

INTERNATIONAL
THINKING.
INDIVIDUAL
FOCUS.



2018-2019
STUDY GUIDE

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ASM offers degree programs with the consent of the Minister of Advanced Education, Skills and Training under the Degree Authorization Act. The Minister has granted consent for ASM to offer the following degree programs: Bachelor of Business Administration and Bachelor of Hospitality Management.

Welcome to

ACSENDA SCHOOL OF MANAGEMENT

Located in downtown Vancouver, Acsenda School of Management is a private degree-granting institution offering bachelor's degrees in Business Administration (BBA) and in Hospitality Management (BHM). Acsenda is an internationally-focused institution, which is reflected in our programs, in the way they are delivered, and in the diversity of our student population. With students from over 40 different countries, studying at Acsenda is truly a global experience!

The BBA program offers concentrations (International Business Management, Human Resources Management, Accounting, Marketing Management, and General Business Management) which provide students an in-depth study of the business subjects related to their career objectives. The BHM prepares students for the management and leadership challenges in the hospitality industry while integrating key concepts and practices of business management.

Acsenda's strength lies on its commitment to support student success not only in their studies but also in their chosen career. Such commitment is fueled by relevant, practical, and inspiring learning experiences inside and outside the classroom.

“

Canada, and in particular, Vancouver, British Columbia is one of the best places in the world to live and study. Well known for its excellent educational system, Vancouver offers you the opportunity to meet and learn with other students from all over the world.

”

Neil Mort
President
Acsenda School of Management





WHY ACSEENDA?

CONCENTRATIONS LINKED TO PROFESSIONAL CAREERS

While you are pursuing the Bachelor of Business Administration program, you can choose a concentration that will help you earn a professional designation.

PROFESSIONAL EXPERIENCE WHILE YOU STUDY

The Bachelor of Hospitality Management program offers a six-month internship through which you will acquire work experience that opens managerial and leadership opportunities in the hospitality industry.

START AND STUDY YEAR-ROUND

Acsenda has four academic terms each year: January, April, July, and October. This allows you more flexibility when it comes to your start time. With its rolling admission, your application will be processed as soon as it is received, and you will be given a quick and timely response.

GRADUATE SATISFACTION

Around 95% of our graduates said that their degree has prepared them for their preferred job or career path, and 92% expressed that their degree was a good investment;

thus, they are reaping the returns in terms of having a good-paying job and safe workplace environment.

INTERNATIONAL THINKING. INDIVIDUAL FOCUS.

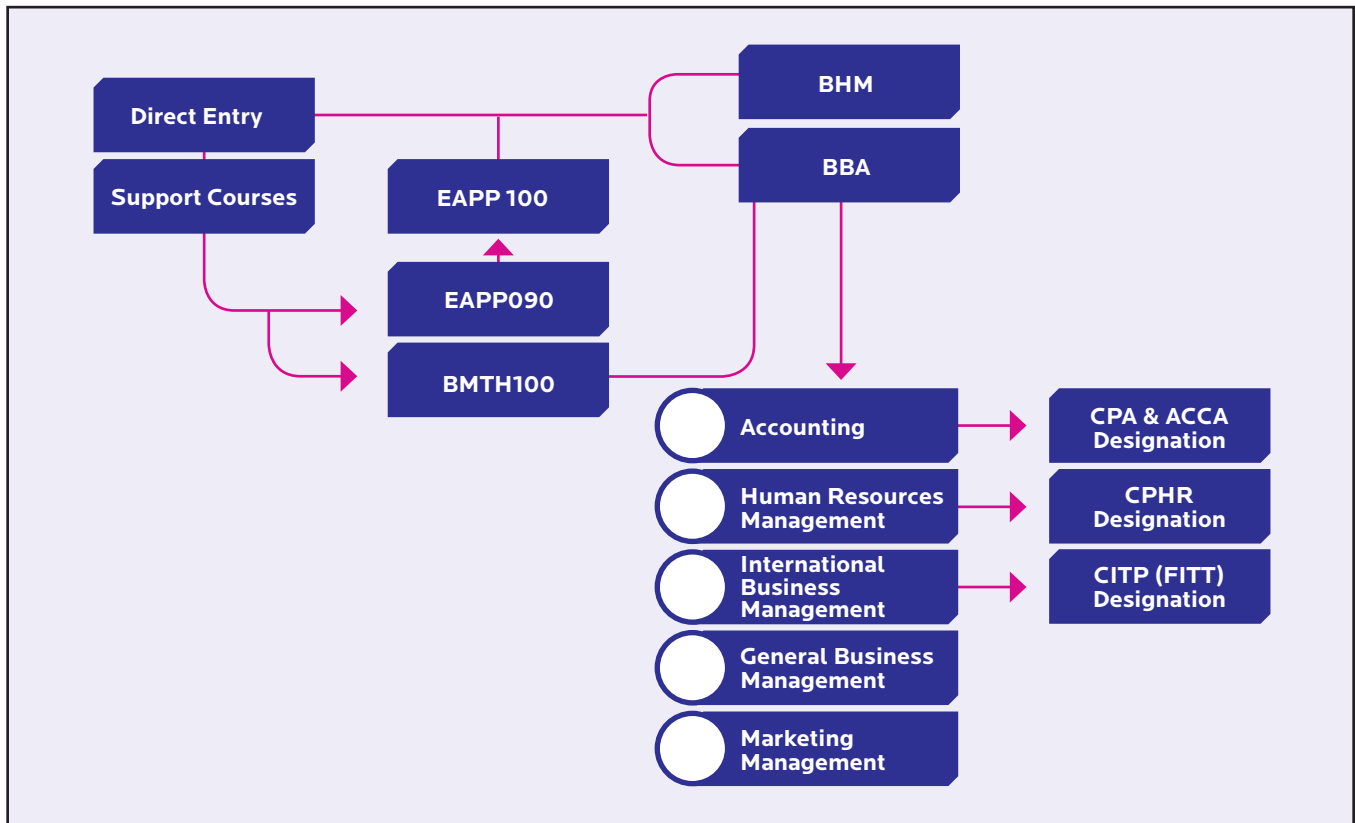
At Acsenda, you are assured of quality programs which were designed with the input from industry leaders and business professionals. You will be learning from highly-qualified and competent teachers who bring to the classrooms their global knowledge and experience in business and management. The small-class sizes create an intimate learning environment where each student can receive the personal attention needed for his or her success.

