

BACHELOR OF BUSINESS ADMINISTRATION

IN E-BUSINESS MANAGEMENT

**STEP IN WITH AMBITION.
STEP OUT READY TO LEAD IN THE DIGITAL ECONOMY.**

Become the professional who connects business strategy with e-commerce, analytics, cybersecurity, emerging technologies and responsible AI.



4-YEAR BBA

124 CREDITS

APPLIED LEARNING

PGWP ELIGIBLE

WHAT MAKES THIS BBA DIFFERENT?

Where business, technology and AI come together to prepare students to succeed in the modern economy

TRADITIONAL BUSINESS FOUNDATION

Management, marketing, finance and operations are often taught as separate functions, with digital topics placed in a single course concentration.

THE E-BUSINESS ADVANTAGE

The same core business foundation is connected across the degree with e-commerce, digital marketing, analytics, AI, CRM, cybersecurity, supply chain and digital finance.

Digital Skills Across the Full Degree

E-COMMERCE

DIGITAL MARKETING + AI

BUSINESS ANALYTICS

CRM + CUSTOMER EXPERIENCE

AI-ENABLED OPERATIONS

SUPPLY CHAIN + CYBER RISK

JANUARY 2027 - NOW RECRUITING

35 SEATS. FOUNDING-COHORT

Apply early to improve your chances of securing a seat and scholarship consideration.

APPLY EARLY **Where e-commerce, marketing, analytics, cybersecurity, operations, finance and emerging technology come together.**

YOUR DIGITAL BUSINESS TRANSFORMATION

Technology will keep changing. Your value comes from turning technology into better business decisions.

Digital tools can generate insights and automate tasks. You learn to choose, evaluate, and apply them responsibly to real business decisions.

DIGITAL TOOLS CAN

- Connect customers
- Automate workflows
- Protect data
- Reveal patterns
- Support forecasts

YOU LEARN TO

- Frame the business problem
- Choose the right technology and data
- Test and verify outputs
- Manage risk and ethics
- Take accountability for decisions



E-COMMERCE & DIGITAL MARKETING

Design digital customer journeys, campaigns, platforms and conversion strategies.



CUSTOMER & CRM

Use customer data and CRM systems to improve service, retention and relationships.



DATA & BUSINESS ANALYTICS

Interpret dashboards, forecasts and web data to support sound business decisions.



OPERATIONS & SUPPLY CHAIN

Use digital systems, automation and process analysis to improve performance.



CYBERSECURITY, LAW & GOVERNANCE

Protect data, understand internet law and manage technology risk with ethical judgment.



STRATEGY & EMERGING TECHNOLOGY

Evaluate AI, blockchain and digital finance opportunities within business strategies.

PROGRAM STRUCTURE

YEAR 1 FOUNDATIONS

Build foundations in business, communication, quantitative reasoning, and digital literacy.

HIGHLIGHT COURSES

- **BUSI 110** Business Mathematics
- **COMM 100** Introduction to Business
- **CPSC 165** Introduction to Internet Concepts and Web Design Principles
- **ECON 103** Principles of Microeconomics
- **ECON 105** Principles of Macroeconomics
- **ENGL 100** Strategies for University Writing

YEAR 2 SYSTEMS

Understand e-Business models, information systems, entrepreneurship, and customer journeys.

HIGHLIGHT COURSES

- **BUSI 210** Business Research Methods
- **BUSI 220** Introduction to e-Business
- **COMM 237** Information Systems in Business
- **COMM 280** Small Business and Entrepreneurship
- **COMM 281** Human Resources Management
- **COMM 290** Introduction to Quantitative Decision Making
- **COMM 292** Management and Organizational Behaviour
- **COMM 293** Introduction to Financial Accounting
- **COMM 296** Introduction to Marketing
- **ENGL 200** Professional and Technical Communication

YEAR 3 APPLICATION

Apply e-commerce, digital marketing, analytics, cybersecurity, and operations concepts.

HIGHLIGHT COURSES

- **BUSI 300** Advanced e-Business
- **BUSI 301** e-Commerce
- **BUSI 305** Digital Marketing and AI
- **BUSI 310** Financial Management
- **BUSI 320** Business Law, Internet Law, and Intellectual Property Rights
- **BUSI 330** Operations Management with AI Applications
- **BUSI 340** Web Analytics
- **BUSI 350** Business and Cyber-Ethics
- **BUSI 360** Database Management and Cyber-Security

YEAR 4 LEADERSHIP

Integrate CRM, supply chain, finance, analytics, strategy, and emerging technologies.

