

TRINITY WESTERN UNIVERSITY



SCHOOL OF
BUSINESS



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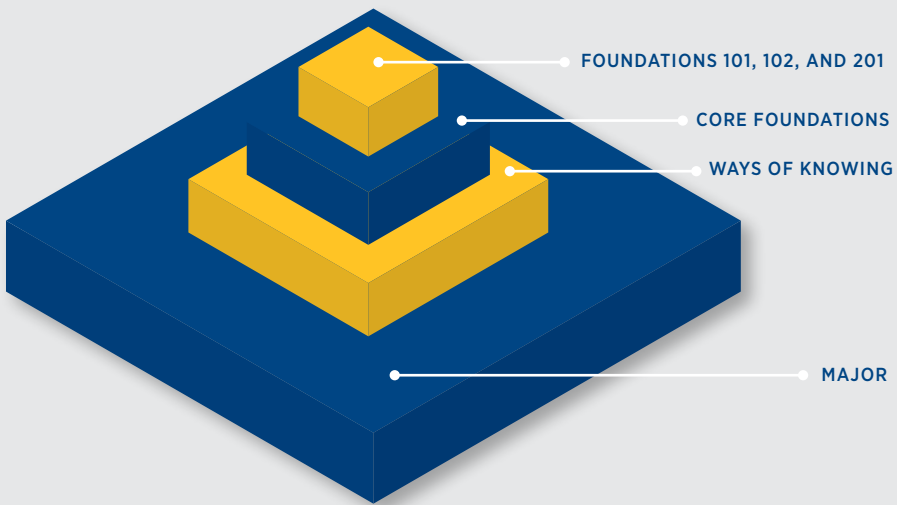
LIBERAL ARTS CORE

TWU offers you a liberal arts education because we believe that the world needs innovative thinkers to solve the problems of today and the problems that don't exist yet. Our liberal arts core curriculum gives you the opportunities and experiences you need to prepare for the kind of life that makes an impact, addressing society's deepest needs with Christian compassion and wisdom.

Your educational experiences at Trinity Western University create a structure of this holistic preparation for your life. Your major represents the largest part of the structure, and the liberal arts core curriculum is at its centre. Moving from the centre outward, each group of courses that you take in the core curriculum impact and influence the ones you take in your major, preparing you for the workplace and for life.

FOUNDATIONS 101, 102, AND 201

Every TWU student takes Foundations 101, 102, and 201 because these courses provide a way of becoming part of the TWU community, thriving during your time here and beyond, and exploring different ways of knowing about the world.



CORE FOUNDATIONS

For Core Foundations, you will choose courses in the areas of Academic Research and Writing, Logical and Ethical Reasoning, Religious and Spiritual Thought, and Scientific Method and Lab Research.

WAYS OF KNOWING

The Ways of Knowing are six broad areas with many courses to choose from in each one: Aesthetic + Performance, Cultural + Linguistic, Experiential + Embodied, Historical + Archival, Quantitative + Computational, and Social + Global.

For more information, visit www.twu.ca/liberalartscore.

**KEVIN SAWATSKY J.D.**

Dean, School of Business

Do you see yourself becoming a business leader with faith-based values? Do you want to know how to succeed in today's rapidly changing global economy? The School of Business at Trinity Western University is the perfect place to prepare for your business future.

Our mission is to provide students with effective business knowledge and skills, which, together with faith-based values, innovative thinking, and leadership development, prepare graduates to make a real difference in our world.

We're unique because we take a personal interest in every student. We keep our classes small because interaction between students and professors is a crucial part of the business education process. We also offer a mentoring program that allows you to connect with successful business leaders and adds value to your resumé.

Employers often tell us they need people who are innovative and solution oriented. They need people who can analyze, evaluate, and communicate quickly and efficiently. Trinity Western University is a liberal arts school, so in addition to the business program you will study a broad range of subjects that will help you develop a greater understanding of the world around you. Upon graduating, as a true leader you will not only have the tools to deal with complex business problems but also know how your decisions affect humanity and the environment.