SMALL COMMUNITY

Our students love the community atmosphere at Acsenda. Our goal is to support our students to focus and act on their learning and career goals and create an environment where they can meet others, exchange ideas and share common experiences. Our able and friendly staff is always there to give personalized service, and our instructors are ready to provide the academic support you need.

ACADEMIC PATHWAYS TO REWARDING CAREERS

Our programs offer courses that prepare you for a professional designation.



WHY THESE DESIGNATIONS?

Acsenda has articulation agreements with various professional associations through which students are able to plan their business degree as a pathway to a professional career, saving both time and money.

ACSENDAS ARTICULATION PARTNERS

Chartered Professional Accountants Canada (CPA)

Chartered Professional Accountants (CPAs) are trusted business leaders and dedicated professionals who focus on strategic and financial management. The CPA designation shows that you are a business leader especially in the fields of strategic and financial management. Also, this designation allows you to choose your employer based on your interests. All organizations, be it public, private, profit or non-profit, need accountants for its sustainability and growth. You can also live and work almost anywhere in the world. <https://www.cpacanada.ca/>

Association of Chartered Certified Accountants (ACCA)

The ACCA designation provides the following benefits: (1) Reflects your commitment to continuous learning and to professional values and practices, (2) Allows you to choose what sector you would like to work with,

anywhere in the world, (3) Increases opportunities for employment because employers recognize the value of the ACCA Qualification, and (4) Keeps you abreast of the changes in your profession.

Forum for International Trade Training (FITT)

FITT awards the Certified International Trade Professional (CITP) designation to global business practitioners who have met the standards as set by FITT - Canada's most trusted international trade training and professional certification authority. This designation is recognized all over the world. <https://fittfortrade.com/>

Chartered Professional in Human Resources (CPHR)

This designation is a nationally-recognized level of achievement within the field of human resources in Canada. According to Insights West, in their 2016 Salary Survey, the CPHR designation allows you to earn more and get promoted faster than those who do not have the certification.



VANCO

THE VIBRANT AND S

LOCATION, LOCATION

Located on the west coast of Canada, Vancouver is the largest city of the province of British Columbia. Its natural beauty enhanced by the North Shore Mountains, mild climate, and friendly people have attracted tourists from all over the world. Vancouver is also known as the most ethnically- and linguistically-diverse city in Canada with 52 percent of the population speaking a first language other than English. A leisurely walk in downtown Vancouver gives you the chance to meet people from various countries and to hear the rhythm of different languages. In Vancouver, you can also enjoy cuisines from all the over the world.

ONE OF THE MOST LIVABLE

Since 2011, Vancouver has been ranked in the top 3 most livable cities in the world by The Economist Intelligence Unit. Vancouver is known for its beautiful, natural setting; its modern infrastructures; its safe, welcoming and multicultural living environment; and its excellent educational institutions.

No wonder, locals and tourists alike have dubbed Vancouver as a scenic and vibrant city.



VOUVER: SCENIC CITY

MULTICULTURALISM

To celebrate Canada's diversity, a national policy of multiculturalism was adopted in 1971. This policy encourages all of Canada's citizens to honor and preserve their heritage. Vancouver is one of the most culturally-diverse cities in Canada. Here you will find stores, restaurants and places of worship representing a wide range of cultures. Throughout the city you will meet and interact with peoples from different ethnic backgrounds who speak a wide range of languages.

BUSINESS HUB

Business communities from around the world are now choosing Vancouver as their base, with the city being home to many software, biotechnology and aerospace companies, and a hub for video game development, animation studios, and the television and film industries. An international business environment like this can create a host of opportunities for those with the right education and training, such as a degree in business.



CANADA

THE KEY TO A BRIGHT

WORK WHILE YOU STUDY!

In Canada, students attending qualifying institutions can work while they study, and may be eligible to apply for a work permit after graduating. See the Canadian Immigration website for more information. <https://www.canada.ca/en/immigration-refugees-citizenship/services/study-canada/work.html>

EARN A GLOBALLY-RECOGNIZED QUALIFICATION

Canada is internationally recognized for its high standards and quality of its educational systems. In the U.S. News & World Report 2018 Best Countries for Education list, Canada is ranked third in the world.



