

# DEVELOPING CRITICAL THINKERS



TRENT UNIVERSITY PHOTO

## TRENT UNIVERSITY LAUNCHES FULL BBA PROGRAM AT ITS OSHAWA THORNTON ROAD CAMPUS

For more than 30 years, Trent University has had a presence in Durham region and has recently launched a full Bachelor of Business Administration program at its Oshawa Thornton Road campus.

Asaf Zohar, chair of Trent's Business Administration program, explains, "We've launched, for the first time, a full BBA program. A student enrolling in first year can complete a four-year honours bachelor's of business administration degree in Oshawa and we feel that we have a very, very unique program."

So if you live in the GTA or surrounding regions, you can enjoy the benefits of a Trent education at a single convenient location on the new Thornton Road campus.

In addition, your full- or part-time Oshawa tuition includes Level II membership to all city of Oshawa recreation facilities, including the newly renovated Civic Recreation Complex, the Legend Centre and the South Oshawa Community Centre. And Trent students can participate in research under the supervision of faculty members from multiple disciplines and enjoy the benefits of limited class sizes and extensive faculty interaction.

**DEGREE PROGRAMS**

In addition to the new Oshawa BBA program, Trent is offering five exciting new degree programs for 2012. They include: Archaeology — BA or BSc; Bachelor of Arts and Science — BAS; Journalism — BA or BSc; Media Studies — BA; Sustainable Agriculture and Food Systems — BA or BSc.

Zohar explains Trent's unique approach. "It's a program that educates young minds around business and not-for-profit leadership as well, grounded firmly in the liberal arts tradition of developing skills in critical thinking and developing creative problem-solving skills and, overall, trying to approach the issue of business administration from a very, very holistic way, in a way that we feel respects the inherent complexity of the current business environment."

Trent's Business Administration program is also big on ethical leadership, says Zohar. "The strongest characteristic is the championing of issues of corporate social responsibility leadership for a sustainable future and, in particular, focusing on creating a context where young minds can develop a strong sense of ethical responsibility and ethical leadership in these turbulent times. We think that's very, very critical."

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