



Every business success story starts somewhere.

Yours starts here.

WELCOME TO THE SCHOOL OF BUSINESS AT TRENT UNIVERSITY

Success in business takes dedication and hard work, community and global awareness, adaptability, and knowledge of how and when to lead. These traits are the inspiration behind what we do every day here in Trent's prestigious School of Business. Our rigorous programs and courses, featuring hands-on experiences and career-boosting internships, will have you *doing* business, not just studying it. Here, you will hone the practical skills, experience and knowledge needed to build your career in the world's top corporations and leading organizations or carve your own path as an innovative entrepreneur.

INVESTED IN YOU

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

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

Personal Focus: Our smaller classes provide you with opportunities to get to know your fellow students and your professors one-to-one. Imagine the edge this can give you when you're looking for a letter of recommendation in support of your career or academic next move.

#1 UNDERGRADUATE UNIVERSITY IN ONTARIO
#3 in all of Canada

2 CAMPUSES
Study business in Peterborough or Durham GTA

#1 IN CANADA FOR SCHOLARSHIPS AND BURSARIES
19 years running

ONLY UNIVERSITY IN CANADA to offer wide range of joint majors in Business

AMONG THE TOP 6.3% UNIVERSITIES WORLDWIDE

20:1 STUDENT-TO-FACULTY RATIO

THE 6 WAYS TO DO BUSINESS AT TRENT

Trent's renowned School of Business allows you to 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 or CHRP designation. A degree that acts as a launch pad to an M.B.A. and beyond. Learn more [page 4](#).
- 2. B.B.A. with Specialization:** Choose from Accounting, Entrepreneurship, Finance, Marketing and Consumer Culture, Human Resource Management, Niigaaniwin: The Art of Leading, Economics, Ethics and Sustainability, or Information Systems and E-Commerce. Learn more on [page 5](#).
- 3. Law and Business (LL.B. and B.B.A.):** Earn your Business Administration degree and your LL.B. degree, and gain international law experience, all within six years in this unique dual degree program. Learn more on [page 7](#).
- 4. 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](#).
- 5. Business and Science B.Sc.:** Combine business courses with almost any science courses, from Biology and Psychology to Environmental & Resource Science and Computer Science. Learn more on [page 6](#).
- 6. Business Administration Minor:** Combine business as a minor with literally any other arts or science major. Learn more on [page 7](#).



Bachelor of Business Administration (B.B.A.)

Change makers welcome



If you want to become an innovative business leader or entrepreneur, Trent's exclusive Bachelor of Business Administration will get you there. In our popular B.B.A. program, you will master the essentials of leadership and management, and build an interdisciplinary understanding of all facets of business, from finance and accounting to marketing and human resources.

THE TRENT B.B.A. ADVANTAGE

- Prepare for your CPA or CHRP designation or springboard to an M.B.A.
- Acquire real-world professional experience with opportunities including upper-year, for-credit placements and internships, community-based research projects, the Trent Business Students' Association, and by participating in student business case competitions
- Benefit from mentorship and networking through Trent's human-scale approach to teaching in classes where you know your professors and they know you
- Access the knowledge and expertise of a dedicated alumni community of business leaders and mentors

trentu.ca/business

B.B.A. with Specialization

Find your path to success with passion and purpose. Trent's esteemed School of Business gives you the advantage. Stand out from the crowd in today's competitive business landscape by combining the strong foundational knowledge of a traditional B.B.A. with focused, practical courses and experiences that make you a specialist within the business world. Simply choose the specialization that best fits your career interests, complete the assigned amount of credits and graduate career-ready.

Accounting: More than just crunching numbers, Accounting is the essential language of business. The specialization in Accounting is designed to give students the opportunity to study accounting in depth, preparing grads for a career as a Chartered Professional Accountant (CPA).

Economics*: A specialization in Economics is the perfect academic pursuit for students wanting to develop a deeper understanding of the business world. Learn about current issues, theories and techniques as you hone your skills as a creative and innovative business leader, and explore a range of topics in micro and macroeconomics, and international finance.

Entrepreneurship: For highly innovative B.B.A. degree students, the Entrepreneurship specialization is an excellent avenue for exploring an independent path in business leadership and enterprise. Learn how to plan and build your own business, develop online marketing strategies, and shape your ground-breaking ideas into a viable and thriving business.

Ethics and Sustainability*: Business headlines today often include news of companies compromising ethics in favour of the bottom line. With the private sector having a big influence on people's livelihoods, the world needs business experts who can

guide moral decision making. Gain a foundational knowledge of social and environmental ethics, and graduate ready to transform the corporate world for the better.

Finance*: Graduate with the training and knowledge needed to understand how to manage money, investments, and assets. This specialization provides students with a strong foundation in financial planning, investment management, and corporate finance.

