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NIC Launches New Business Degrees this September

According to BC Stats, people who hold a bachelor's degree will potentially earn \$617,200 more over their lifetime than those with no certificate, diploma or degree.

Starting this September, NIC will continue to help students reach their full potential by offering three Bachelor of Business Administration programs in the Comox Valley. With majors in Accounting, Marketing or General Management, graduates will be prepared for advanced positions in large, small, profit and non-profit organizations, or to start a business of their own.

"Many members of our business community expressed a need for well-qualified Business graduates, and we've endeavored to support their need with the creation of these new degree programs," says Richard Stride, Dean of Academic Programs. "Now, in addition to Accounting, students of NIC's Bachelor of Business Administration degree can choose to major in either General Management or Marketing. We consulted with business owners, representatives of local organizations, and advisory groups to ensure that our fully accredited bachelor degrees provide graduates with the skills needed to join the next generation of community business leaders."

Students in the one-year Business Administration certificate program and the two-year diploma program can apply their credentials towards the bachelor degree. For example, diploma students will be able to streamline their two-year program with Accounting, Marketing or General Management options and then, during their third year, move directly into the bachelor degree program.

Graduates of NIC's Bachelor of Business Administration – Accounting program will possess the skills they'll need for management-level positions in public accounting, financial management, business consulting or financial planning. Students of the General Administration major will be prepared for positions in management, while the Marketing major provides graduates with technical and management skills for careers in marketing management, advertising, and public relations in both public and private sector organizations.

NIC student Graeme Moreau will begin the Bachelors of Business Administration - Marketing program in September. "I've always been good with numbers, so a degree in Business Administration seemed like a natural choice for me," he says. "I live here, so North Island College is really accessible, plus there's great transfer options if I want to continue my education. Last year, I took three courses – a business course, a statistics course, and an English course – and had a great experience, so I was already familiar with NIC and what the college can provide. The thought of doing an entire degree right here is really appealing."

Local businesses recognize the value of well-educated business graduates, close to home. "I believe the Bachelor of Business Administration – Marketing degree will help applicants perform their marketing duties at a higher level, right from the start of their employment," says Karen Bonell, 2010 & Beyond Sales and Coordination for Discover Comox Valley, "This will be a great, new addition to the educational opportunities currently available in the area."

NIC now offers a total of six bachelor degrees. In addition to the Bachelor of Business Administration degrees, NIC offers a Bachelor of Fine Arts degree, a Bachelor of Arts in Liberal Studies, and a Bachelor of Science in Nursing degree. Plus, with University Transfer options, students can begin their university studies for almost any career, right here.

Registration is now open for September. If you're interested in pursuing a Bachelor of Business Administration degree, contact a Student Advisor at 1-800-715-0914. They can help you find information, plan your education, and explore financial aid options. For more information on all NIC programs, visit us online at www.nic.bc.ca.

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