



2025

Every business success story starts somewhere.

Yours starts here.

WELCOME TO THE SCHOOL OF BUSINESS AT TRENT UNIVERSITY

Success in business takes dedication and hard work, community and global awareness, adaptability, and knowledge of how and when to lead. These traits are the inspiration behind what we do every day here in Trent's prestigious School of Business. Our rigorous programs and courses, featuring hands-on experiences and career-boosting paid co-op streams, placements, and internships, will have you *doing* business, not just studying it. Here, you will hone the practical skills, experience and knowledge needed to build your career in the world's top corporations and leading organizations or carve your own path as an innovative entrepreneur.

INVESTED IN YOU

Experience-Based: Opportunities abound to apply your classroom knowledge to real-world business experiences through paid co-ops, internships, placements and community-based research projects.

Renowned Faculty: You will be mentored by faculty who are highly regarded for both their academic research and unparalleled business expertise.

Personal Focus: Our smaller classes provide you with opportunities to get to know your fellow students and your professors one-to-one. Imagine the edge this can give you when you're looking for a letter of recommendation in support of your career or academic next move.

#1 UNDERGRADUATE UNIVERSITY IN ONTARIO
13 years running

2 CAMPUSES
Study business in Peterborough or Durham GTA

#1 IN ONTARIO HIGHEST QUALITY

AFFILIATED WITH THE UNITED NATIONS Principles for Responsible Management & Education

ONLY UNIVERSITY IN CANADA to offer wide range of joint majors in Business

CO-OP
Available in Business Administration (B.B.A.) including all specializations

20:1 STUDENT-TO-FACULTY RATIO

THE 8 WAYS TO DO BUSINESS AT TRENT

Trent's renowned School of Business allows you to choose your path to a successful career in the world of business.

- 1. Bachelor of Business Administration (B.B.A.):** Explore several areas of business from economics, management and entrepreneurship. Take a full slate of accounting courses to prepare you for your CPA or CHRP designation. This degree also acts as a launch pad to an M.B.A. and beyond. (Page 4)
- 2. Bachelor of Business Administration (B.B.A.) Paid Co-op Stream:** Explore your strengths and career interests, and graduate with 12 months of work experience (and income) through the B.B.A. or the B.B.A. Accounting co-op streams, giving you the competitive edge for future job prospects. As a co-op student, you can also personalize your degree by adding a specialization. (Page 4)
- 3. Business with Specialization:** Tailor your degree with one of 11 specializations. (Page 5)
- 4. Accounting & Economics (B.A.) Co-op Available NEW:** Specialize your skillset to future employers by combining Accounting and Economics in this new Honours B.A. at Trent. This program is tailored for high achieving students interested in the connections between macroeconomics, financial markets, and accounting, key areas of today's complex business world. Pursue the co-op stream and gain paid work experience as part of your degree.
- 5. Business & Arts B.A.:** Combine business courses with any arts courses, from English and Cultural Studies to Sociology and Economics. (Page 6)
- 6. Business & Science B.Sc.:** Combine business courses with almost any science courses, from Biology and Psychology to Environmental & Resource Science and Computer Science. (Page 6)
- 7. Business Administration Minor:** Combine business as a minor with any other arts or science major. (Page 6)
- 8. Law and Business (LL.B. and B.B.A.):** Earn your Business Administration degree and your LL.B. degree, and gain international law experience, all within six years in this unique dual degree program. (Page 7)



Bachelor of Business Administration (B.B.A.)

Changemakers
wanted



CO-OP AVAILABLE

Choose the Business co-op stream and graduate with your B.B.A. degree and 12 months of paid work experience – all in four years.

If you want to become an innovative business leader or entrepreneur, Trent's prestigious School of Business will get you there. In our popular B.B.A. program, you will master the essentials of leadership and management, and build an interdisciplinary understanding of all facets of business, from finance and accounting to marketing and human resources.

THE TRENT B.B.A. ADVANTAGE

- Explore your career interests, and graduate with 12 months of work experience (and income) through the new four-year paid co-op stream
- Prepare for your CPA or CHRP designation or springboard to an M.B.A.
- Acquire real-world professional experience with opportunities including upper-year, for-credit placements and internships, community-based research projects, the Trent Business Students' Association, and by participating in student business case competitions
- Benefit from mentorship and networking through Trent's human-scale approach to teaching in classes where you know your professors and they know you
- Access the knowledge and expertise of a dedicated alumni community of business leaders and mentors

trentu.ca/business

Business with Specialization

Tailor your experience to your passions and goals by pursuing one of 11 specializations alongside your B.B.A. or Business Joint Major degree. Simply choose the one that best fits your career interests, complete the assigned amount of credits, and graduate career-ready. Looking for even more experience? Apply for our paid co-op streams – now available across all specializations.