Human Resource Management: Few businesses can succeed without a skilled, happy and healthy workforce, making human resources professionals an invaluable and in-demand asset to any team. This practical specialization will provide students with the skills necessary to effectively manage people, while also satisfying course requirements for the certified Human Resources Professional Designation.

Information Systems and E-Commerce: In today's digital business world, those who become experts in harnessing the potential of information technology will be a step ahead. By completing this specialization, B.B.A. students gain the knowledge and experience to become an e-business entrepreneur, digital consultant, or a top employee in marketing, human resources, or finance operations.

Marketing and Consumer Culture: Almost 200 new businesses are started worldwide every minute. With specialized expertise in marketing, you can play a significant role in helping businesses – new and old, big and small – thrive as products and services continuously enter the marketplace. Through this specialization students learn techniques and best practices in consumer behaviour and decision making, and explore the connections between marketing and consumer interests – all to successfully reach and build relationships with future customers.

Niigaaniwin – The Art of Leading*: This specialization brings together today's business practices and Indigenous knowledge and ideologies, developing students' ability to work with mindfulness and agility in the 21st-century business environment. Business majors have the unique opportunity to connect to their business education with a knowledge of lessons learned through the history of Indigenous economic development.

* Classes for these specializations take place at our Peterborough campus. Durham GTA students can travel to Peterborough to complete these specializations.

Business and Arts (B.A) / Business and Science (B.Sc.)

Where passion meets purpose

Trent is 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 across the arts and sciences (see some ideas below). Mix and match to pursue your passion, 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 from your time at Trent
- Join a community affiliated with the United Nations Principles for Responsible Management and Education

Business & Arts Popular Joint Majors

Economics and Business
Media Studies and Business
Philosophy and Business
International Development Studies and Business
Political Studies and Business
Indigenous Studies and Business

trentu.ca/futurestudents/businessarts

Business & Science Popular Joint Majors

Computer Science and Business
Information Systems and Business
Forensic Science and Business
Mathematics and Business
Psychology and Business
Environmental Resource Science and Business

trentu.ca/futurestudents/businessscience

Law & Business: Trent / Swansea Dual Degree (LL.B. and B.B.A.)

If a career in law is in your future, this is the program for you. In this one-of-a-kind program, you will undertake a Bachelor of Business Administration at Trent – Ontario's #1 undergrad university – while obtaining a law degree from Swansea University's renowned Hillary Rodham Clinton School of Law in the UK. No need to write the LSATs.

THE TRENT/SWANSEA ADVANTAGE

Not only will you graduate with two degrees in just six years, you also have the chance to take your education global while you learn, travel, explore, and live abroad. And, by simultaneously taking several Canadian Law courses in your final year at Trent, you'll be well prepared for the National Committee on Accreditation (NCA) exams, enabling you to take the required steps to practice law in Canada.

trentu.ca/futurestudents/law

Business Administration Minor

We understand that business is a multi-faceted world. That's why, here in the School of Business, we provide you with the opportunity to bring your arts or science major together with a minor in Business Administration. Add this selection of courses to your current major and get an edge on the career competition with a minor in business.

Business minor courses include:

Contemporary Issues in Management & Organization, Accounting, Management Skills, Organizational Theory

More Business. More Options.

Financial Analytics B.Sc.

Through this one-of-a-kind degree, you will combine mathematics, statistics, economics, business and computing, preparing you for a successful career in business finance, banking, investment, or another path.

trentu.ca/futurestudents/financialanalytics

Master of Management (M.Mgmt)

Gain the career advantage through a 16-month professional masters program at Trent Durham GTA. Designed exclusively for non-business majors, this full-time, course-based master's program features a summer work-integrated learning opportunity.

trentu.ca/graduatestudies/mgmt

Post Graduate Certificates

Already hold an undergraduate degree? Looking to further your education with professional development and training to transition into the business world. The Trent School of Business offers two postgraduate certificate programs that will launch you into a bright, new future.

- **Human Resource Management:** Want to learn how HRM contributes positively to both organizations and the people who work for them? Develop new talent, drive organizational change, and become a true HR leader through this exceptional program.

trentu.ca/futurestudents/hrmc

- **Marketing and Entrepreneurship:** Interested in starting your own business, inventing a new product, or working in a corporation or startup? This program will help you develop your business acumen and prepare you for a rewarding career in marketing, sales, product development or brand management.

trentu.ca/futurestudents/mec



Learn and Live *Business*



At Trent, we encourage students to roll up their sleeves and immerse themselves in the world of business. Tap into your potential. Put your critical thinking skills to good use with hands-on career experiences and opportunities to make real world connections. At Trent, our students are guaranteed to have meaningful, purposeful, and recorded career-related experiences. It's one of the many ways our program sets graduates up for success as they enter the workforce.

