

Video Title: Business Program

Date: January 17, 2023

Running Time: 00:02:41

Kristine Latincic [00:00:04] If you're looking to excel in the world of business, our business program gives you the skills you need to succeed in any field, solve problems, think critically, learn to communicate and work in a team. Prepare for a career in accounting, finance, marketing, entrepreneurship, and more.

Kristine Latincic [00:00:22] Expect more of the real world brought into the classroom, starting with your instructors who are professionals in the areas they teach. You won't just read about theories from textbooks but execute it. Plan an actual event using our art gallery on campus, in our event management course. Here you will work with a team and receive a budget of \$1500. Learn to run your own simulated virtual business in our business management simulation. Solve real life problems that businesses face in our case studies and business management course. Learn how data can forecast what customers will buy, where stock prices might go in business analytics or take advantage of our suite of HR courses to help you earn your certified human resources professional designation.

Kristine Latincic [00:01:13] Acquire up to 520 hours of placement experience at one of our top placement partner firms. We know that you'll come out of the program well-prepared for whatever career you choose. Give yourself more opportunity by getting involved outside of the classroom. Join a club, society or one of our award-winning case competition teams where you will get to travel and network with top companies and compete against prestigious universities around the world. Our graduates have gone on to pursue their CPA and work as accountants at some of Toronto's top firms, including Deloitte and Ernst and Young. Others have gone on to work in finance, marketing, consulting, analytics and more.

Mishaal [00:01:56] One of the main things I love about the business program at University of Guelph-Humber is that the first two years are very foundational, so that you can explore all different areas within business, and then in third year you're able to specialize in one of the six areas of emphasis. The business program is really hands-on, so it's not only about

learning from the textbook but you're able to apply it and within all of our placement, you really get that hands-on in-field experience that you wouldn't get anywhere else.