Accounting: Go beyond the fundamentals of business and learn the language of accounting. Take a blend of courses in Financial and Managerial Accounting, Economics, Information Systems, and Tax and Auditing as you gain a thorough understanding of the various accounting processes, preparing you for a potential future as a Chartered Professional Accountant (CPA).

Economics*: Learn to tackle business management challenges as a creative and innovative business thought leader. Explore a range of topics in budget and financial forecasting, micro and macroeconomics, and international trade, to ultimately see and understand the big picture of business and the economy, including both the strong and subtle forces that shape our global markets and financial systems.

Entrepreneurship: Build your own business, develop online marketing strategies, and shape your groundbreaking ideas into a viable venture in this specialization geared towards innovative B.B.A. students. This is an excellent avenue to explore an independent path in business leadership with hands-on learning emphasizing experience in starting, scaling, and managing a new enterprise.

Ethics & Sustainability*: From climate change to the gig economy, the world needs business experts who can guide moral decision-making. In this specialization you will gain foundational knowledge in business ethics and learn how to apply analytical tools, such as market, benefit-cost, and risk analysis models to today's global challenges and make transformational change in the corporate world.

Finance: Add this specialization to your Business degree if you are interested in a career in financial strategy and graduate with the training and knowledge needed to understand how to manage money, investments, and assets. You will learn the fundamentals of managing business assets and creating plans for how assets are distributed, as well as skills and experience in financial planning, investment management, and corporate finance.

Global Innovation, Entrepreneurship, & Social Change: This specialization teaches B.B.A. students the skills and spirit to be socially conscious and create meaningful global change in any organizational structure. Take classes spanning business, international development, politics, and sociology to learn new ways of challenging global inequities. Through this specialization, you can also complete summer fieldwork abroad to get first-hand experience with innovation in different contexts.

Human Resource Management: People are the core of business operations, and human resources ensures the success of both the employees and the enterprise. Develop in-demand skills in managing interpersonal relations and the role that plays in business strategy. This career-track specialization helps students meet course requirements for the Certified Human Resources Professional Designation.™

Information Systems & E-Commerce: Digital systems and e-commerce have been important elements in business for years, and are now indispensable. Become an expert in harnessing the potential of information technology in

this specialization. Develop your proficiency in programming, software design, analytics, online marketing, project management, database management, and web application development.

NEW Logistics & Supply Chain Management: Gain the industry knowledge and practical skills essential to navigating the intricate networks that facilitate the movement of goods and services from producers to consumers. Take classes in topics such as inventory management, transportation logistics, demand forecasting, and procurement strategies. The specialization's focus on real-world applications and experiential learning prepares you to excel in diverse roles within this dynamic and rapidly evolving field.

Marketing & Consumer Culture: In this comprehensive specialization, you'll develop a deeper understanding of the nuances of consumer behaviour, becoming proficient at mobilizing effective marketing and go-to-market business strategies. By learning the techniques and best practices used in market research, advertising, social media outreach, and branding, you'll be well positioned to help businesses improve sales and become a leader in business growth.

Niigaaniwin – The Art of Leading*: This dynamic specialization unites Indigenous knowledge and ideologies with contemporary business practices, developing your ability to work with mindfulness and agility in the 21st century business environment.

* Classes for these specializations take place at our Peterborough campus. Durham GTA students can travel to Peterborough to complete these specializations.

Business & Arts (B.A.) / Business & Science (B.Sc.)

Mix and match subjects to pursue your passions, and prepare for a future with more possibility. Trent is the only university in Canada to offer a wide range of joint majors in Business Administration.

THE TRENT BUSINESS JOINT MAJOR ADVANTAGE

- Gain 100 hours of hands-on experience through the Business Administration placement program
- Build professional business skills while delving into the diverse knowledge across disciplines to create a degree as unique as you are and in demand by employers
- Benefit from joining a community affiliated with the United Nations Principles for Responsible Management and Education
- Choose from one of 11 business specializations to add to your joint major (see descriptions on page 5)

Business & Arts Popular Joint Majors

Artificial Intelligence & Business
Economics & Business
Media Studies & Business
Philosophy & Business
Global Development Studies & Business
Political Studies & Business
Indigenous Studies & Business
trentu.ca/futurestudents/businessarts

Business & Science Popular Joint Majors

Computer Science & Business
Information Systems & Business
Forensic Science & Business
Mathematics & Business
Psychology & Business
Environmental Resource Science & Business
trentu.ca/futurestudents/businessscience

Business Administration Minor

At Trent, we provide you with the opportunity to bring your arts or science major together with a minor in Business Administration.