TWU's School of Business is committed to developing highly skilled and ethically minded business leaders who are interested in making a serious difference in this world. If you share our commitment to excellence and faith-based values in the business world today, then our school is the right fit for you.



ALUMNI PERSPECTIVES

“I really appreciate that the TWU Business program faculty were actively engaged in a wide variety of fields that provided access to current, in-depth examples of real-life business. Rather than focusing on book knowledge, they encouraged us to use critical thinking in our coursework by using simulations and case studies, enhanced by small class sizes and easy access to professors outside of class time.”

NINA KLEIN, 2019

We are excited to have you join one of the best business programs offered in Canada. We have consistently won top ratings by both Maclean's and Globe and Mail university rankings. One of our hallmarks is that we intentionally design the business program to be global, relational, and practical:

1. **Global:** Your business and economics courses will give you a global mindset for leading a business in an international marketplace.
2. **Relational:** Your classes will give you many opportunities to network and build relationships with future business partners and networks.
3. **Practical:** You will work alongside recognized leaders in their disciplines and apply theories and concepts in current real-world projects.

Remember to take advantage of all the school has to offer. That way, when you finish your degree, you'll be as confident, skilled, and prepared as you can be and well on your way to becoming a successful business professional.





TRINITY WESTERN UNIVERSITY 10

“Achieving my bachelor of business with a specialization in marketing at Trinity Western University enabled me to be fully equipped for my career. I learned valuable leadership skills, collaboration techniques, and essential marketing theory. I was provided with a number of wonderful experiences such as a travel study to Asia. I have quickly progressed within my current company and have been praised for my ability to collaborate with different departments and bring fresh marketing ideas to the table—both of which are skills I acquired during my time in the School of Business. Not only did I lay a solid foundation for my future in marketing, but I also developed lifelong friendships and connections with both my professors and fellow business students.”

MICHEYLA MAYNE, 2019

Bachelor of Business Administration (BBA): Designed for those who are serious about a career in business, this program allows you to choose from seven business specializations.

Bachelor of Business Administration Honours (BBAH): Our BBA Honours program involves 12 additional upper level-business credits and a minimum GPA requirement of 3.3.

Bachelor of Arts with a Business major (BA): You can get a bachelor of arts and major in business. This program is designed for students who want to complete a double major or combine their business major with a minor in another discipline.

Bachelor of Arts with a Sport and Leisure Management major (BA): This degree combines human kinetics, recreation, and business. It's designed for those who would like to work in a sport-related industry.

Bachelor of Arts with a Corporate Communications major (BA): This degree is designed for those who want to combine a solid business foundation with corporate communications and media relations.



SWOT Analysis

INTERNAL

STRENGTHS

- Wide range of clothing and accessories
- Delivers nationwide
- High-quality apparel
- Sizeable delivery fleet
- Trusted and high exposure

WEAKNESSES

-
-
-
-
-

“Pursuing the BBA degree provided me with a framework for relationship building that I didn’t realize I was equipped with until I was out of university. When you’re in classes, hanging out at events, and building out ideas, you don’t [realize] the little habits you pick up. But when you’re pitching a product or meeting a stakeholder, those habits are just as effective as they are in the classroom. I believe you can learn theory anywhere. What, I believe, separates TWU’s business program from others is the facilitation of a relationship building model that will undoubtedly shift the trajectory of your business career.”

JOEL HANSEN , 2019

Marketing Advisor and Two-Time TEDx Speaker

ACCOUNTING

Do you love numbers? Professional accountants are foundational to the success of a company. Whether you want to become a small business owner, CEO, CFO, or partner in an accounting firm, your career choices extend into both the private and public sector. The accounting specialization prepares you for the CPA designation.

FINANCE, OR FINANCIAL PLANNING

Good advisors know how and when to invest which business resources. All corporate ventures and personal investments are looking for money-savvy professionals with financial expertise. Possible careers include being a corporate controller, financial analyst, insurance agent, real estate investor, or small business owner.

Our finance specialization prepares you for a CFA or CFP professional designation.

