



2022

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 placements and 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, placements and community-based research 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
10 years running

2 CAMPUSES
Study business in Peterborough or Durham GTA

#1 IN CANADA FOR SCHOLARSHIPS AND BURSARIES
20 years in a row

AFFILIATED WITH THE UNITED NATIONS
Principles for Responsible Management & Education

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

AMONG THE TOP 6.6% 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

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. To add a specialization to your degree, simply choose the one 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

- Gain hands-on experience through the Business Administration placement program
- Build professional business skills while delving into the diverse knowledge in various programs to create a degree as unique as you are and in demand by employers
- Benefit from joining 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



Business Administration Minor

At Trent, we provide you with the opportunity to bring your arts or science major together with a minor in Business Administration.

Add the following courses to your B.A. or B.Sc. degree:
Contemporary Issues in Management & Organization,
Accounting, Management Skills, Organizational Theory

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 while obtaining a law degree from Swansea University's renowned Hillary Rodham Clinton School of Law in the UK.

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

More Degree Options for Business-Minded Students

Financial Science 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.

* Available at Trent's Peterborough campus

trentu.ca/futurestudents/financialanalytics

NEW Logistics & Supply Chain Management (B.A.)*

This program equips graduates with skills and experience required to succeed in the in-demand fields of purchasing, planning, production, logistics and distribution. Grads can achieve the Certified Supply Chain Management Professional (CSCMP) designation.

* Available at Trent Durham GTA

trentu.ca/futurestudents/logistics

Go Further: Postgraduate Studies in Business

Master of Management (M.Mgmt.)*

Gain the career advantage through a 16-month professional masters program at Trent Durham GTA. This full-time, course-based graduate program features a hands-on summer work-integrated learning opportunity. Choose from the Master of Management stream or the Master of Management in Strategic Change Management stream.

* Available at Trent Durham GTA

trentu.ca/graduatestudies/mmgmt

Post Graduate Certificates

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

- **NEW Human Resources, Marketing, and Entrepreneurship Dual Certificate:** Combine our HRM and MEC programs with this dual-certificate and graduate with the foundational skills in human resource management, entrepreneurship, marketing, branding and advertising as you prepare to pursue your passions in the business world.

trentu.ca/futurestudents/bizdualpostgrad

Learn and Live Business



INTERNSHIPS, PLACEMENTS & CAREER EXPERIENCE

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.

Internships & Placements

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
- BDO Canada LLP
- Grant Thornton LLP

On the Job Experience with Community Organizations

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.

97%

OF TRENT GRADS EMPLOYED
within **two years** of graduating
CUDO 2020

Access to Executive Leadership

Trent Business students have the opportunity to make connections with globally-recognized business experts, like Dr. Katie Taylor, our inaugural CEO-in-residence. Get answers to your questions about being a business bigwig with guest lectures, panel discussions and mentorship meet-ups.

Test Your Entrepreneurial Spirit

In addition to becoming sought-after talent locally and in communities around the world, Trent students immerse themselves in entrepreneurial culture in Peterborough and Durham as they complete placements with local businesses, and study the market to better understand topics like the impact of international students on local economies and downtown revitalization.

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.

Join a Business 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.

STRATEGIES FOR LEADERSHIP SUCCESS

Advice from a Canadian Business Executive

"Take smart risks, make very calculated, thoughtful decisions about where to take your career, and don't be afraid to take a step, particularly early in your career. It's very important in those early years to figure out what you love and what you're good at, and in order to do that, you sometimes have to move yourself out of your comfort zone to see where life is going to take you."



Dr. Katie Taylor, Chair of the Board, Royal Bank of Canada, and Trent's inaugural CEO-in-Residence





CEO. Entrepreneur. Influencer. Leader.

What path will you choose?

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.



CEO

Confidence to Carry into Your Career

"Trent helped build a sense of confidence. When you get to talk to faculty throughout your four years of education, you get used to talking to senior people very quickly. You get to pick up plenty of technical knowledge [and] that sense of confidence carries through a person's work career."

Ken Hartwick '81, Trent Business alumnus and CEO of Ontario Power Generation

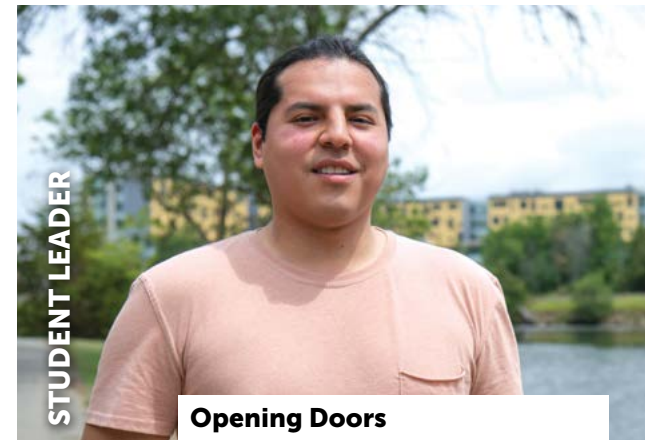


ENTREPRENEUR

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.



STUDENT LEADER

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



FUTURE CEO

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



FACULTY LEADER

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

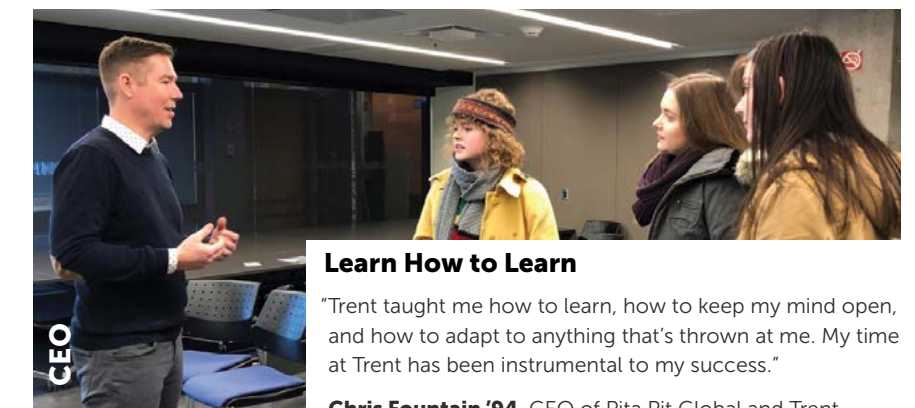


ENTREPRENEUR

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.



CEO

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



INFLUENCER

Become an Influential Voice

"You cannot go global if you don't understand people, their cultures, their languages and their characteristics. This is what Trent gave to me."

Trent alumna **Anita Erskine '99**, was voted one of the most influential women in Africa and one of the most inspirational Ghanaian public figures by Avance Media, Glitz Africa, Those Who Inspire, and Who's Who in Ghana.

**YOU COULD
WIN FIRST-YEAR TUITION***

Enter our draw every time
you visit Trent in person
or virtually

trentu.ca/wintuition

* conditions apply

Discover Trent

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

Ready to start your
#TrentUBound journey?
Connect with us today.



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!
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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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