



BUSINESS ADMINISTRATION DIPLOMA

Develop versatile business, leadership, marketing, accounting and office-management capabilities.

Program at a Glance

Program Length	56 weeks • 20 hours per week
Instruction	942 hours
Practicum	320 hours
Total Program Hours	1,262 hours
Delivery Model	ONLINE - program plus supervised practicum

Program Overview

This broad business diploma prepares learners for administrative and management-support roles. It combines business fundamentals with communication, technology, accounting, human resources, marketing, sales, customer service, contracting, negotiation and project management.

What You Will Learn

- Apply core principles of business administration and office operations.
- Use leadership and management practices to support team performance.
- Build competency in accounting, marketing, human resources and customer service.
- Create professional documents, spreadsheets, presentations and business communications.
- Develop project, sales, negotiation and problem-solving skills.

Delivery Model

Published as a hybrid program, combining scheduled instruction and technology-supported learning with a 320-hour supervised practicum. The program schedule is 20 hours per week; the exact balance of in-person and online learning must be confirmed for each intake.



Course Outline

Course	Hours / Focus
Orientation	4 hours • program readiness and expectations
Computer Applications	80 hours • Word, Excel, PowerPoint, Outlook and keyboarding
Business Mathematics	40 hours • practical business calculations
Business Fundamentals	60 hours • business models, value creation, banking and markets
Business English & Communication	90 hours • grammar, writing and presentations
Organizational Behaviour	60 hours • motivation, teams, conflict and workplace behaviour
Human Resource Management	40 hours • employment law and people management
Introduction to Business Law	40 hours • Canadian legal system and liability
Competitive Contracting & Negotiations	40 hours • contracts and negotiation
Management Principles	40 hours • planning and organizational effectiveness
Project Management	60 hours • scope, planning, budget, risk and teams
Business Accounting Fundamentals	80 hours • debits, credits, payroll and financial controls
Introduction to Marketing	40 hours • customer value and market strategy
E-Marketing	60 hours • digital marketing and competitive intelligence
Sales Fundamentals	60 hours • selling process and customer strategy
Sales Management & Negotiation	60 hours • sales leadership and negotiation
Customer Service	40 hours • service excellence and customer trends



Career Management	44 hours • employment preparation
Academic Reviews	4 hours • progress review and mock interview
Practicum	320 hours • supervised business-administration placement

Employment Opportunities

- Business Administrator
- Office Administrator
- Administrative Coordinator
- Executive Assistant
- Office Manager
- Operations Coordinator or Manager
- Customer Service Manager
- Project Coordinator
- Banking Clerk
- Retail Manager

Career Pathway

- Begin in administrative assistant, coordinator, customer-service or office-support positions.
- Advance to office management, operations, project coordination or supervisory roles.
- Specialize through further education in accounting, human resources, marketing, project management or supply chain.
- Build toward management or entrepreneurship with experience and additional credentials.

Expected Salary Range

Alberta administrative-assistant wages are approximately \$19.78 to \$37.00 per hour, with a reported median of about \$26.43 per hour. Administrative-officer roles may range approximately \$21.00 to \$48.08 per hour, depending on duties and experience (Government of Canada Job Bank).

Salary figures are labour-market estimates, not guarantees. Actual pay varies by employer, location, experience, duties, union status and economic conditions.



Admission Requirements

- Canadian high-school graduation or equivalent; or mature-student status.
- Successful entrance assessment and admissions interview.
- Applicants should be prepared for computer-based coursework and professional communication.

English-Language Assessment & College Interview

Applicants must successfully complete the institution's admissions process, which may include an entrance assessment and an admissions interview. Where English is not the applicant's first language or prior education was completed outside Canada, proof of English-language proficiency may be required. The interview may be used to confirm the applicant's communication ability and readiness for the program. Final requirements must be confirmed before enrolment.

Practicum / Work Experience

The 320-hour practicum provides supervised workplace exposure so learners can apply administrative, communication and technical skills and develop references.