HUMAN RESOURCE MANAGEMENT

Even with all of the technologies available today, people are still the centre of an organization and are critical to its success. If an organization does not do an excellent job recruiting, engaging, developing, and retaining its people, it will not achieve its goals. Completing the human resource management specialization leads to the CPHR designation and can prepare you for careers in general management or specific careers in the human resource and industrial relations field.

MARKETING

Marketing blends research, insight, strategy, creativity, design, and communications to represent and promote a business or organization. It is essential to an organization's identity, growth, and success.

The marketing specialization will prepare you for various roles in a marketing department that values teamwork, collaboration, and good business ethics. It combines everything from lectures and case analysis to hands-on projects to teach you the essentials of product line management, media strategy development, digital marketing, and more.

INTERNATIONAL BUSINESS

All businesses, no matter how small or how large, are part of a global marketplace. The products and services delivered by an organization in one community, country, or continent are directly affected by the economic, political, and social environments of other countries and continents.

A keen understanding of international business helps owners and managers make informed decisions about their organization's mission, responsibility, and contribution to a global, competitive marketplace.

LEADERSHIP AND MANAGEMENT

Without leadership and management, business wouldn't be possible. Corporations and government agencies value professionals who understand the bigger picture, are passionate about it, and know how to lead departments and teams toward it.

The Leadership and Management specialization provides you with the tools to successfully manage a business. You will learn how to make the best decisions, resolve conflicts, motivate employees, set appropriate goals, communicate effectively, and lead ethically.

ALUMNI PERSPECTIVES

“After graduating from TWU’s School of Business, I landed an influential and dynamic position with a highly reputable organization and immediately began applying the skills and knowledge that had been passed on by my TWU professors. More than being taught to memorize great textbooks, I’ve been taught how to think and act. My TWU experience has been invaluable.”

GORAN VITIC, 2011



CORPORATE COMMUNICATIONS

We grow leaders with an in-depth understanding of marketing, public relations, writing, speaking, and media. Corporate communicators are the voice of an organization. At TWU, you will learn how to deliver messaging that's clear and consistent. And because you will learn what it means to develop personal and corporate ethics, the stories you tell will stand out for their integrity and authenticity—that's the TWU difference.

Discover and refine your team-building, project management, media application, and visual communication abilities—skills that will help future-proof a business and make you an invaluable member of any organization.

SPORT AND LEISURE MANAGEMENT

The demand for business professionals in the athletic world continues to grow as our society becomes more intentional about physical fitness and active lifestyles. The Bachelor of Arts (BA) in Sport and Leisure Management offers courses in public relations, communication, and advanced marketing.

In this program stream, you have the opportunity to complete a community internship component that gives you professional experience upon graduation. Organizations we have worked with in the past include: Athletes in Action, BC Lions, Langley Chiefs, Swaneset Bay Resort and Country Club, Langley Sportsplex, Langley Twin Rinks, the Vancouver Canucks, Vancouver Whitecaps FC, and Vancouver Giants.

Students taking the BA in Sport and Leisure Management are required to take 6 semester hours of internship experience.

An MBA from TWU will help you enhance your career, challenge yourself with professors who stretch your thinking, and examine real-world business issues from an ethical point of view. As the only Christian and values-based MBA program in Canada, TWU's MBA prides itself on educating businesspeople who are not only leaders, but also excellent stewards in their world.

Choose between 3 specializations:

- International Business
- Non-Profit & Charitable Organization Management
- Management of the Growing Enterprise

PERSONAL & CUSTOMIZABLE

The MBA program director will meet with you to create a customized learning plan. Whether you're working full-time and taking your MBA part-time, or you want to complete the program in a year, an individualized study plan can be created to suit your life. The director will also work with you to ensure your program equips you to reach your goals—including taking a course or two from another specialization.

EDUCATION FOR THE WHOLE PERSON

Today's leaders face many challenges, both personal and professional. TWU's MBA program is designed to help you examine your strengths, weaknesses, and core values—to help you increase your ability to lead effectively. Self-aware leaders who understand their leadership gifts, and who are highly skilled in analysis and decision-making are critical to successful businesses. At TWU, we want to act as a catalyst for your personal and professional development journey.

