UBC Sauder Talent
Your Guide to Recruiting 2017-18

Hari B. Varshney
Business Career Centre
sauder.ubc.ca/hire
UBC Sauder by the Numbers

#1 in Canada for Business
Maclean’s 2018 Ranking of Best Universities for Business in Canada

#1 in Canada for Business and Economics
Times Higher Education 2017 World University Rankings

#1 in North America for International Faculty
Financial Times 2016 MBA Ranking

Top 50
Global Elite for Student Employability and Research Excellence
QS Top 250 Business Schools Report 2017

Over

4,200 + 40,000

current students
alumni in 80 countries
Why Recruit From UBC Sauder?

Reduce Recruiting Cost & Time
Our services are 100% free, saving you the cost of posting on job boards and hiring external agencies.

Minimize Recruiting Risk
We can identify student groups who are pre-screened based on their knowledge, passion, and aptitude.

Preview Exceptional Talent
We offer many events, programs, and opportunities for you to engage with and preview exceptional talent.

Just-in-time and Long-term Strategies
Whether you have an immediate hiring need, or want to establish a long-term recruitment partnership, we’ll work closely with you to develop a plan.
Hari B. Varshney
Business Career Centre

We are a trendsetter in the campus recruiting space.
The wide range of programs and services we offer have earned us the Special Award for Innovation by a Career Centre from TalentEgg. What makes us so innovative?

Personal & Professional Development
Our coaches work one-on-one with our students and take a holistic approach in their personal and professional development. Through our services and programming we aim to foster career readiness by building their emotional intelligence, market awareness, branding, and communication skills.

Recruit Once, Hire Twice
With 51.3% of internships converting into full-time positions in 2017, we’ve amped up our efforts to grow the Business Co-op Program. This year, we’ve begun accepting second-year students who have demonstrated exceptional aptitude and competence.

Make Meaningful Connections
We take special care in creating relaxed and low-pressure settings in our networking events to foster engagement and conversations. We encourage our students to be their authentic selves in order to make meaningful connections.

Leverage the Power of Social Media
Let us use social media to help push you to the forefront of campus recruiting. As experts on which channels yield the highest engagement and ROI, we know how best to promote your brand and opportunities to get you quality candidates.

Trust the Experts
Through regular touch points with student leaders and clubs, design thinking sessions, surveys, focus groups, and more, we keep a steady pulse on our students’ needs, wants, and aspirations.
2016-2017 Highlights

5,400+
job opportunities posted on our free job board, COOL.

3,500+
student coaching appointments.

700+
alumni coaching appointments.

300+
career development workshops, events and programs.

100% satisfaction rate
100% of employers recommend the UBC Sauder Business Co-op program. 90% of employers rank students at 8 out of 10 or above, with 39% ranking our students a perfect 10.

70+
global & national brands and local employers participated in our networking events to meet, connect, and engage with our students.

85 companies
hosted information sessions.
When you recruit with UBC Sauder, you’ll have access to customized recruiting support at no charge. Here are some of the many ways for you to connect with and directly recruit our students:

**Mentorship Programs**
Enrich the educational experience of our students by sharing your knowledge and industry expertise through one of our many mentorship programs. This is a unique way to build your talent pipeline by connecting with undergraduate and graduate talent who are at the top of their class.

**Information Sessions**
This is the most direct way to showcase your company’s culture, vision, and job opportunities to current students. Company Information Sessions can be hosted virtually, on-campus, or at your offices.

**Networking Events**
We host a number of networking events throughout the year. These are great opportunities to get a sneak-peek at emerging talent, and to establish initial contact with Co-op and new grad candidates.

**SauderGo**
SauderGo makes it easy for companies to meet with UBC Sauder candidates actively targeting job markets across Canada and in cities abroad.

**Student Clubs**
Connect with student clubs to build awareness of your upcoming recruitment activities among student groups who are targeting specific industries and interests.

