

WHY PURSUE A BUSINESS ADMINISTRATION DEGREE?

There are numerous good reasons to get a degree in business administration, mostly related to the **important skills** you will learn that will provide you advantages later in life and in your career. You can learn about some of these reasons below. We also encourage you to seek out a business administration program graduate or a teacher in the program to ask questions and learn more about why this degree can be right for you.



DEVELOP YOUR LEADERSHIP AND TEAMWORK ABILITIES



While getting your degree you will be involved in many hands-on projects where you will work with teammates to analyze and solve problems, and to create plans and the implementation programs for them. In this group work you will have the opportunity to develop **important leadership and teamwork abilities**, which you will carry with you throughout your life.

IMPROVE YOUR COMMUNICATION SKILLS

Your classroom experience will often involve in-class discussions, where you will be asked to take a position and defend it, to listen to others and to engage in debates. You will also need to write business reports and to make presentations. By participating in these activities you will **improve your communication skills**, an important part of being effective in a variety of careers and roles later in life.



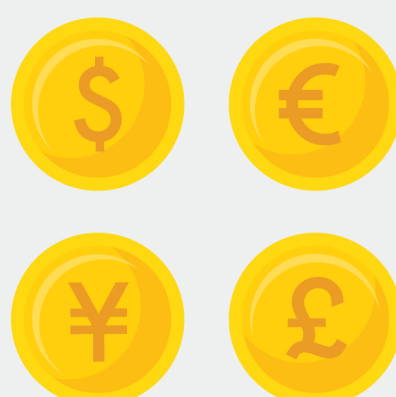
LEARN HIGHLY VALUABLE KNOWLEDGE AND SKILLS



A business administration education involves many disciplines, including finance, accounting, human resources management, marketing, operations management, information technology and business strategy. This discipline-specific knowledge is particularly valuable if you go on to enter the business world, but it is also valuable to a variety of professions and in your personal life. For example, learning how to make and manage a budget and to manage your personal finances is important for everyone. In addition to this discipline-specific knowledge, you will also improve your decision making, critical thinking, project management and numeracy skills.

ENJOY A CAREER WITH HIGH EARNINGS POTENTIAL

Studies show that business administration **starting salaries are among the highest for new graduates**, ranking just below engineering and computer science. This is because business program graduates are in high demand among employers in the marketplace, compared to some other less practical degree programs.



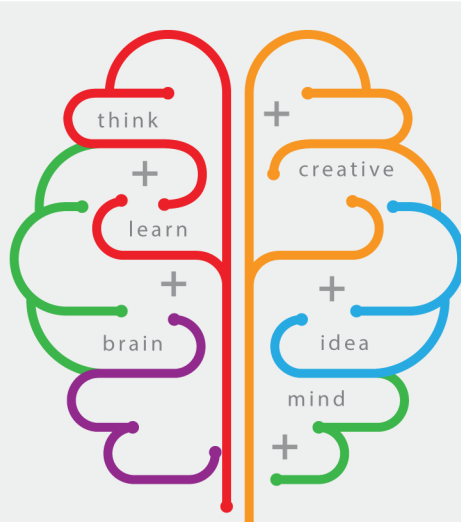
OPEN DOORS TO MANY DIFFERENT CAREERS - INCLUDING SELF-EMPLOYMENT!

A degree in business administration can lead to many different careers. There are **numerous and diverse career paths** in large corporations based typically on the business functions (such as accounting, finance, HR, marketing, etc...) Moreover, small businesses often need "generalists" who have a broad knowledge of business disciplines and who can perform many roles. A business administration degree also can allow you to "be your own boss" one day because it provides you with the knowledge that is necessary to start and to run your own company.



BE CREATIVE

A business administration degree program will allow you to **explore your creativity and innovativeness**. Do you have lots of new ideas for products or businesses? Do you enjoy creating new approaches to solving problems? Then a business administration degree might be right for you!



PREPARE YOURSELF FOR THE MODERN OFFICE



A business administration education will prepare you to use the most up-to-date software solutions for working in a modern office. By learning to use technology you will **become more effective and valuable** in a role within a business environment.