CANADA: A BETTER FUTURE

ENJOY QUALITY LIFE

Canada is ranked 2nd best country in the world in 2018 by the U.S. News & World Report. It is not surprising that to study and eventually work and live in Canada are the aspirations of a lot of people from all over the world.

DESTINATION CANADA

Vancouver and British Columbia offer just a snapshot of Canada's beauty. The country is one of the most scenic in the world, known for its diverse and varying landscape. The south of the country features a blend of rural countryside and urban cityscapes, while the north is known for its evergreen forests and snowy viewpoints.

BACHELOR OF BUSINESS ADMINISTRATION

- Graduate prepared for today's complex and shifting global markets
- Learn skills, values and methods necessary for effective business management and leadership
- Develop critical and strategic thinking skills and plan creative business solutions.

The Bachelor of Business Administration program is a four-year undergraduate degree that allows you to select a concentration that suits your interests and career goals. Acsenda develops international thinkers and supports students by focusing on and responding to their learning needs. At Acsenda, you will learn how to think creatively, to add value to your work, and to effectively lead teams and businesses. You will develop cross-cultural communication and interpersonal skills that will help you communicate effectively with other people. As a graduate of this degree, you will be able to gain advanced standing towards appropriate professional designations.



Dr. Teresita Ireneo-Manalo
Vice President Academic &
Dean, BBA

Our Bachelor of Business Administration prepares you to meet the challenges of globalization, innovation and competitiveness. Our concentrations are designed with input from employers, professionals, and academics with teaching and business experience in their fields.

At Acsenda, you will be exposed to case analysis, teamwork and strategic planning processes. Upon the completion of your degree, you will have gained discipline expertise and professional competence, critical thinking and problem solving skills, knowledge of accountability and ethics, a global perspective and cultural sensitivity.

As an Acsenda graduate, you will be a well-rounded and highly motivated individual possessing an equally solid foundation in theory and practice. You will have the knowledge, skills and attributes to prepare for a successful career in business.

This is our time to prepare you for your future. Our faculty and staff are here to help you achieve your goals!

PROGRAM STRUCTURE AND COURSES (120 CREDITS, 40 COURSES)

GENERAL EDUCATION:

The general education courses will develop fundamental skills that you need to achieve great results at the school.

ENGL101	Academic Writing
ENGL102	Academic Essay
BADM110	Business Communications
BADM120	Business Math
BADM221	Fundamentals of Economics and Business Statistics
COMM110	Critical Thinking
COMM120	Public Speaking and Presentations

BUSINESS CORE (LOWER DIVISION):

The lower division courses set you up with the foundational knowledge expected of business practitioners worldwide.

ACCT101a	Financial Accounting 1
ACCT201	Managerial Accounting 1
BADM130	Managerial Information Systems
BADM201	Managerial Skills
BADM202	Operations Management
BHRM231	Human Resources Management
BIBM101	International Business Management
BMRK231	Marketing
ECON121	Microeconomics
ECON122	Macroeconomics
FINC101a	Financial Management 1

BUSINESS CORE (UPPER DIVISION):

The upper division courses will see you take a more in-depth look at the theories, methods and knowledge needed to be successful in business globally.

BADM301	Business Law
BADM302	Organizational Behaviour in the Global Workplace
BADM304	Business, Society, Ethics and Sustainability
BADM322	Business & Marketing Research
BADM430	Negotiation and Conflict Management
BADM432	Project Management
BADM434	Organizational Development and Change
BADM490	Business Strategy

ELECTIVES (LOWER DIVISION):

BADM102	Business & Entrepreneurship
BADM222	Management Science
BGHL250	Wine & Oenology/WSET2
GEOG210	Canadian Urban Regions
HIST201	Canada in the 21st Century
HIST202	World Civilization I
HIST203	World Civilization II
MUSC100	Music Appreciation
POLI102	Introduction to Canadian Politics
POLI202	International Organizations & Corporate Governance
PSYC101	Psychology I
SOCI101	Sociology I

ELECTIVES (UPPER DIVISION):

POLI301	Environmental Law and Policy
BADM330	Global Entrepreneurship and Venture Management
BADM331	Global Citizenship
BADM332	Global Leadership
BHRM403	Employee Relations, Workplace Safety and Wellness
BMRK460	Marketing Strategies and Case Analysis
BMRK462	Business to Business Marketing
BIBM332	International Finance
BIBM432	Global Supply Chain Management and Logistics

CORE CONCENTRATION COURSES:

5 – 7 CREDITS

Your chosen concentration will see you develop your comprehensive knowledge in a particular field of business.

CONCENTRATION ELECTIVES:

7 – 9 CREDITS

As part of your concentration, you can choose certain subjects that you would like to learn more about.



BACHELOR OF BUSINESS ADMINISTRATION ACCOUNTING

Accountants are not only limited to preparing financial statements. Some work with management in analyzing costs of operations, products, and gains. They also work as internal auditors and some prefer to be independent chartered public accountants who audit financial statements of corporations and other organizations. Others choose to have their own accounting firms and assist small businesses in their accounting procedures and some opt to become business owners.

Why study accounting?

- Businesses need accountants who can lead them through the increasingly complex world of global markets and economies and who can advise them on the impacts of compliance and regulatory legislation.
- The global evolution in business is creating more opportunities and career paths for accountants.
- According to PayScale*, the average salary of an entry-level accountant is CAN\$47,479 per year. Skills in budgeting and financial analysis are highly sought after.