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Given we don’t have a dedicated HR team, the career centre was tremendously helpful in getting us quality candidates and ultimately, a great hire. They are a true asset to smaller employers looking for a first-rate recruiting experience.

*Sean Kim*
Director, Financial Planning & Analysis, *Select Wines*

"Given we don’t have a dedicated HR team, the career centre was tremendously helpful in getting us quality candidates and ultimately, a great hire. They are a true asset to smaller employers looking for a first-rate recruiting experience."

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Recruit

Post a Job
Post a job on COOL—our online recruitment platform—and reach up to 4,200 current students and recent grads. Post full-time, contract, co-op, or summer internship opportunities.

Interviewing
We make it easy for you to interview UBC Sauder candidates. We provide the facilities, schedule interviews, and take care of all the logistical details—at no charge.

Develop a Talent Program
Work with one of our Business Development Managers to establish or refine your internship, co-op, or new grad program.

Resume Books
Get resumes of our graduating class and current students to screen candidates for invitations to company recruiting events or interviews.

The Finance Mentorship Program has allowed us to mentor students, preview talent, and lay the groundwork for recruiting top-tier new grads, year after year. We certainly hope to continue our partnership with the career centre for years to come.

Nancy Moulday
Director of University Relations,
TD Canada Trust

<table>
<thead>
<tr>
<th>TALENT FINDER</th>
<th>BUILD YOUR BRAND</th>
<th>PREVIEW TALENT</th>
<th>CREATE PIPELINE</th>
<th>JUST-IN-TIME</th>
<th>LONG-TERM STRATEGIES</th>
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<tbody>
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<td>Information Session</td>
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<td>SauderGo</td>
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<td>Student Clubs</td>
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<tr>
<td>Mentorship Programs</td>
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<tr>
<td>Post a Job</td>
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<tr>
<td>Develop a Talent Program</td>
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<tr>
<td>Resume Books (Graduate Programs Only)</td>
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Guide to Writing a Good Job Description

Increase your application rates by writing engaging job descriptions that directly target student and alumni. Use these best practices to attract the most relevant and qualified applicants.

Title
Digital Marketing Strategist

Summary
Nailed It! Marketing, a major marketing agency headquartered in Vancouver, BC, is seeking a Digital Marketing Strategist to help our roster of clients grow their brand and digital presence. If you have experience managing successful digital marketing campaigns and can showcase examples of campaigns that you have created and run, and what resulted from those campaigns, we want to hear from you!

The Digital Marketing Strategist position will work on the creation and execution of campaigns within the client team, and provide expertise on projects within your specialization. We look for candidates with proven knowledge and skills in running digital marketing campaigns, and experience tracking these campaigns in Google Analytics, or other analytics tools. Bring your analytic thinking cap and an ROI mentality; this role will include many learning opportunities, as you’ll get to collaborate with Account Managers and work on projects spanning diverse industries.

This is a full-time position based out of our Vancouver office. This is not a remote position.
Responsibilities

- Set up, optimize, and maintain digital marketing accounts for clients, following best practices
- Set up and manage Google Adword campaigns
- Communicate regularly with Account Managers to ensure the highest level of service
- Create monthly reports for clients that offer insights into initiatives undertaken by Nailed It! Marketing
- Monitor client marketing initiatives on a weekly basis to ensure that the activities undertaken match the budget of the project and will help the client achieve their goals
- Review project initiatives and measure progress against goals
- Proactively make strategic campaign recommendations to clients

Requirements

- Bachelor’s degree in marketing, communications, or related field
- 2+ years of professional experience (can be internship or co-op)
- Proficiency with Google AdWords, Google Analytics, Facebook PPC, SEO
- Knowledge of some HTML and/or CSS
- Familiar with content management systems like WordPress
- Campaign experience with LinkedIn, YouTube, Twitter, Instagram, Pinterest
- Experience running other CPC or media buying campaigns an asset
- Excellent presentation skills and comfortable speaking in client/project meetings

