other areas of interest – from Media Studies to Environmental Studies and everything in between. Mix and match to pursue your interests, and prepare yourself for a future with more possibility.

THE TRENT BUSINESS JOINT MAJOR ADVANTAGE

- Create a unique educational focus based on your interests with an interdisciplinary knowledge base.
- Pursue a fourth-year “legacy project” that will leave a lasting impact long after you graduate
- Join a community affiliated with the United Nations Principles for Responsible Management and Education

Business & Arts Popular Joint Majors
- English Literature and Business
- Gender & Women’s Studies and Business
- Media Studies and Business
- Economics and Business
- International Development Studies and Business
- Sociology and Business

Business & Science Popular Joint Majors
- Computing Systems and Business
- Information Systems and Business
- Forensics and Business
- Mathematics and Business
- Psychology and Business
- Environmental Resource Science and Business

"Business and English are both such broad fields that you get a little taste of everything, and then you can see what you’re most interested in and pursue that further. It’s a really good balance between the two: the creative side and the practical side.”

Brittany Hayward
Joint Major in Business Administration and English, Trent University Durham GTA

BUSINESS ADMINISTRATION MINOR

POSTGRADUATE CERTIFICATE PROGRAMS

If you already hold an undergraduate degree and are looking to further your education by pursuing the professional development and training needed to transition into the business world; the Trent School of Business offers two postgraduate certificate programs that will launch you into a new and bright future.

Human Resource Management
Get the knowledge and training necessary to understand how to effectively recruit, organize and lead people in today’s organizations. This program is designed to equip its students with the skills and abilities that will allow them to help create positive and productive workplaces that put people first.

Marketing and Entrepreneurship
For the dreamers and aspiring business founders, the Trent School of Business offers a program geared to equipping you with all that you need to bring those big ideas to a reality. Pursue your passion for research and innovation today with this certificate.
At Trent, we know that there is value in a business school graduate who does not just know the business world, but is also part of it. It’s why we give you nearly limitless opportunity to put the critical thinking skills you will gain here to good use through a variety of practical, real-world, hands-on learning experiences and opportunities.

Joining the Trent School of Business means that you will become a part of a highly-engaged, forward-thinking community of future business trailblazers. A group of people that share your aspirations and goals and will help you achieve them as you study and innovate together, inside and outside the classroom.

Academic Advisors: As a member of one of Trent’s colleges, you will be assigned academic advisors that can help keep you on the path you choose to take with the Trent School of Business. They will help you graduate with the degree and training you need for whatever comes after graduation.

Living Learning Communities: The Business Administration Living Learning Community is a group of like-minded Business Administration students who take on new challenges and projects throughout the school year.

Trent Business Students’ Association: Since 1998, this popular student-led group has strived to support and provide opportunities for Trent School of Business students to learn and thrive. Take part in one of their many events throughout the year or lend a hand and join the TBSA and see for yourself.

Entrepreneurship and Social Innovation Centre: Opening in 2018, the newly renovated Bata Library will include an exciting space for forward-thinking entrepreneurs, focused on opening the door to new experiential learning projects and work placements for Trent students.

“I knew that PRHC was a place I would love to work one day and I knew that experience in a large organization like PRHC is hard to come by. The internship course gives you an opportunity to work in a business and learn hands-on skills.”

Danielle Jolly
Bachelor of Business Administration, completed an internship with the Peterborough Regional Health Centre in the human resources department

“Entrepreneurship is important to the core of Trent University. Where there isn’t an opportunity, create one. Don’t be afraid to take risks. These are things that Trent and my education here have given me the confidence to do, and I’m so glad to have been given that chance.”

Dane Shumak
Bachelor of Business Administration with a Minor in English
Graduates of the Trent School of Business cross the podium at convocation ready to walk into their future careers. You will leave Trent with the broad base of knowledge, the ability to approach complex problems from a wide range of perspectives, and the knack for finding innovative solutions to problems that every employer is looking for today. It’s why our students are able to secure careers in a broad range of industries and sectors. Our grads can be found in the boardrooms of corporate world, the hallways of banking world, the offices of marketing firms and making a difference in the non-profit sector.

Be prepared to take on prestigious roles that exist. Create the roles that don’t exist already. Be ready to become a business leader and world-changer in your future career.

**CAREER PATHS YOU COULD TAKE:**
- Corporate, Small-Business and Non-Profit Leader; Accountant; CEO; Investment Banking; Indigenous Business Development; Marketing; Public Relations; Human Resources; Entrepreneur; Arts Administration; Asset Management; Consultant; International Business; Fundraiser.

“The Trent teaches students to think about business differently. So, if you want to do business in the 21st century, Trent’s definitely the place to be.”

Ribat Chowdhury
Trent alumnus and co-founder of Ribbet, a free mobile app that provides coupons from local businesses, ranging from restaurants to retail stores.

**PETERBOROUGH CAMPUSS**
Trent University’s Symons Campus in Peterborough is an inspiring place to learn. Set on the east and west banks of the Otonabee River, a stunning natural landscape provides an environment where you can live, learn, thrive and connect. Just 90 minutes from downtown Toronto, the campus blends award-winning architecture with state-of-the-art research facilities and dynamic spaces where students connect and interact with each other and their professors. Minutes away from campus is a vibrant downtown featuring a variety of clubs, shops and trendy cafés and restaurants.

**DURHAM GTA CAMPUS**
With one of the best student-to-faculty ratios out there, Trent University Durham Greater Toronto Area is known as an especially teaching-focused university with a focus on social responsibility and an abundance of opportunities for student engagement. Quickly becoming the campus of choice for top scholars looking for a truly personalized learning experience, Trent University Durham is conveniently located in the East GTA in the City of Oshawa, 40 minutes from downtown Toronto. Nearby, you can enjoy a vibrant greenbelt, parks and beaches – all minutes away from the Oshawa GO Station, Highway 401, state-of-the-art sports facilities, premier shopping centres and a thriving arts and entertainment scene.
FIND US
Directions and campus map for the Peterborough and Durham GTA campuses: trentu.ca/howtofindus

GO Transit travels between downtown Toronto and our Peterborough and Durham GTA campuses several times daily, including weekends.

CONNECT WITH US
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@TrentUniversity
@TrentUniversity
youtube.com/trentuniversity

FALL OPEN HOUSE
PETERBOROUGH CAMPUS Friday, November 3, 2017
DURHAM GTA CAMPUS Saturday, October 28, 2017

MARCH OPEN HOUSE
PETERBOROUGH CAMPUS Friday, March 16, 2018
DURHAM GTA CAMPUS Saturday, March 10, 2018

TOURSPLUS
Join us for a special super tour available on a variety of PA Days throughout the year

TAKE A TOUR
Book a Peterborough or Durham GTA campus tour anytime online at trentu.ca/tours

YOU COULD WIN FIRST-YEAR TUITION
Enter our draw every time you visit Trent*

trentu.ca/wintuition
*conditions apply