

## FAQ'S - CONCENTRATION DILEMMAS

### 1. Is it more beneficial for me to pick a concentration or leave it as just a Business Administration degree?

When it comes to choosing a concentration, you certainly want to consider the relevance and usefulness of the concentration in the business world. However, it is equally important to choose a concentration that genuinely interests you (i.e. one that offers courses/subjects that appeal to you).

Ultimately, regardless of the concentration that you choose (or even if you choose one at all), your degree remains the same (Bachelor of Business Administration). There are only a few industries where a specific concentration may make you a more competitive candidate - finance and accounting are the ones that come to mind. If you plan to pursue a career in the financial sector or in the accounting profession, a concentration in finance or accounting would be beneficial.

With that said, earnings potential is rarely, if ever, based on the concentration that you choose. Earnings potential is really based on the industry, type of job, and type of company (private, public, not-for-profit) combined with your degree (BBA) and experience.

One other aspect to consider is that a concentration may or may not have much weight to an employer when making a hiring decision. Every employer has different needs and preferences, and depending on the job and employer, your concentration may not even be a factor in making the hiring decision. It can be a bit of a gamble, which is why it is important to consider selecting a concentration that appeals to your interests.

Ultimately, having a declared concentration may add value to your resume, but not having one is not going to disadvantage you in any way.

From purely a course registration standpoint, something else to consider is the fact that having a declared concentration gives you priority registration on certain courses required for that concentration, which can be beneficial when registering for courses, but this should not be the reason you ultimately choose a concentration.

### 2. Does accomplishing a dual concentration lead to a higher starting pay? How does this impact job prospects?

Earnings potential is rarely, if ever, based on the concentration that you choose -including a double concentration. Earnings potential is based on the industry, type of job, and type of company (private, public, not-for-profit) combined with your degree and experience.

One other aspect to consider is that a concentration may or may not have much weight to an employer when making a hiring decision. Every employer has different needs and preferences, and depending on the job and employer, your concentration(s) may not even be a factor in making the hiring decision. It can be a bit of a gamble, which is why it is important to consider selecting a concentration or dual concentration that appeals to your interests.

Ultimately, having a declared dual concentration may add value to your resume and will likely distinguish your resume from the average candidate, but not having one is not likely to disadvantage you in any way.



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- 3. As a co-op student in the Business Administration program with a concentration in accounting, what courses do I need to take after graduation if I want to become a Chartered Accountant in the future?**

This question relates to academic courses and therefore, you should contact an Academic Adviser in the Faculty of Business to review the courses you will need (above and beyond what is required in your BBA program requirements) in order to achieve the necessary courses to pursue the CA designation. You can contact an Academic Adviser through the portal: <http://portal.bus.brocku.ca>.