Compensation and Benefits

- Competitive base salary + bonuses
- Three weeks of vacation in your first year with the company and four weeks in the second
- Comprehensive health and dental benefits
- Annual professional development fund of $200 to be applied to courses of your choosing

About Nailed It! Marketing

Nailed It! Marketing is one of Vancouver’s premier digital marketing companies, and we continue to grow. While we love working hard, we also have fun - our culture is known to be one of the best in the industry. We have won numerous awards for being one the best places to work for in the city. We value our team greatly and offer a work environment that is flexible and fun. Check our Facebook page, Twitter and blog, and if you think you would be a great fit, we would love to hear from you.
Hire an MBA Intern

The only MBA interns available in the region from May to August.

Jumpstart a new project or gain fresh perspective on existing processes.

Save on bottom line by implementing process efficiencies and identifying cost savings.

Summer internships:

1st Year MBA candidates

Duration:

May – August

8 – 16 Weeks

Monthly salary range:

$3,000 – $6,000
Recent internship employers:

- Business Analysis & Sales Forecasting
- Corporate Finance & Financial Analysis
- Project Management
- Supply Chain & Operations Management
- Market Research & Competitive Intelligence
- Marketing & Brand Management
Hire an MBA Grad

Top 50 MBA program worldwide.

Seasoned talent with on average 5 years of pre-MBA work experience.

Experiential learning, entrepreneurial mindset, global perspective.

Availability:
January
Begin recruiting in November

2018 full-time MBA candidates

99 candidates
29 average age
42% have international experience
5 average years of work experience

Pre-MBA experience:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>20%</td>
</tr>
<tr>
<td>Professional Services/Engineering</td>
<td>19%</td>
</tr>
<tr>
<td>Manufacturing/Construction</td>
<td>12%</td>
</tr>
<tr>
<td>Natural Resources</td>
<td>10%</td>
</tr>
<tr>
<td>Computer Sciences</td>
<td>9%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>8%</td>
</tr>
<tr>
<td>Retail</td>
<td>8%</td>
</tr>
<tr>
<td>Communications</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>
“My internship experience at Agreement Express gave me the opportunity to gain insight into an entirely new industry and work on key projects for c-suite executives. This experience gave me necessary tools and the fundamental industry knowledge to position myself for a full-time role at Microsoft.”

Graham Phillips – MBA
Summer Internship: Finance & Strategy Analyst, Agreement Express
Full-time: Business Development Manager, Microsoft
Working professionals with on average 7 years of experience looking to propel their careers.

Experienced in management and leadership methodologies.

**Availability:**
Year-round

**2018 & 2019 PMBA candidates**

- 88 candidates
- 22-55 age range
- 7 average years of work experience

- 60.5% speak two or more languages.

- 92% of class of 2017 enhanced their career through promotion or career change during the program.

**Pre-MBA experience:**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing / Construction</td>
<td>16%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>15%</td>
</tr>
<tr>
<td>Natural Resources</td>
<td>12%</td>
</tr>
<tr>
<td>Healthcare / Pharma</td>
<td>11%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>10%</td>
</tr>
<tr>
<td>Technology / Computer Services</td>
<td>9%</td>
</tr>
<tr>
<td>Transportation</td>
<td>8%</td>
</tr>
<tr>
<td>Retail</td>
<td>3%</td>
</tr>
<tr>
<td>Hospitality / Tourism</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
<tr>
<td>Communication</td>
<td>4%</td>
</tr>
</tbody>
</table>
“Having a cohort from such a diverse background brought an additional layer to the theory we were learning in the classroom.”
Joyce Ip – PMBA
Partner, Sentry Partners

**Job titles:**
- Director, Treasury
- Senior Consultant
- Manager, Infrastructure Advisory
- Production Systems Manager
- Operations Manager
- Digital Marketing Manager
- Product Marketing Manager
- Senior Relationship Manager - Commercial Banking

**Post-MBA career levels:**
- 22% Senior Management and C-Suite
- 48% Management Level
- 30% Individual Contributor (Engineer, Specialist, Auditor, etc.)

