

**CONTINUING  
STUDIES@UVIC**

# Agent Training: Business Programs at UVic



University  
of Victoria



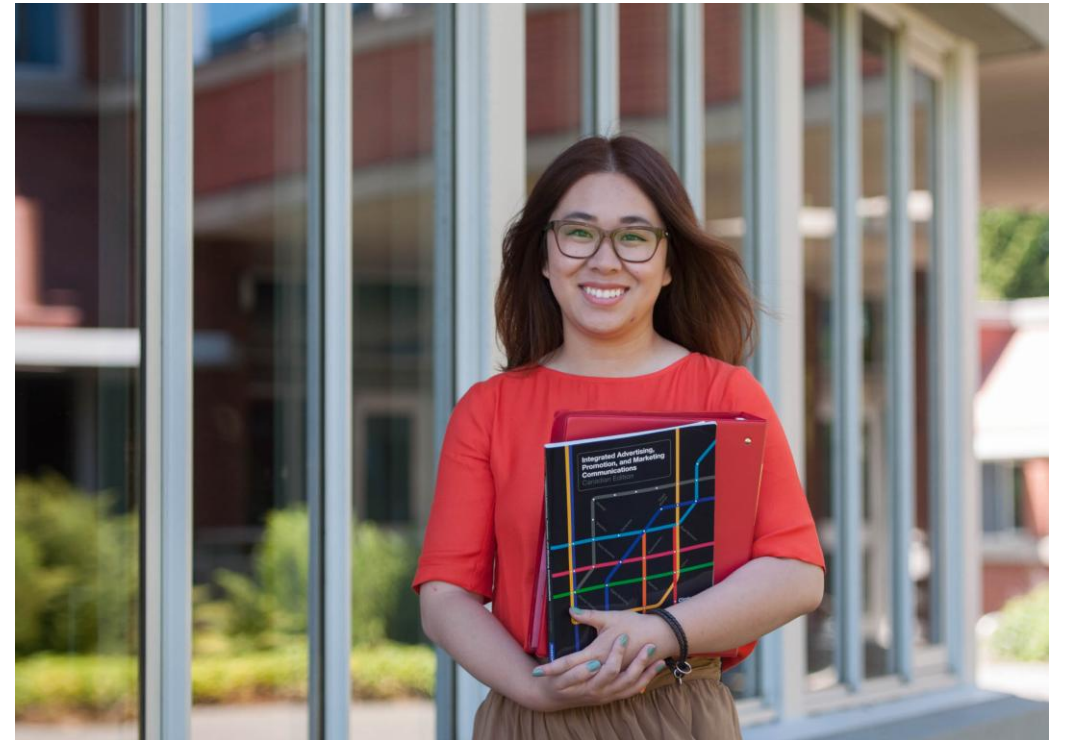
# Victoria, British Columbia

- 🍁 **CAPITAL CITY** of British Columbia
- 🍁 **#3 BEST CITY** in the world (CN Traveler 2022)
- 🍁 **POPULATION:** 400,000
- 🍁 **20-MINUTE** flight to Vancouver or Seattle
- 🍁 **WARMEST CLIMATE** in Canada
- 🍁 **TOP ISLAND DESTINATION** in Canada
- 🍁 **WORLD-FAMOUS** gardens and parks
- 🍁 **CLEAN, SAFE + MULTI-CULTURAL**



# The University of Victoria

- **#2 “Comprehensive University”** in Canada
- Student population: 22,000
- 10 Faculties and 2 Divisions offering academic degrees, diplomas and certificates
- Research-intensive university with 5 areas of special focus: climate, health, social justice, technology and Indigenous-led scholarship
- International partnerships with more than 200 post-secondary institutions worldwide





# UVic Division of Continuing Studies (DCS)

A division dedicated to **adult education** and **professional development** programming in the following areas:

- English Language Training (through the “UVic English Language Centre”)
- Business, Science and Technology
- International Teacher Training
- Arts, Culture and Languages
- Health, Safety and Public Relations



# Business, Science and Technology at DCS

**Our business certificate and diploma programs** feature online and on-campus courses which familiarize learners with current business practices, trends and technologies to support career success in a variety of fields.

## **Program Highlights:**

- ✓ Flexible delivery (evening, intensive and online courses available each term)
- ✓ Participants can select elective courses of personal/professional relevance
- ✓ Case-study method in classes led by dedicated industry professionals
- ✓ Students can work while they study; some programs academically eligible for PGWP
- ✓ Career Services support available for all participants through coaching and workshops

# DCS Business Programs

## **Certificate in Business Administration - “CBA” (1 – 1.5 years)**

- For students looking for a widely-applicable business credential that offers the opportunity to specialize in areas according to their interests via elective options.

## **Diploma in Business Administration - “DBA” (2 – 2.5 years)**

- For students who want to deepen their business competencies with additional strategic management and finance courses and maintain elective options to specialize according to their career interests.

## **Diploma in Digital Marketing - “DIGM” (2 years)**

- For students who want to develop the skill set to develop, execute and manage complex digital marketing projects. Previous marketing education/background not required.

## **Diploma in Data Analytics for Management Science – “DAMS” (2 years)**

- For students from diverse industries who who want to blend technical expertise with strategic management skills while building a career. Previous data analytics education/background not required.

# Admission to DCS Business Programs

## To qualify, candidates must meet the following requirements

### For CBA, DBA and DIGM programs:

- A transcript showing a minimum of high school completion.  
*(Mature applicants who do not meet this requirement may also be considered on the basis of minimum five years' work experience and must provide a resume.)*
- Meet English Proficiency requirement (see next slide)
- Two years of professional, full-time work experience or post-secondary education is *recommended but not required*. This can be demonstrated on a CV / resume.