If this sounds interesting, then the Bachelor of Business Administration - Accounting is for you!

Our program provides you with a broad foundation of knowledge to help you progress towards a leadership role in any organization. The program prepares you to work as a practising professional accountant and auditor, tax consultant, internal auditor, and as a financial officer or controller in private corporate enterprises or in public institutions.

* https://www.payscale.com/research/CA/Job=General_Accountant/Salary/6fc18ef0/Entry-Level

What's more:

Accenda will help you earn professional designations in the field of accounting or finance.

ACCOUNTING CONCENTRATION COURSES :

ACCT 301	Managerial Accounting II
ACCT 331	Intermediate Financial Accounting 1: Assets
ACCT 332	Intermediate Financial Accounting 2: Liabilities and Equities
TAXN 401	Taxation
AACT 431	Advanced Financial Accounting: Consolidations and Advanced topics
AACT 432	Advanced Managerial Accounting
AACT 433	External Auditing
ACCT 435	Accounting Theory and Practice

OTHER ACCOUNTING COURSES (completed as part of the business core courses):

ACCT 101a	Financial Accounting 1
ACCT 101b	Financial Accounting 2
ACCT 201	Managerial Accounting 1
ACCT 301	Managerial Accounting 2
FINC 101a	Financial Management 1
FINC 101b	Financial Management 2



"Before I graduated with my BBA, I obtained a paid intern position in a rapidly growing accounting company. My professors helped with reference letters, resumes and job-hunting advice that proved to be priceless. Once I completed my degree, I was offered a full-time position with the same company. Within five months upon joining, I was promoted and was responsible for supervision of three members in a team. Thus far, I have been growing within the same company and plan to take my career to the next level by actively pursuing a professional accounting designation."

Alina Khusniyarova
BBA Graduate, Accounting



BACHELOR OF BUSINESS ADMINISTRATION INTERNATIONAL BUSINESS MANAGEMENT

With globalization came the growth of international trade, ideas, and culture; thus, business organizations worldwide look for leaders who can help them adapt to new technologies and who are skilled in finance, sales, marketing, and human resources. They need professionals who understand the impact of the increased intercultural interactions to the global economies.

Why study international business management?

- Global trade and international relations among businesses will continue to grow in the coming decades. Experts in large-scale, cross-border business transactions are increasingly needed.
- Businesses need professionals who appreciate and respect histories, customers, and cultures of other countries.
- Career options for graduates in international business management include jobs in international trade, supply chain management, international marketing and sales, triple bottom line and corporate social responsibility, entrepreneurship and consulting, international finance and accounting, and sustainable business.

If you're interested in pursuing a career in an internationally-oriented organization, then international business management is for you!

Learn about the dynamic influences that change and drive international businesses from our highly-experienced faculty, who have first-hand knowledge of the global business environment. Our innovative program helps you get a hands-on and comprehensive learning experience across a range of abilities, including cross-cultural communication and interpersonal skills.

What's more:

Our international business management concentration prepares you for professional designations:

- Get advanced standing towards the Certified International Trade Professional designation.
- Become a student member of the Forum for International Trade Training (FITT) and be involved in FITT-sponsored events.

INTERNATIONAL BUSINESS MANAGEMENT CONCENTRATION COURSES (5 courses required)

BIBM331	International Trade Management
BIBM332	International Finance
BIBM432	Global Supply Chain Management and Logistics
BMRK433	International Marketing Management
BIBM490	Global Business Strategy

Students, upon successful completion of the BBA-International Business Management degree program, must pass the FITT Qualifying Examination within the required time period to receive the FITT Diploma and to apply for the CITP Professional Designation after having one year of related work experience.



"My time at Acsenda has given me an amazing chance to advance my career opportunities. The flexibility and speed with which I'm able to complete courses made it possible to enter the workforce sooner, with a better understanding of the modern business world, and all the skills needed to be successful. Acsenda's continued dedication to the improvement of their programs is noticed and appreciated."

Graham Anderson
BBA (International Business Management)



WHERE THE
WORLD LEARNS
HOW TO DO
BUSINESS

BACHELOR OF BUSINESS ADMINISTRATION GENERAL BUSINESS MANAGEMENT

With businesses growing and companies hiring staff based on a range of competencies, having a broad understanding of all the different variables that impact businesses is highly desirable in the workforce. A skilled business graduate should have a thorough understanding of international business management, human resources, marketing, and accounting.

Why study general business management?

- Develop a broad perspective of the multifaceted business world by being exposed to a wide range of business courses rather than just concentrating in one area.
- Be prepared for managerial jobs in private and non-profit sectors.
- Learn the relationships among different business functions to demonstrate strong leadership and well-informed decision-making in any industry.

If you're after a flexible business degree, then general business management is for you!

At Acsenda, you'll be exposed to an education that covers quantitative reasoning, social sciences, and soft skills. You will become adept at leading through innovation and embracing positive change in the workplace. You will be able to communicate effectively with all levels of stakeholders. You will be able to foster collaboration to achieve organizational goals and help businesses thrive in the global marketplace.

What's more:

As a graduate of Acsenda's general business management concentration, you may be eligible to receive credits towards a Certified in Management designation.