LEADING WITH INTEGRITY

The TWU MBA encourages students to integrate best practices with a solid ethical foundation. Personal integrity is not just good business, but a crucial part of building credibility with team members, investors, and customers. Many TWU MBA graduates find this aspect of the program extremely valuable in their careers. In the words of one graduate, Daniel Tseng, "Above all else, it was a reminder that the world of business is not always just about the bottom line."

ALUMNI & MENTORSHIP NETWORK

TWU is proud of its alumni network of business and non-profit leaders and entrepreneurs. These leaders know first-hand the high quality of TWU's education and its MBA graduates. Come and be part of a growing community that doesn't settle—but one relentless in the pursuit of the kind of success that makes a meaningful difference in the world.

For more information, visit www.twu.ca/MBA.





As the leading values-based program in Canada, our MBA prides itself on furthering a space of innovation and entrepreneurship for business people who strive to be leaders in the marketplace and excellent stewards in the world. The Executive MBA specializes in equipping established professionals with the tools they need to advance their career and enhance their business acumen, organizational leadership, management, and problem-solving skills without interruption to their career.

Thrive in a team-based, peer-to-peer learning environment filled with opportunities to lead and be led. Learn from top-quality business professors who have years of professional experience and are glad to mentor you as you align your career goals with your personal values.

You can complete your degree in less than two years—but apply innovative, forward-thinking strategies immediately to your day-to-day life as a business executive or entrepreneur.

For more information, visit www.twu.ca/EMBA.



Robert G. Kuhn Building





Welcome to the Robert G. Kuhn Building, a premier academic space that includes a collegium-style lounge, open-concept study area, contemporary classrooms, and faculty offices. This state-of-the-art marquee building was constructed in 2020/21 at the entrance of our Langley campus and serves our School of Business and TWU GLOBAL.

As a business student, you will have access to all that this building has to offer. Connect with other students, engage in some quiet study, work on group projects, meet with your professors, or take some relaxing moments to reflect.

The Robert G. Kuhn Building honours the legacy of President Emeritus Bob Kuhn, who was known for his exemplary leadership and genuine care for students. We built it because of the exciting vision we have for business students like you to innovate, lead by example, and leave a positive mark on this world after you graduate.



THE SCHOOL OF BUSINESS OFFERS NUMEROUS STUDENT RUN BUSINESS CLUBS INCLUDING THE FOLLOWING EXAMPLES:

STUDENT BUSINESS ASSOCIATION (SBA)

The Student Business Association (SBA) conducts social and educational events throughout the year. It is always looking for ways to add value to your experience as a business student. It helps you and your peers connect—not just with the course material but also with professors, with one another, and with the external marketplace.

TRINITY ACCOUNTING ASSOCIATION (TAA)

The Trinity Accounting Association (TAA) is a group of Trinity Western University accounting students seeking networking opportunities and supporting one another as they prepare for the CPA designation. Their goal is to provide relevant events to engage accounting students and provide relevant information to other students studying accounting and considering entering the profession. The TAA also supports students who are trying to figure out whether accounting may fit into their career path.

STUDENT MANAGED INVESTMENT FUND (SMIF)

The TWU Student Managed Investment Fund (SMIF) aims to provide you with hands-on experience in equity valuation and investment by using endowed funds to invest in the stock and bond markets. Since the School of Business is always striving to make a difference beyond the walls of TWU, profits earned within the fund will be allocated to specified charities and projects on an annual basis.

YOUNG WOMEN IN LEADERSHIP (YWIL)

The Young Women in Leadership (YWIL) is a group of young women at TWU who are nurturing a community of women leaders, business professionals, and entrepreneurs. Led by women from multiple faculties and specializations at TWU, YWIL seeks to encourage and empower women to embrace their strengths, push through challenges, and grow as leaders. The organization supports women by providing essential career resources, networking opportunities, and workshops to its members, as well as annual public conferences open to the business community.



MENTOR PROGRAM

During your third and/or fourth year in the business program, you'll be mentored by a senior manager or business owner. As you meet with your mentor once a month, you'll get the inside story on how they navigate their organization's day-to-day challenges. Information about this program will be announced at the beginning of the fall term.

