



CAREER PATHFINDERS

BACHELOR OF BUSINESS ADMINISTRATION DEGREE

Overview

The Business and Administration program prepares students to pursue a variety of careers. These can be in the private or public sector. Students have the option to choose a concentration such as marketing, human resources, organizational behaviour, accounting, international business, and co-operative enterprises. A Bachelor of Business Administration degree holder gains many skills, including critical thinking and management skills.

Job Titles

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| <ul style="list-style-type: none">• Accountant (NOC 11100)• Administrative Assistant (NOC 13110)• Management Trainee (NOC 10021, 60020)• Human Resources Assistant (NOC 14102)• Claims Adjuster (NOC 12201)• Mortgage Specialist (NOC 11109)• Business Analyst (NOC 41402)• Advertising Executive (NOC 11202)• Customer Service Representative (NOC 64321, 64313, 64400, 64409)• Marketing Manager (NOC 10022)• Analyst (Financial, Marketing, Policy, Records, Time Management) (NOC 41401, 41402, 11101) | <ul style="list-style-type: none">• Tax Consultant (NOC 11100)• Auditor (NOC 11100)• Controller (NOC 11100)• Manager (Retail, Operations, Marketing, Financial) (NOC 60020)• Media Planner (NOC 11202)• Fundraiser (NOC 11202)• Market Research Analyst (NOC 41402)• International Marketer (NOC 41402)• Insurance Broker (NOC 63100)• Administrative Officer (NOC 13100)• Assessors, Valuers & Appraisers (NOC 12203) |
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1 The numbers following each job title refer to [Canada's National Occupational Classification \(NOC\) code](#). Jobs may require additional education or training.

2 Government of Canada. "Business Administration and Management, General (52.0201), Bachelor's degree". Job Bank, 23 March 2020, <https://www.jobbank.gc.ca/studentdashboard/52.0201/LOS05>

Work Settings

- Auditing/Accounting Firms
- Consulting Firms
- Cultural Organizations
- Financial Institutions
- Government Agencies/Departments
- Insurance Industry
- Investment Industry
- Marketing/Public Relations Industries
- Personnel Departments
- Public Interest Groups
- Research Institutes
- Retail/Wholesale Establishments
- Securities Industry
- Trade/Professional Associations
- Transportation Industry

Skills and Characteristics

- Critical thinking
- Teamwork
- Time management
- Leadership
- Corporate relations
- Analytical skills
- Problem solving
- Decision-making skills
- Communication skills

Professional Associations and Other Links

- Canadian Institute of Certified Administration Managers <https://www.cim.ca>
- Institute of Chartered Accountants Manitoba <https://cpamb.ca/>
- Business Network International <https://www.bni.com>
- National Association for the Self-Employed <http://www.nase.org/home.aspx>
- Canadian Association for Business Economics <https://www.cabe.ca/jmv3/>
- Canadian Federation of Independent Business <https://www.cfib-fcei.ca/en/>
- Canadian Association of Business Students <http://cabsonline.ca/>
- Futurpreneur <http://www.futurpreneur.ca/>
- Appraisal Institute of Canada: <https://www.aicanada.ca/>
- Association of Assessing Officers of Manitoba: <http://aaom.mb.ca/>

This document is intended to provide a starting point for your career research. For more information about UWinnipeg's Business Administration program, visit the [Department of Business Administration website](#) and the [Business Administration Fact Sheet](#)

Students are encouraged to [schedule an appointment with an Academic and Career Advisor](#) for assistance with career planning.