GENERAL BUSINESS MANAGEMENT CONCENTRATION COURSES (5 courses required)

Choose minimum of ONE from the following BMRK Concentration courses

- | | |
|----------------|--------------------------------------|
| BMRK332 | Consumer Behaviour |
| BMRK431 | Marketing Communications |
| BMRK433 | International Marketing Management |
| BMRK434 | Effective Selling & Sales Management |

Choose minimum of ONE from the following BIBM Concentration Courses

- | | |
|----------------|--|
| BIBM331 | International Trade Management |
| BIBM332 | International Finance |
| BIBM432 | Global Supply Chain Management and Logistics |
| BMRK433 | International Marketing Management |

Choose minimum of ONE from the following BHRM Concentration Courses

- | | |
|----------------|---|
| BHRM331 | Strategic Planning for Human Resources |
| BHRM332 | Recruitment and Selection |
| BHRM432 | Compensation Management |
| BHRM434 | Cultural Sensitivity and International Human Resources Management |



BACHELOR OF BUSINESS ADMINISTRATION HUMAN RESOURCES MANAGEMENT

Businesses globally are looking for specialists who can help them develop strategies in managing people and in enhancing their organizational performance capabilities. Human resources specialists have a wide array of career options available such as recruitment, employee relations, training and development, or more broadly by providing guidance on a range of human resources management issues.

Why study human resources management?

- Graduates of human resources management programs are continually in great demand across a range of fields around the world.
- In Canada, human resources practitioners who also hold the Chartered Professional in Human Resources (CPHR) designation earn 18% to 51% more* than non-CPHR holding human resources practitioners across industries.
- Around 70 percent of senior leaders in human resources hold the CPHR designation.

If you're a people person, then studying human resources management is for you!

The Acsenda concentration in human resources management is designed to equip you with the skills and capabilities that will help drive organizational change and employee relations on a global scale. You will also build your knowledge of training methods, administrative services, coaching, providing legal and management advice, and developing recruitment strategies.

What's more:

Acsenda's Bachelor of Business Administration – Human Resources Management program supports the learning requirements of the CPHR. A CPHR designation is recognized in Canada as a level of achievement within the field of human resources and is essential for career growth.

HUMAN RESOURCES CONCENTRATION COURSES (6 courses required)

BHRM 331 Strategic Planning for Human Resources

BHRM 332 Recruitment and Selection

BHRM 403 Employee Relations, Workplace Safety and Wellness

BHRM 432 Compensation Management

BHRM 434 Cultural Sensitivity and International Human Resources Management

BHRM 490 HR Management Strategies and Workforce Development Practices

* <https://www.harpa.ca/Documents/Designations/The-Value-of-a-CHRP.pdf>



BACHELOR OF BUSINESS ADMINISTRATION MARKETING MANAGEMENT

Marketers have the power to build unknown brands into household names. They are creative individuals who possess the initiative and knowledge to drive research, advertising and sales, and can understand and respond to the wants, needs and expectations of consumers.

Why study marketing management?

- Demand for graduates continues to dominate job postings as the field expands globally with the introduction of new technologies and social media.
- Careers in marketing are diverse; you could find work opportunities in brand marketing and sales management, advertising, client services, franchising, public relations, social media marketing, market research – and more!

If you're interested in a degree that will lead you down a unique career path, then marketing management is for you!

Acsenda's marketing management concentration integrates real business examples into learning. You will learn about the history of marketing and the forces that determine the marketing activities of organizations. You will learn about the determinants that drive consumer behaviour and how best to respond to developing trends in the industry. You can expect to be introduced to business leaders in the marketing field through guest lecturers and class visits to local businesses and marketing events. An emphasis is placed on developing your practical skills, which you will learn through case analysis and team work.

MARKETING MANAGEMENT CONCENTRATION COURSES (5 courses required)

BMRK 332 Consumer Behaviour

BMRK 431 Marketing Communications

BMRK 433 International Marketing Management

BMRK 434 Effective Selling and Sales Management

BMRK 490 Marketing Management and Strategy

BACHELOR OF HOSPITALITY MANAGEMENT

Do you want a degree that prepares you to work anywhere in the world? Do you want to learn the necessary management, strategic and operational skills to become a leader in the hospitality industry? Do you want to be able to anticipate and exceed customer expectations, and learn to solve problems and disputes effectively and efficiently?

Then the Bachelor of Hospitality Management is for you!

The Bachelor of Hospitality Management is a four-year undergraduate degree that is designed to prepare you for a successful management career in the hospitality and tourism industries. With our international thinking and individual focus, you will develop the knowledge and principles of business management through hospitality-specific courses that will help you develop the leadership competencies required worldwide.

Why study hospitality management?

- A global industry with transferable skills that can help set you up for a successful career
- In British Columbia alone, there will be 8,500 hospitality job openings until 2025. Across all of Canada, this is expected to be 45,000*.
- One in every 10 jobs worldwide – that is, 337 million jobs, will be in hospitality by 2023†.

Your international career starts at Acsenda!

Acsenda prepares you for the strategic leadership positions needed in the hospitality and tourism industries. In fact, our program was developed in consultation with the leading hotel chain executives to ensure that you develop the skills that are sought after in the industry. You will be involved in classes that include engaging content such as case studies, simulations, and team projects; all of which are delivered in the specialized business coaching environment Acsenda is known for.