Work with a Leading Organization

Prepare for your future with valuable, hands-on training with business influencers who can support you on your path to career success. For-credit placements and internships are available in a variety of sectors within the Greater Peterborough, Durham and GTA regions to students in various programs at Trent. Employers include:

- Investor's Group
- Ontario Power Generation
- Innovation Cluster Peterborough and the Kawarthas
- The City of Oshawa
- Peterborough Regional Health Centre
- AIDS Committee of Durham Region
- Canadian Olympic Committee
- Gerdau Ameristeel
- 360insights
- Robert McLaughlin Gallery
- Community Futures
- County of Peterborough

Research in the Community

Want to understand challenges facing small business in a community or better understand how to support aspiring entrepreneurs? You have the unique opportunity to undertake supervised research projects with non-profit and government organizations from the surrounding community through the Trent Community Research Centre. It's your chance to gain skills and on-the-job experience that will prepare you for life after Trent.

Leave a Legacy

Leave your mark on Trent and the surrounding community. Fourth-year B.B.A. students get the chance to develop new initiatives, programs and business that aim to be a part of life at Trent for years to come. Legacy projects include apps that help students find their classes on campus, to learning about life running a food business at Trent's own Seasoned Spoon. Get hands-on practical experience in the various stages of project management.

96% OF TRENT GRADS EMPLOYED
within **two years** of graduating
CUDO 2019

Foster New Ideas in the Entrepreneurship and Social Innovation Centre

The new Entrepreneurship and Social Innovation Centre is an exciting space for forward-thinking entrepreneurs, focused on opening the door to new experiential learning projects and career-boosting work placements. This dynamic centre, located in the recently transformed Bata Library at the heart of our Peterborough campus, provides students with opportunities to help transition successfully to the competitive workforce. Here, students can develop the knowledge, tools and experiences to become successful innovators, entrepreneurs and change agents, whether in business, social or environmental innovation.

Get Involved: Trent Business Student Association

Since 1998, this student-led group has provided support and opportunities for students in the School of Business. Take part in one of the TBSA's many events throughout the year or lend a hand by becoming a leader in the TBSA yourself.

Meet the Experts: CEO in Residence

Through this new program, business students can meet and learn from Trent alumni who have gone on to become global leaders of distinction. At Trent, we bring the experts to you!

Join a Community

Join the Business Administration Living Learning Community in Peter Gzowski College and live and learn alongside a group of like-minded students who want to take their learning out of the classroom and into the community.





The Places You Will Go

Be prepared to become an influencer, game changer and leader in your future career. Trent provides you with a broad base of knowledge, the ability to approach complex problems from various perspectives, and the innovative, solutions-oriented thinking that employers are looking for.

Don't take our word for it...this is what our students, grads and profs have to say about the Trent School of Business advantage.



Two Turntables, A Microphone, and a Trent Business Degree

"At Trent I gained an approach that was based on management and clear lines of communication. I think it really helped me organize and prepare for running my own business once I started to get some success in music. Now, I run our entire business: the social media aspects of it, the banking, organizing merchandise, helping the tour manager organize gear, and delegating tasks. It completely takes me back to being in those classrooms at Trent, where professors were trying to drive home the point that everyone needs to be in-sync, and that you need to have open lines of communication and respect for one another."

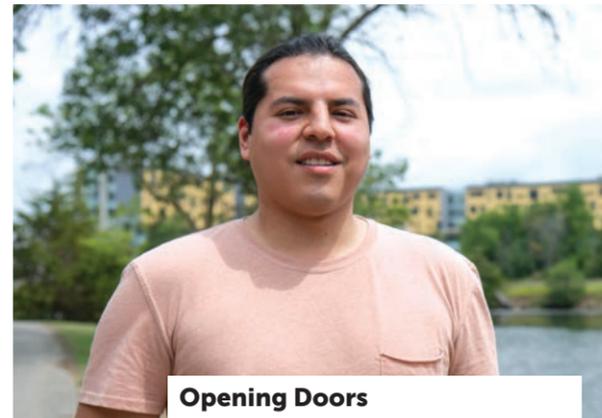
Alumnus Jason Parsons '02, DJ and hype man for the band Ubiquitous Synergy Seeker (USS), transformed his Trent Business experience into a diverse and rewarding career in music.



Take the Lead

"Today's corporations are realizing that they can be both profitable and socially-responsible. Trent's School of Business is equipping students to take the lead in developing innovative ideas in order to rise to the challenges of a rapidly evolving world."

Dr. Byron Lew, Director, School of Business



Opening Doors

"I feel like everything I have done at Trent has developed my leadership skills, specifically pushing me outside of my comfort zone, yet always surrounded by a team giving me advice, helping me through challenges, and opening doors for my future."

