

# MEDIA KIT

2022

# A LITTLE BIT ABOUT US

The School of Business and Economics vision is to provide a driving force for economic and social prosperity, now and in the fast-moving future. We transform students lives by providing personalized, real-life, quality business and economics education, small class sizes, and one-on-one interactions with caring faculty. The SchoolBE provides opportunities for personal and professional growth through experiential learning, such as the Northern Ontario Business Case Competition, cooperative education, internships, research positions, and more.

# CONTACT

For more information please contact: schoolbe@algomau.ca or visit algomau.ca/schoolbe

# ACCOUNT HANDLES



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Algoma University School of Business and Economics



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Make sure to tag us and use our hashtags

#SchoolBE #Business

#AlgomaU #Esports #Aviation

#AMP #AMC #FirstUniInOntario

# SCHOOL OF BUSINESS AND ECONOMICS

#### **Bachelor of Business Administration**

By studying Business Administration at Algoma U, students will be given plenty of opportunities to network and build upon their connections in the business world.

Many School of Business and Economics grads have cited these networking opportunities as the keystone to their success, providing them with the opportunity to secure a meaningful career in their field.

Upon graduation, students in Algoma U's business administration program will have a strong, well-rounded foundation of business skills and concepts, partnered with the ability to apply these intellectual tools in the challenging and dynamic world of global business.

#### **Graduate Certificates**

Graduate certificates are for students who have already earned a degree or diploma and are looking to expand their skill set to supplement their current knowledge. SchoolBE offers an array of Graduate Certificates in Human Resources Management, Human Resources & Business Management, and Business Administration that fit your career goals and interests.

#### **Bachelor of Arts - Finance and Economics**

Our program concentrates on theory, applications, and explorations in current and policy-related issues at the regional, national, and international level.

Students will study the roles of government, business, and financial institutions, as well as individuals as they interact to determine the distribution of a country's total range of goods and services.

Upon graduation, students will have a solid foundational working knowledge of various economic and financial terms, concepts, and principles.

#### **Certificates**

Explore a new discipline to widen your horizons and knowledge base. An advantage in the post-graduate job market comes from having a well-rounded, multidisciplinary education that complements your education with one of our certificate options such as Accounting, Aviation Management, Business, The Business of Esports, Human Resources Management, and Marketing Management.

#### **Three Unique Campus Locations**

While the school's Brampton campus offers a distinctive urban lifestyle downtown in one of Canada's fastest-growing cities, the campus in Sault Ste. Marie offers a truly northern experience in the heart of the Great Lakes. Timmins campus is located on the Northern College of Applied Arts and Technology campus, perfect for those living and working in Northern Ontario. All three campuses prioritize academic quality while focusing on the opportunities for learning and employment that are necessary to thrive in the modern economy.



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### KEYNOTE EVENTS

#### Northern Ontario Business Case Competition

The Northern Ontario Business Case Competition is an annual event with students coming together for an intense one-day event in which they are given an unknown business case, with no access to electronics or the internet. These students are isolated in a breakout room for three hours where they must prepare a comprehensive solution to the business case which is then presented to a panel of judges composed of business professionals. After the presentations, the judges evaluate the teams' solutions and challenge the students with questions or concerns.

#### Be the Blueprint Conference

Our Student Leadership Conference is an annual event where students and community members are given the opportunity to develop and enhance their personal skills. One of our goals with the conference is to ensure that our students are able to overcome various social barriers and aspire to take on challenges in a new environment. Alongside academic skills, the School of Business & Economics seeks to impart power skills to our students to allow them to grow as individuals.

## NEW PROGRAMS ALERT

#### The Aviation Management

In September 2021, the Algoma University School of Business and Economics commenced the Aviation Management Professional Program (AMP), a four-year BBA degree with an Aviation Management Specialization and the one-year Aviation Management Certificate (AMC). These two programs are designed to meet the growing demand in the aviation industry for both flight and non-flight students and provide aviation professionals looking to upgrade their skills and abilities to the management level with more opportunities for professional development within their current and/or future organization.

#### The Business of Esports

As the first university in Ontario to offer esports programming, Algoma University's School of Business and Economics announces The Business of Esports BBA Specialization and The Business of Esports Certificate. These programs will introduce students and esports enthusiasts to the world of esports through a business management and development lens. Graduates of the program will have the relevant skills and knowledge to pursue a professional career in the industry.

# STUDENT'S QUOTES



#### Shashank Kasinadhuni

"With an increase in popularity of video games, there are immense opportunities to build careers in the field. With Algoma providing the Esports specialization in a business course, students like me, who want to learn about business and explore new fields, it is the perfect course to achieve their milestones."



#### Arjan Singh Suri

"Being an Aviation enthusiast and wanting to pursue my career in the Aviation industry, the Bachelors of Business Administration in Aviation Management (Specialization) program would expand the boundary for the number of jobs in the aviation industry. This is one of the best programs that is being offered to those who wish to pursue their career in the aviation industry and want to become a pilot."

#### ADDRESS

#### Sault Ste. Marie

1520 Queen St E, Sault Ste. Marie, ON P6A 2G4 Parking Location

#### **Timmins**

4715 Highway 101 East, South Porcupine, ON PON 1H0 Parking Location

#### **Brampton**

24 Queen St E Suite 102/103, Brampton, ON L6V 1A3 <a href="mailto:Parking Location">Parking Location</a>