Dr. Stephen Lynch
Dean
Bachelor of Hospitality
Management Program

“Acsenda is the only institution offering direct admission to a full hospitality bachelor’s degree, and it’s the only degree that includes a six-month paid internship as part of the program in British Columbia. Accommodations management, food and beverage management, technology and information management, revenue management, business strategy, and creating value in the hospitality economy are but a few of the experiences that the internship brings to an enriched learning environment.

Our faculty bring their international and industry experience to the classroom to create an engaging learning environment. Through the use of case studies and critical analysis, your problem solving, decision making and communication skills will be refined. You will study industry developments, issues, challenges, and solutions.

We extend our hand to welcome you and to work with you to achieve your potential.”

* www.workbc.ca/Labour-Market-Information/Jobs-in-Demand/Top-Occupations

† World Travel & Tourism Economic Impact Report

PROGRAM STRUCTURE AND COURSES

(122 CREDITS, 39 COURSES)

GENERAL EDUCATION: 6 CREDITS

In the general education courses, you will develop the fundamental skills needed to help you achieve great results in school.

ENGL 101	Academic Writing
BADM 110	Business Communications
BADM 120	Business Math
BADM 221	Fundamentals of Economics and Business Statistics
COMM 110	Critical Thinking
COMM 120	Public Speaking and Presentations

BUSINESS CORE (LOWER DIVISION): 6 CREDITS

The lower division courses set you up with the foundational knowledge expected of business practitioners worldwide.

ACCT 101a	Financial Accounting 1
ACCT 201	Managerial Accounting 1
BADM 130	Management Information Systems
BHRM 231	Human Resources Management
BMRK 231	Marketing
ECON 121	Microeconomics
ECON 122	Macroeconomics
FINC101a	Financial Management 1

BUSINESS CORE (UPPER DIVISION): 6 CREDITS

The upper division courses will see you take a more in-depth look at the theories, methods and knowledge needed to be successful in global businesses.

BADM301	Business Law (including innkeeper law)
BADM 302	Organizational Behaviour in the Global Workplace
BADM 304	Business, Society, Ethics & Sustainability
BADM 322	Business & Marketing Research
BMRK 434	Effective Selling and Sales Management
BADM 490	Business Strategy

CORE CONCENTRATION COURSES (LOWER DIVISION): 5 CREDITS

These courses are designed to help you develop your basic understanding of the hospitality management industry.

BGHL 101	Introduction to Hospitality Management
BGHL 202A	Food & Beverage Management 1
BGHL201B	Food & Beverage Management 2
BGHL 203	Accommodation Management
BGHL 204	Cost Control

CORE CONCENTRATION COURSES (UPPER DIVISION): 5 CREDITS

These courses are designed to provide you with an in-depth knowledge of the hospitality management industry.

BGHL 301	Technology & Information Management
BGHL 302	Facility & Security Management
BGHL 303	Hospitality Operations & Supply Chain Management
BGHL 306	Sustainable Development Corporate Responsibility
BGHL 401a	Revenue Management 1
BGHL 401B	Revenue Management 2
BGHL 402	Creating Value in the Hospitality Economy