### For DAMS program only:

- Same requirements as above but for this program, two years of professional, full-time work experience or post-secondary education) is *required*. This can be demonstrated on a CV / resume.

# English Proficiency Requirements

**International students must provide proof of English proficiency.**

Accepted proof of English Proficiency (any one of the following):

- Transcript showing graduation from a Canadian secondary school
- Four years of full-time academic studies in which all language of instruction is English at a high school or post-secondary institution
- Successful completion of a recognized degree from an accredited university in which all instruction is in English, in a [recognized English-speaking country](#)
- IELTS (academic) 6.0 overall (no sub-score < 5.5)
- Duolingo 110 overall score
- UVic [Intensive English \(ELPI\)](#) level 500\*
- TOEFL IBT 79 (no sub-score less than 17); please note: TOEFL IBT *Home Edition* is not accepted.
- Successful completion of approved English partner pathway level

*\*Students may qualify for conditional admission if registered in the Intensive English (ELPI) program.*



# Certificate in Business Administration (CBA)

**Start Dates:** January, May, September  
**Program Length:** 1-1.5 years (full-time)  
**Total courses:** 8 (3 courses per term)  
**Each course:** 13 weeks per course  
**Delivery:** Face to Face, Online, Blended  
**Accommodation:** Private housing  
**Language Level:** Duolingo 110 overall score  
**Micro-credentials:** Financial Accounting, Marketing,  
Communication, Administrative  
Technology, Data Analytics  
**Tuition:** \$9,856 CAD (incl. fees + materials)

## Required Courses (5):

- Business Administration
- Business Writing
- Organizational Behaviour
- Financial Accounting
- Marketing

**+ 3 electives**

# Diploma in Business Administration (DBA)

**Start Dates:** January, May, September

**Program Length:** 2-2.5 years months (full-time)

**Total courses:** 14 (3 per term)

**Each course:** 13 weeks per course

**Delivery:** Face to Face, Online, Blended

**Accommodation:** Private housing

**Language Level:** Duolingo 110 overall score

**Micro-credentials:** Financial Accounting, Communication,  
Marketing, Administrative Technology,  
Data Analytics

**Tuition:** \$16,720 CAD (incl. fees + materials)

## Required Courses (9):

- Business Administration
  - Business Writing
  - Finance
  - Financial Accounting
  - Marketing
  - Interpersonal Business Communication
  - Organizational Behaviour
  - Strategic Leadership
  - Strategic Management
- + 5 electives**

# Diploma in Digital Marketing (DIGM)

**Start Dates:** January, September  
**Program Length:** 2 years (full-time)  
**Total courses:** 12 (3 per term)  
**Each course:** 13 weeks per course  
**Delivery:** Face to Face, Online, Blended  
**PGWP Eligible:** Yes; CIP 52.1404  
**Accommodation:** Private housing  
**Language Level:** Duolingo 110 overall score  
**Tuition:** \$14,549 CAD (incl. fees + materials)

## Required Courses (8):

- Content Marketing Creation and Strategy
- Data Ethics and Security
- Digital Marketing Concepts and Execution
- Marketing
- Marketing Analytics
- Marketing Communication
- Search Engine optimization
- Social Media Marketing

**+ 4 electives**

# Diploma in Data Analytics for Management Science (DAMS)

**Start Dates:** January, September  
**Program Length:** 2 years (full-time)  
**Total courses:** 12 (3 per term)  
**Each course:** 13 weeks per course  
**Delivery:** Face to Face, Online, Blended  
**PGWP Eligible:** Yes; CIP 30.7101  
**Accommodation:** Private housing  
**Language Level:** Duolingo 110 overall score  
**Tuition:** \$14,300 CAD (incl. fees + materials)

## Required Courses (7):

- Advanced Data Visualization and Reporting
- Business Intelligence and Data Analytics Fundamentals
- Data Analytics Coding Fundamentals
- Data Ethics and Security
- Data Provisioning and Manipulation
- Data Strategy Development
- Introduction to Data Storytelling

**+ 5 elective courses**



# Application Process for Business Programs

## Steps

1. Submit an online application form ***via your Continuing Studies account.***
2. Upload English Proficiency proof, secondary school transcript and other documents as required.
3. Pay the \$300 application fee.
4. Once paid, admission staff will follow up to confirm the application is under review.
5. If all requirements are met, admission staff emails an offer of acceptance which includes a payment link for the \$3,500 deposit – this must be paid within 3 weeks to accept the offer.
6. Once deposit is paid, admission staff emails the acceptance welcome package.

**Note:** Conditional Admission is available for students who meet all application requirements ***except*** for English proficiency. In this case, when processing the application, we will charge \$300 business application fee and check all application documents. If they meet requirements, we advise them to apply for [Intensive English \(ELPI\)](#) through the English Language Centre. Once registered, steps #5 and 6 resume as above.

# Application Process Reminders

## Please note:

- Applications must be fully complete (with all required documents and \$300 application fee paid) to be reviewed by our team. ***The preferred student email must be included on the program application.***
- Once student is admitted, documents confirming their program admission will be sent to the agent.
- A PAL, Provincial Attestation Letter, (if applicable) will be sent ***directly to the student***
- Important program and course registration information will be sent ***directly to the student. It is important that students continue to monitor their email for important messages.***
- Ensure students are aware of our [deadlines](#). There are **no** exceptions made for the following deadlines:
  - fee payments
  - deferrals or withdrawals
  - course registrations

Questions? Contact Us 😊



**Continuing Studies at UVic:**  
[www.continuingstudies.uvic.ca](http://www.continuingstudies.uvic.ca)

**Division International  
Recruitment:**  
[recruitasst@uvic.ca](mailto:recruitasst@uvic.ca)

