

For immediate release — Monday, September 9, 2024

## Dhillon School of Business transitions to offering Bachelor of Business Administration

In response to the evolving business landscape and to better reflect the comprehensive nature of its curriculum, the Dhillon School of Business at the University of Lethbridge proudly announces the name transition of its Bachelor of Management (BMgt) to a Bachelor of Business Administration (BBA).

With a commitment to continue providing students with a modern and highly recognized exceptional education which equips them with the skills needed to excel in and evolve with today's dynamic business world, the decision to rename the degree was made after careful consideration of the needs of stakeholders and underscores the Dhillon School of Business' dedication to staying at the forefront of business education.



The change in name from BMgt to BBA does not change the core or quality of the program being offered, which will continue to include the rigorous academic standards and practical learning experiences expected of an AACSB-accredited business school.

“What we heard when talking to students and the community was that nationally and internationally, the Bachelor of Business Administration (BBA) is the more widely recognized name for the degree program we offer and have done so for many years,” says Dhillon School of Business Dean, Dr. Kerry Godfrey. “While the program and student experience remain ostensibly unchanged, the updated nomenclature will better reflect the comprehensive nature of our program and diverse career pathways it prepares our students for.”

While the BBA is a popular degree name for business programs across Canada, the Dhillon School of Business' BBA is the first and only, [AACSB](#) accredited (Association to Advance Collegiate Schools of Business) BBA offered in Alberta and on the prairies, and also one of only ten BBA's to be accredited by the AACSB in Canada.

The change comes on the heel of numerous initiatives aimed at continuing to provide robust, exciting and relevant academic offerings including a [new diploma in Indigenous Governance and Business Management](#), a unique, industry-sought-after [business and supply chain management program](#) with Bow Valley College, a new partnership with Australia's Bond University to offer a [Bachelor of Laws \(in Canadian law and practice\) and business degree \(in general management\)](#), and a new course-based Master of Management program (MMgt), intended for recent graduates with non-business degrees starting in September 2025.

Prospective students interested in pursuing a Bachelor of Business Administration at the Dhillon School of Business either at the Lethbridge or Calgary university campus, can expect to gain a guaranteed quality business education and career-ready confidence instilled by hands-on experiences and small class sizes. Programs can be explored [here](#).

To view online: <https://www.ulethbridge.ca/unews/article/dhillon-school-business-transitions-offering-bachelor-business-administration>

-- 30 --

Contact:

Trevor Kenney, Manager of Public Affairs  
403-329-2710  
403-360-7639 (cell)  
[trevor.kenney@uleth.ca](mailto:trevor.kenney@uleth.ca)  
@ULethbridge

*Our University's Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.*