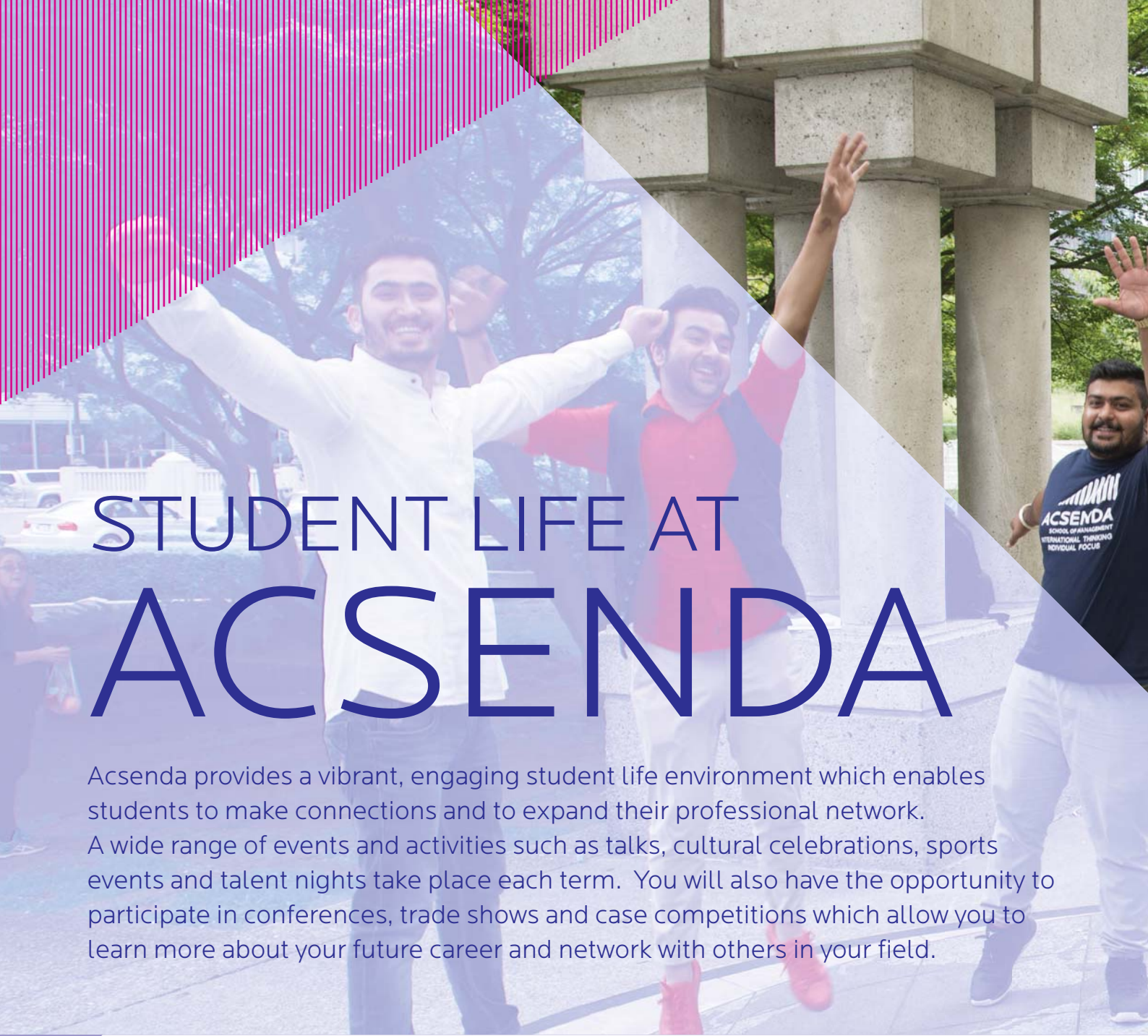
CAPSTONE AND INTERNSHIP: 12 CREDITS

Learn hands-on skills through completing an internship as part of your degree. Cement your knowledge by completing the capstone project.

BGHL 440	Internship (6 credits)
BGHL 490	Capstone Hospitality and Business Strategy (6 credits)

ELECTIVES: 5 CREDITS

You can choose certain subjects that you are interested in learning more.

A photograph of three young men celebrating outdoors. The man in the foreground is wearing a white shirt and has his arms raised in a 'V' shape. Behind him, another man in a red shirt and black vest also has his arms raised. To the right, a third man in a dark blue t-shirt with 'ACSENDA' and 'SCHOOL OF MANAGEMENT' printed on it is also celebrating. They are standing in front of a large, modern building with concrete pillars. The image is partially covered by a blue diagonal overlay and a pink vertical line pattern on the left side.

STUDENT LIFE AT ACSENDA

Acsenda provides a vibrant, engaging student life environment which enables students to make connections and to expand their professional network. A wide range of events and activities such as talks, cultural celebrations, sports events and talent nights take place each term. You will also have the opportunity to participate in conferences, trade shows and case competitions which allow you to learn more about your future career and network with others in your field.

Student Society

The Student Society actively shapes the campus community by providing students leadership opportunities, organizing various events for student engagement and facilitating the orientation of new students.

Student clubs

There are a variety of clubs at Acsenda including the Marketing Club, Human Resources Club, International Business Club, Accounting Club, and Hospitality Management Club which focus on events that help students learn more about their career interest and to develop professional networks.



Support services

Acsenda is all about international thinking and individual focus. We provide programs and workshops to assist international students with their transition to life in Canada, such as information on immigration matters, study skills, health care and career preparation. Additionally, we offer academic skills training and personal counselling. You will be part of a very caring, responsive and supportive community.

Alumni

Once you graduate, you will become a member of the Acsenda Alumni Association, a network that is spread over more than 30 countries.

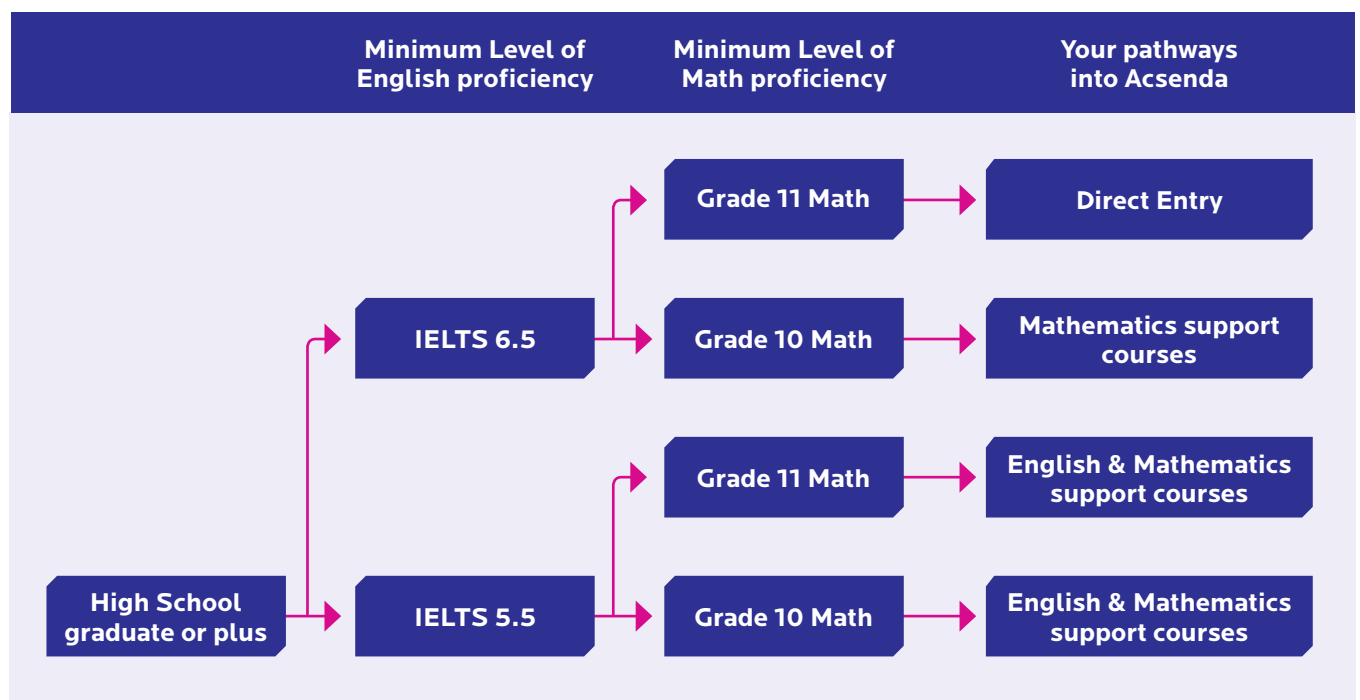
The Alumni Association organizes social and professional networking events to help students stay in touch after they graduate. Alumni are invited to participate in campus events, talks, as well as recreational and professional activities, and are also informed of career events and job opportunities that come available.