Rhode Thomas '16, Business Administration student from Six Nations of the Grand River, specializing in Niigaaniwin: The Art of Leading



CEO Aspirations

"If it wasn't for Trent, my journey wouldn't have been the same. As I'm aspiring to be a marketing specialist, my involvement with Trent Business Student Association has enhanced my skills and level of creativity. The Academic Advising department has helped me enhance my resume, which has helped me earn a job as a media consultant. My business courses heighten my skills in interpreting case analyses, enhancing communication, and team work."

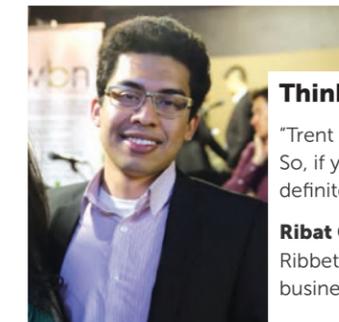
Joann Joseph, Bachelor of Business Administration student from Dubai



Entrepreneurs wanted more than ever

"True entrepreneurs can be found in new ventures and established entities. We know from management research how the effective ones excel in unpredictable environments – working with what they have; securing additional resources from customers and partners; and ensuring they can afford potential losses. They are creators and doers who acknowledge the 'unknown unknowns', and focus on what they can control."

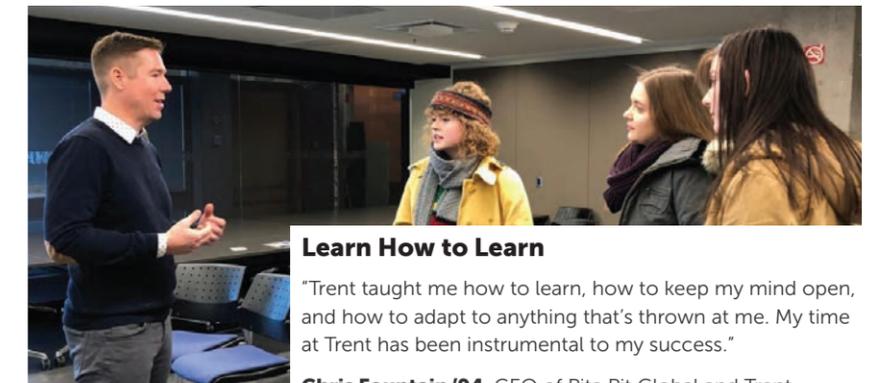
Dr. Ken Chen, assistant professor in the School of Business, Trent Durham GTA



Think Differently

"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."

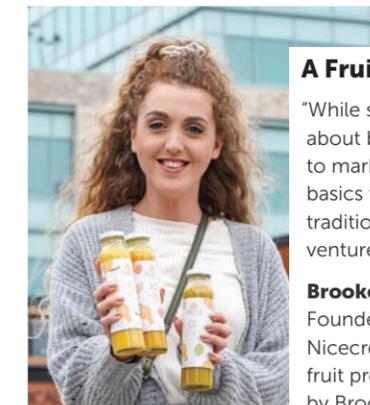
Ribat Chowdhury '11, Trent alumnus and co-founder of Ribbet, a free mobile app that provides coupons from local businesses, ranging from restaurants to retail stores.



Learn How to Learn

"Trent taught me how to learn, how to keep my mind open, and how to adapt to anything that's thrown at me. My time at Trent has been instrumental to my success."

Chris Fountain '94, CEO of Pita Pit Global and Trent Economics alumnus



A Fruitful Future

"While studying in the School of Business, I learned about building a business plan, bringing new products to market, and entrepreneurship which gave me the basics to start my company. Whether you're considering traditional fields of business, or starting your own venture, I would highly recommend Trent."

Brooke Hammer, School of Business alumna and Founder and CEO of Chimp Treats Ltd, makers of Nicecream – the recipe for this revolutionary frozen fruit product, and its success in market, were developed by Brooke during her time at Trent.



Many students say they knew Trent was right for them when they visited campus. Come see for yourself.

YOU COULD WIN FIRST-YEAR TUITION*
Enter our draw every time you visit Trent in person or virtually
trentu.ca/wintuition
* conditions apply

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

-  1-888-739-8885
-  705-243-3321 Text us!
-  TrentUniversity
-  @TrentUniversity
-  @TrentUniversity
-  youtube.com/trentuniversity

Open House

Join us online from the comfort of your own home for a virtual Open House to discover the advantages of studying at Trent University.

Visit trentu.ca/openhouse for upcoming events and updates on in-person Open House dates at our Peterborough & Durham GTA campuses.

Learn more and register: trentu.ca/openhouse

Take A Tour

Campus tours are a great way to see the university and generally last 1½ hours. Peterborough and Durham GTA campus tours are offered daily, six days a week. Book yours today: trentu.ca/tours

CAN'T MAKE IT TO CAMPUS?

Take a virtual tour anytime trentu.ca/virtualtour



SCHOOL OF BUSINESS

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trentu.ca/business