Add the following courses to your B.A. or B.Sc. degree:

Investments, Entrepreneurship, Foundations of Leadership, Employment Law

Law & Business: Trent/Swansea Dual Degree (LL.B. and B.B.A.)

If a career in law is in your future, this is the program for you. In this one-of-a-kind program, you will undertake a Bachelor of Business Administration at Trent while obtaining a law degree from Swansea University's renowned Hillary Rodham Clinton School of Law in the UK.

Not only will you graduate with two degrees in just six years, you also have the chance to take your education global

while you learn, travel, explore, and live abroad. And, by simultaneously taking several Canadian Law courses in your final year at Trent, you'll be well prepared for the National Committee on Accreditation (NCA) exams, enabling you to take the required steps to practice law in Canada.

trentu.ca/futurestudents/law

More Degree Options for Business-Minded Students

NEW Accounting & Economics (B.A.) Co-op Available P

This tailored joint major allows you to build a solid foundation of knowledge and skills in two distinct areas of business. The unique combination of core economics and accounting courses will expand your understanding of the macroeconomy and financial markets while specializing your skillset in accounting, giving you a competitive edge in the job market.

trentu.ca/futurestudents/accounting-econ

Choose to pursue the paid co-op stream and graduate with 12 months of paid work experience as part of your degree.

Financial Science (B.Sc.) P

Through this one-of-a-kind degree, you will combine mathematics, statistics, economics, business and computing, preparing you for a successful career in business finance, banking, investment, or another path.

trentu.ca/futurestudents/financialscience

Logistics & Supply Chain Management (B.A.) D

This program equips graduates with skills and experience required to succeed in the in-demand fields of purchasing, planning, production, logistics and distribution. Grads can also achieve the Certified Supply Chain Management Professional (CSCMP) designation. trentu.ca/futurestudents/logistics

Go Further: Master of Management (M.Mgmt.)

Gain the career advantage through a 16-month professional masters program at offered at both Trent University in Peterborough and Durham GTA. This full-time, course-based graduate program features a hands-on summer work-

integrated learning opportunity. Choose from the **Master of Management stream** or the **Master of Management in Strategic Change Management stream**.

trentu.ca/graduatestudies/mgmt

Postgraduate Studies in Business

Compliment your undergraduate degree in other subjects with a business postgraduate certificate.

Postgraduate Certificates

Accounting P (4 full-time terms)

Business Administration P&D (2 full-time terms)

Business Communication D (2 full-time terms)

Finance P (4 full-time terms)

Financial Analytics D (2 full-time terms)

Human Resources Management P&D (2 full-time terms)

Marketing & Entrepreneurship P&D (2 full-time terms)

Dual Postgraduate Certificate

Business Administration & Financial Analytics D (4 full-time terms)

Business Communications & Human Resources Management, D (4 full-time terms)

Human Resources, Marketing & Entrepreneurship P&D (4 full-time terms)

trentu.ca/futurestudents/postgrad-certs

P Available at Trent's Peterborough Campus

D Available at Trent Durham Campus

P&D Available at both campuses

Gain Real World Experience



CO-OP, INTERNSHIPS & PLACEMENTS

At Trent, we encourage students to roll up their sleeves and immerse themselves in the world of business. Learn about internships, placements and paid co-ops, and how they can add to your Trent experience: our program sets graduates up for success as they enter the workforce.

There are many different ways to gain real world experience at Trent. Here are just a few:

PAID CO-OP: Gain a competitive edge for future job prospects. Trent's new B.B.A. co-op stream, B.B.A. Accounting co-op stream, or Accounting & Economics co-op stream gives you the opportunity to explore your strengths and career interests, and graduate with 12 months of work experience (and income). This program is available for all B.B.A. students, including those pursuing their choice of specialization. Work with employers including Parks Canada, financial institutions, and Baker Tilly Canada.

INTERNSHIPS: Complete a 6-, 8-, or 12-month internship in your fourth year, working at a business or organization that aligns with your career goals. Gain experience with organizations including BDO Canada LLP, Grant Thornton LLP, and the Robert McLaughlin Gallery.

PLACEMENTS: Complete a placement course in your fourth-year and gain a minimum of 100 hours of professional experience. Start your career journey with organizations including Investor's Group, Ontario Power Generation, Gerdau Ameristeel, and Innovation Cluster Peterborough and the Kawarthas.