ADMISSIONS

ACADEMIC ENTRY REQUIREMENTS

- Completion of secondary school or equivalent, with a minimum average grade of 65% (C+)
- British Columbia Grade 11 Math or equivalent from other provinces and countries, with a minimum grade of 65% (C+)
- British Columbia Grade 12 English or equivalent

ACADEMIC ENTRY PATHWAYS





ENGLISH SUPPORT

If you would like to enhance your English skills, the English for Academic Purposes courses will help you progress faster through your degree and career.

We offer two EAP courses: EAPP 100 and EAPP090. The EAPP 100 is an advanced level, three-credit course that helps you work towards your bachelor's degree.

The courses are offered across our typical 12-week academic term. They involve up to 14 hours of face-to-face instruction time each week. You are expected to put in two hours of study outside of the classroom for every hour of class time.

Both courses have sets of modules that focus on improving all your English skills – listening, speaking, reading and writing – to the level necessary to succeed in a business degree program. You will also develop skills in critical and creative thinking; problem solving and goal setting; time management; research and essay writing; and public speaking skills.

If you're enrolled in EAPP090, you are eligible to take one academic course. If you're enrolled in EAPP 100, you can register for two additional courses. Any additional course must be approved by our Registrar's Office first.

MATH SUPPORT

Students who need to improve their mathematical skills prior to taking our core quantitative courses will be enrolled in Basic Math BMTH 100. This 3-credit course will provide the necessary foundations required for the Business Math courses.

The Basic Math (BMTH 100) course is required for:

- High school graduates from a school outside of Canada whose level of math proficiency could not be determined as equivalent to our grade 11 math admission requirements and whose Math Diagnostic Testing (MDT) score is below the threshold of 60 percent.
- Students admitted in the second-degree category who have first degrees but no evidence of having taken the required math courses at the secondary or post-secondary levels and whose MDT score is below the threshold of 60 percent.



APPLICATION PROCESS

1. To apply, submit a completed application package including all required documents by email to **admissions@acsenda.com** or via post to: 2nd Floor 666 Burrard Street, Vancouver BC V6C 2X8

The following should be submitted as part of the application package:

- a. Application for Admission Form
 - b. Copy of passport
 - c. Copy of academic transcripts
 - i. An additional Letter of Intent and Curriculum Vitae are required when a degree is 10+ years old.
 - d. Proof of English proficiency (e.g. IELTS, TOEFL, PTE, CELTA, etc.)
2. If your application is approved, you will then be issued your Letter of Offer and a deposit quote[†]. The deposit will be based on and will be applied to your first term's estimated tuition and fees.
 - a. Pay the deposit quote
 - b. Provide Acsenda with a copy of the transaction receipt
 3. Should you be successful, you will then receive your Letter of Acceptance along with a deposit receipt. This letter is to be used as part of your study permit application.

INTAKE DATES

January, April, July, October

TUITION FEES*

DOMESTIC STUDENTS:

Tuition Fee per course: **CAN\$690**

INTERNATIONAL STUDENTS:

Tuition Fee per course: **CAN\$1,530**

ENGLISH AND MATH SUPPORT COURSES:

EAPP090:	CAN\$4,195
EAPP 100:	CAN\$4,845
Basic Math:	CAN\$1,530

*Tuition and other fees are subject to change. Please refer to the Academic Calendar. Tuition fees do not include textbooks, other term fees (library, material fees) and taxes. Textbooks are approximately CAN\$250 per term per EAP level. If academic courses are taken in addition to EAP levels, additional tuition fees will be incurred.

† The deposit payment is non-refundable. The only exception is if the applicant's study permit is refused. In this situation, the applicant will need to submit a withdrawal form along with a copy of his or her study permit refusal letter. Acsenda retains the CAN\$150 application fee and the CAN\$300 administrative fee. The remaining amount is refunded within 30 days.

Further assistance and information regarding the admissions process can be obtained by contacting the admissions department at Acsenda.



2ND FLOOR 666 BURNARD STREET,
VANCOUVER BC V6C 2X8

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All information in this document is (are) correct at time of publishing (August 2018).