

**Business degree program list for direct entry into UCW's MBA program.**

List is subject to change.

**Business and Management**

**Bachelor of Business Administration (BBA)**

Concentrations:

- Finance
- Marketing
- Human Resources
- Entrepreneurship
- International Business
- Operations Management

**Bachelor of Commerce (BCom)**

Concentrations:

- Accounting
- Supply Chain Management
- Information Systems
- Economics
- Business Law
- International Trade

**Bachelor of Science in Business (BSB)**

Concentrations:

- Business Analytics
- Real Estate
- Risk Management and Insurance
- Organizational Behavior
- Global Business Strategies

**Bachelor of Management (BMgt)**

Concentrations:

- Leadership
- Public Administration
- Non-Profit Management
- International Management
- Operations Management

**Bachelor of Arts in Business Communication (BA)**

Concentrations:

- Corporate Communication
- Media Relations
- Public Relations
- Advertising
- Cross-Cultural Communication
- Marketing Communications

**Finance and Accounting**

**Bachelor of Science in Finance (BSF)**

Concentrations:

- Corporate Finance
- Investment Management
- Financial Planning
- Banking and Financial Services
- International Finance

**Bachelor of Accountancy (B.Acc)**

Concentrations:

- Public Accounting
- Management Accounting
- Auditing
- Taxation
- International Accounting Standards

**Bachelor of Science in Accounting and Finance (BSAF)**

Concentrations:

- Financial Analysis
- Managerial Accounting
- International Finance
- Accounting Information Systems

**Economics**

**Bachelor of Arts in Economics (BA Econ)**

Concentrations:

- Macroeconomics
- Microeconomics
- Econometrics
- Developmental Economics
- Behavioral Economics
- Economic Policy

**Bachelor of Science in Economics (BSc Econ)**

Concentrations:

- Quantitative Economics
- Financial Economics
- International Economics
- Environmental Economics
- Health Economics
- Urban and Regional Economics
- Applied Economics
- Global Economics
- Managerial Economics
- Urban Economics
- Public Economics
- Environmental and Resource Economics

**Marketing**

**Bachelor of Science in Marketing (BS Marketing)**

Concentrations:

- Digital Marketing
- International Marketing
- Consumer Behavior
- Marketing Analytics
- Social Media Marketing

**Bachelor of Business Administration (BBA) in Marketing**

Concentrations:

- Brand Management
- E-commerce & Retail Marketing
- Sales Management
- Market Research
- Strategic Marketing
- Advertising and Promotions
- Corporate Communication
- Product Management

**Bachelor of Arts in Marketing (BA Marketing)**

Concentrations:

- Marketing Communications
- Content Marketing
- Ethical and Sustainable Marketing
- Public Relations
- Entertainment and Sports Marketing