On the Job Experience with Community Organizations

Want to understand challenges facing small business in a community or better understand how to support aspiring entrepreneurs? You have the unique opportunity to undertake supervised research projects with non-profit and government organizations from the surrounding community through the Trent Community Research Centre. It's your chance to gain skills and on-the-job experience that will prepare you for life after Trent.

95% TRENT GRADS EMPLOYED within **two years** of graduating

Access to Executive Leadership

Trent Business students have the opportunity to make connections with globally-recognized business experts, like Bob Gauvreau, our 2024 CEO-in-residence. Get answers to your questions about being a business leader with guest lectures, panel discussions and mentorship meet-ups.

Test Your Entrepreneurial Spirit

In addition to becoming sought-after talent locally and in communities around the world, Trent students immerse themselves in entrepreneurial culture in Peterborough and Durham as they complete placements with local businesses, and study the market to better understand topics like logistics and supply chain issues or downtown revitalization.

Get Involved: Trent Business Students' Association

Since 1998, this student-led group has provided support and opportunities for students in the School of Business. Take part in one of the TBSA's many events throughout the year or lend a hand by becoming a leader in the TBSA yourself.

Join a Business Community

Join the Business Administration Living Learning Community in Peter Gzowski College and live and learn alongside a group of like-minded students who want to take their learning out of the classroom and into the community.

STRATEGIES FOR LEADERSHIP SUCCESS

Becoming an Influential Voice

"When I was a student at Trent, I knew it was something special. My personal experience as a student changed the direction of my life. Finding my passion for entrepreneurship was like finding the food for my soul. It is a passion that was ignited in me that never stops. I certainly owe so much credit to this world class educational institution."



Bob Gauvreau '01, financial expert, accounting firm founder, best-selling author, business coach, motivational speaker, and Trent School of Business 2024 CEO in Residence.



Stories

CEO. Entrepreneur. Influencer. Leader. What path will you choose?

At the Trent School of Business, students are able to tailor their experience in a way that helps them shape their path, engage their interests, build their network, and come away with hands-on skills that will help them go far in their careers.

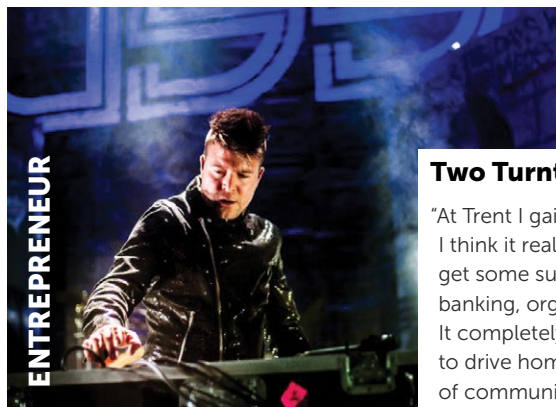


CEO

Confidence to Carry into Your Career

"Trent helped build a sense of confidence. When you get to talk to faculty throughout your four years of education, you get used to talking to senior people very quickly. You get to pick up plenty of technical knowledge [and] that sense of confidence carries through a person's work career."

Ken Hartwick '81, Trent Business alumnus and CEO of Ontario Power Generation

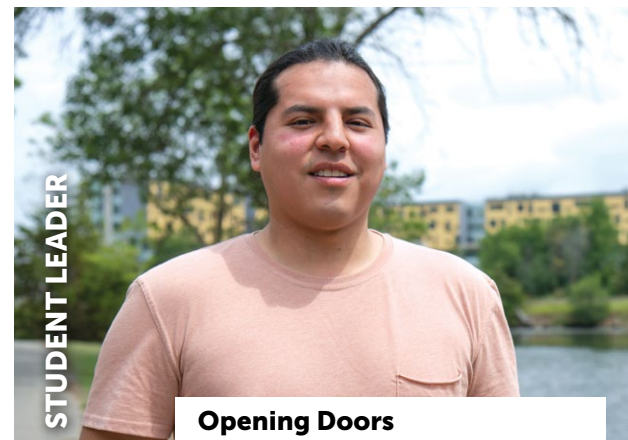


ENTREPRENEUR

Two Turntables, A Microphone, and a Trent Business Degree

"At Trent I gained an approach that was based on management and clear lines of communication. I think it really helped me organize and prepare for running my own business once I started to get some success in music. Now, I run our entire business: the social media aspects of it, the banking, organizing merchandise, helping the tour manager organize gear, and delegating tasks. It completely takes me back to being in those classrooms at Trent, where professors were trying to drive home the point that everyone needs to be in-sync, and that you need to have open lines of communication and respect for one another."