HIGHLIGHT COURSES

- **BUSI 400** e-Marketing Management and Strategy
- **BUSI 401** Customer Relationship Management (CRM)
- **BUSI 410** Supply Chain Management and Logistics
- **BUSI 425** Digital Finance and AI
- **BUSI 430** Business Analytics
- **BUSI 440** Global Business Management
- **BUSI 445** Advanced Business Research
- **BUSI 450** Capstone: Portfolio and Applied Research

OUR APPLIED LEARNING ECOSYSTEM

The transformation happens when knowledge is tested with tools, practitioners and real professional expectations.



FROM CLASSROOM TO CAREER

Through the AIC Innovation Centre, students engage in experiential learning, work on industry-relevant projects, and apply business concepts in a real-world environment.

- Apply classroom learning to real business challenges
- Gain hands-on experience through the AIC Innovation Centre
- Build industry connections and professional networks
- Graduate career-ready

INDUSTRY-EXPERIENCED FACULTY

Many instructors bring active or substantial industry experience into the classroom.

- Learn from current cases, constraints, and trade-offs.
- Receive feedback shaped by professional standards.
- Understand how teams communicate and decisions get made.
- See how business roles are changing through digital transformation.

INDUSTRY FIELD VISITS

Observe how organizations use platforms, data, automation and customer systems in real operations.

- Connect course frameworks to live business practice.
- Understand roles, workflows and workplace expectations.
- Ask practitioners direct questions.
- Build confidence, context and ideas for projects.

FROM EXPERIENCE TO EVIDENCE.

Build work you can explain and show.

YOUR PORTFOLIO MAY INCLUDE

- Digital workflow and automation recommendation.
- Customer / CRM analysis
- Digital campaign plan
- Business analytics dashboard
- Field-visit insight brief
- Applied capstone report and presentation

CAREER SUPPORT: Designed to help students translate these experiences into a résumé, LinkedIn profile, interview story and professional network.

Potential pathways





YOUR FIRST MOVE

JOIN THE 35 WHO START FIRST.

Enter early, help shape the culture and be known as one of the program's first graduates.

JANUARY
2027

Now recruiting

35

SEATS ONLY

A close-knit
Founding
Cohort

1st

COHORT

Be among the
program's first
graduates

CAREER LAUNCH

Enter the market with a professional portfolio and experience solving e-Business problems with digital tools, data and responsible AI.

- Growth & Commerce: e-commerce, digital marketing, merchandising
- Customer & Data: analytics, CRM, customer experience
- Operations & Transformation: operations, supply chain, digital systems and AI-enabled workflows

Show what you can do, not only what you studied.

UNIVERSITY GRADUATE STUDY

A four-year bachelor's degree keeps the graduate study pathway open. Graduates may apply to eligible university programs in areas such as:

MBA • Management • Business Analytics • Related graduate fields

AC BBA

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MEET PROGRAM
SPECIFIC
REQUIREMENTS

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APPLY TO
UNIVERSITY
MASTER'S DEGREE

Admission is determined by each university based on its own prerequisites, GPA, English-language and other requirements.

PROGRAM ESSENTIALS

- **CREDENTIAL:** Bachelor of Business Administration in e-Business Management. (124 credits)
- **STUDY OPTIONS:** FULL-TIME OR PART-TIME
- **START:** January 2027 Founding Cohort

ADMISSION REQUIREMENT

- At least 16 years of age
- Secondary school completion or mature student status (19+)
- English readiness for ENGL 100
- Mathematics 12 with C+ or approved equivalent / placement result
- Legal authorization to study in Canada

YOUR NEXT PROFESSIONAL IDENTITY BEGINS WITH ONE APPLICATION.

Apply for the January 2027 Founding Cohort.

APPLY EARLY



**Scholarship availability, amounts, eligibility and deadlines are subject to final approval and published terms. Graduate admission is determined by each institution and is not guaranteed. Faculty assignments, AIC activities and field visits may vary by term, course, scheduling and partner availability. Career outcomes are not guaranteed.*