For more information, visit www.twu.ca/mentorship.

STUDENT CONSULTING PROJECTS

In many of your specialization classes you can work on real projects in real time that have been specifically designed to help local managers and owners better manage their businesses. You can also create a class around a specific project or topic you're personally interested in.

LAURENTIAN LEADERSHIP CENTRE

The Laurentian Leadership Centre (LLC) is a live-in extension program in the heart of Ottawa. There is no other program in Canada that offers the same access to a variety of elite Ottawa internships in politics and NGOs.

Many students see the benefit in completing a term at the LLC in their last year in the business program. You'll get unparalleled work experience as an intern in a local business or government office.

For more information, visit www.twu.ca/llc.



“During my time at the TWU School of Business, I was fortunate to have two life-changing experiences that helped shape both my personal life and my career. In 2007, I had the opportunity to study abroad, attending the Fachhochschule University of Applied Sciences in Wiener Neustadt, Austria. This trip allowed me to continue my studies in marketing and form lifelong friendships with other students from around the world while taking in the culture of Austria and travelling on weekends to many surrounding countries in Europe. In 2010, I was one of 15 TWU Business and Human Kinetics students who worked for Coca-Cola at the 2010 Winter Olympic Games, which gave me the chance to expand my network, gain valuable work experience, and apply my education practically. I’m grateful for these unique experiences!”

REMY MORGAN, 2011

TRAVEL STUDIES

At the end of your second, third, or fourth year you can participate in a travel study. Students may complete some of their core business and specialization courses while visiting corporate headquarters in Europe or Asia, or law classes while participating in the Law in Ottawa travel study. The business travel studies are offered every May. If you are interested in these opportunities, speak to your academic advisor about them and put these trips in your academic plan.

Law in Ottawa

On this exciting law trip to Ottawa, you will get to stay in the historic Laurentian Leadership Centre (LLC). You will visit numerous legal sites around the nation’s capital, including the Supreme Court of Canada. Parliament, Canadian Intellectual Property Office and others. This trip will include visits to numerous cultural sites around Ottawa and will likely include a two-day excursion to historic Quebec City and a wind-up dinner cruise – the Kingston 1000 Island Cruise.

For more information, visit www.twu.ca/travelstudies.

EXCHANGE PROGRAMS

During your second year, you will have an opportunity to go abroad and complete several business courses in a location outside of North America.

The School of Business has exchange opportunities with business schools in Austria, France, the Netherlands, and Germany. These are for one term and you would complete some of your core business courses while at one of these schools.

For more information, visit www.twu.ca/exchangeprograms.



HOW TO APPLY

Trinity Western accepts applications year-round. To meet the priority application deadline, complete both your admissions and financial aid applications by March 1.

1. Apply for admission online at www.twu.ca/apply.
2. Send the most recent updated copy of your grades.
3. Apply for financial aid at www.twu.ca/awards.

As soon as we receive your transcripts, we'll evaluate your application. Your Admissions Counsellor will contact you once a decision has been made. (Note: You can email us a clear, easy-to-read scan or photo of your interim grades. Your official, final transcript must be mailed from your school in a sealed envelope.)

Contact Us

Our admissions team is ready to answer any questions you have about TWU. Once you apply, you'll be assigned a specific counsellor to help you along every step of the way.

UNDERGRADUATE ADMISSIONS OFFICE

t: 604.513.2019 or 1-888-GO-TO-TWU

www.twu.ca/undergraduate

SOCIAL

-  [Facebook.com/trinitywestern](https://www.facebook.com/trinitywestern)
-  [Twitter.com/trinitywestern](https://twitter.com/trinitywestern)
-  [Instagram: trinitywestern](https://www.instagram.com/trinitywestern)

Trinity Western University admits students of any race, colour, creed, nationality and ethnic origin to all the rights, privileges, programs and activities generally accorded or made available to students at the school. It does not discriminate on the basis of race, colour, creed, nationality or ethnic origin in administration of its educational policies, admissions policies, scholarship and loan programs and athletic and other school-administered programs.