Alumnus Jason Parsons '02, DJ and hype man for the band Ubiquitous Synergy Seeker (USS), transformed his Trent Business experience into a diverse and rewarding career in music.



STUDENT LEADER

Opening Doors

"I feel like everything I have done at Trent has developed my leadership skills, specifically pushing me outside of my comfort zone, yet always surrounded by a team giving me advice, helping me through challenges, and opening doors for my future."

Rhode Thomas '16, Business Administration graduate from Six Nations of the Grand River, who specialized in Niigaaniwin: The Art of Leading



FUTURE CEO

CEO Aspirations

"If it wasn't for Trent, my journey wouldn't have been the same. As I'm aspiring to be a marketing specialist, my involvement with Trent Business Student Association has enhanced my skills and level of creativity. The Academic Advising department has helped me enhance my resume, which has helped me earn a job as a media consultant. My business courses heighten my skills in interpreting case analyses, enhancing communication, and team work."

Joann Joseph, Bachelor of Business Administration student from Dubai

Cultivating Business Success

"Trent really gave me the opportunity to be myself and it shaped the person I am today. [I gained] the freedom and skills to go in many different directions with my career."

Jon Drew '99, Trent alumnus, winemaker and owner of Rolling Grape Vineyard



OWNER, WINEMAKER



ENTREPRENEUR

Entrepreneurial Expertise

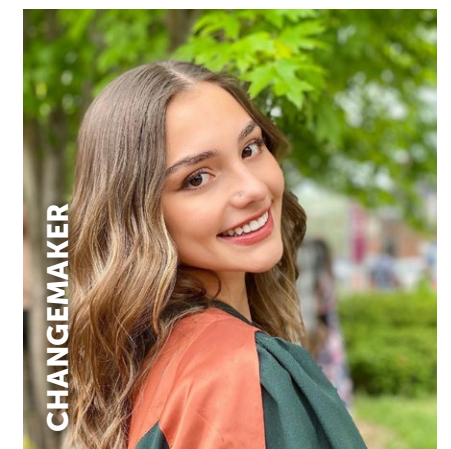
"I used the events at Trent to make business connections and get support to help me along my journey to achieving my goals. Professors at Trent were so supportive. They let me use my company as the subject for assignments, which meant that I was able to implement the learnings directly to my company."

Safiya Khaki, Bachelor of Business Administration graduate, started multiple successful businesses while studying at Trent

Driving Change

"I chose Trent because I felt connected to its culture and values. When I saw that Trent was committed to environmental, Indigenous, and social change causes, I knew it was the right fit for me."

Izadora Seraphim, Bachelor of Business Administration graduate from Trent University Durham GTA, aspiring marketer and changemaker



CHANGEMAKER

**YOU COULD
WIN FIRST-YEAR TUITION***

Enter our draw every time
you visit Trent in person
or virtually

trentu.ca/wintuition

* conditions apply

Discover Trent

Many students say they knew Trent was right for them
when they visited campus. Come see for yourself.

Ready to start your
#TrentU journey?

Connect with us today.



Find Us

Directions and campus map for the
Peterborough and Durham GTA
campuses: trentu.ca/howtofindus

GO Transit travels between downtown
Toronto and our Peterborough and
Durham GTA campuses several times
daily, including weekends.

Connect With Us

- 1-888-739-8885
- 1-833-279-5930
- @TrentUniversity
- TrentUniversity
- @TrentUniversity
- @trent.university
- youtube.com/trentuniversity

Open House

Experience Trent for yourself! Join us at our
campuses (and virtually!) in Peterborough
and Durham Greater Toronto Area.

Fall Open House

Friday, November 8, 2024: Peterborough campus
Saturday, November 16, 2024: Durham GTA campus

Spring Open House

Saturday, March 1, 2025: Durham GTA campus
Friday, March 14, 2025: Peterborough campus

For more opportunities to explore Trent's campuses
visit: trentu.ca/discover

Take A Tour

Campus tours are a great way to see the
University and generally last 1½ hours.
Peterborough and Durham GTA campus
tours are offered daily, six days a week.
Book yours today: trentu.ca/tours

CAN'T MAKE IT TO CAMPUS?

Take a virtual tour anytime
trentu.ca/virtualtour



TRENT UNIVERSITY

SCHOOL OF BUSINESS

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trentu.ca/business