**Employers:**
- Amazon
- Ballard
- Ballet BC
- BMO Bank of Montreal
- Cardinal Health
- CN
- Expedia
- KPMG
Hire a BCom Grad

In-demand talent group with specialized business knowledge and expert grasp of business analytics.

Diverse and high-achieving students available for junior and intermediate roles.

Broad foundation in business theory and practical skills such as communication, organization, and leadership.

Availability:
January & May
Begin recruiting in November & February

Class of 2018 (4th year)

<table>
<thead>
<tr>
<th>Candidates</th>
<th>Male</th>
<th>Female</th>
<th>International Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>1187</td>
<td>49%</td>
<td>51%</td>
<td>38%</td>
</tr>
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</table>

Areas of specialization:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Course Area</th>
</tr>
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<tbody>
<tr>
<td>26.5%</td>
<td>Accounting</td>
</tr>
<tr>
<td>25%</td>
<td>Finance</td>
</tr>
<tr>
<td>20%</td>
<td>Marketing</td>
</tr>
<tr>
<td>6%</td>
<td>BTM</td>
</tr>
<tr>
<td>6%</td>
<td>BUCS</td>
</tr>
<tr>
<td>2%</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>6%</td>
<td>Operations &amp; Logistics</td>
</tr>
<tr>
<td>1.5%</td>
<td>Global Supply Chain &amp; Logistics</td>
</tr>
<tr>
<td>4%</td>
<td>Organizational Behaviour &amp; Human Resources</td>
</tr>
<tr>
<td>1%</td>
<td>General Business Management</td>
</tr>
<tr>
<td>2.5%</td>
<td>Real Estate</td>
</tr>
</tbody>
</table>
“Learning from rejections by previous employers played a crucial role in my success in being hired by Amazon and in developing my openness to managers’ challenging questions. Through my Amazon internship, I learned to commit to what I believed to be the right choice in order to reach the most optimal end decision.”

Jocelyn Kwong – BCom
Summer Internship: Operations Intern, Amazon
Full-time: Area Manager, Amazon

Class of 2016 career outcomes

$47,700
average salary

Employers:
Hire a Business Co-op

Pre-screened talent group selected for leadership, teamwork, and strong academic standings.

100% of our Co-op employers recommend our program, with 90% ranking students at 8/10 or above.

More than 1/3 of our Co-ops convert into full-time positions, saving you time and recruitment cost.

<table>
<thead>
<tr>
<th>Availability:</th>
<th>392</th>
<th>$2,800</th>
</tr>
</thead>
<tbody>
<tr>
<td>January, May &amp; September</td>
<td>BComs are participating in the program</td>
<td>average monthly salary</td>
</tr>
<tr>
<td>Recruit year-round</td>
<td>For 4- or 8-month work terms</td>
<td></td>
</tr>
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</table>

18% of work terms completed outside BC
“Participating in Co-op helped me bridge the gap between the technical skills I learned at school and their application in a real-world setting, and taught me how to communicate effectively in a professional setting with diverse stakeholders.”

Harnoor Gill – Business Co-op
Co-op: Associate, PwC
Full-time: Experienced Associate, PwC

Recent Co-op employers:

- Boeing
- Deloitte
- Goldcorp
- L’Oréal
- PepsiCo
- PwC
- SAP
- TELUS

Co-op work areas:

- Accounting
- Business Technology
- Consulting
- Finance
- Human Resources
- Marketing & Sales
- Operations & Logistics
- Real Estate
Hire a Master of Management Grad

- High-achieving, highly capable entry-level talent.
- Adaptable, with a multidisciplinary approach to business.
- Excellent communicators experienced in research, writing, and critical thinking.

Availability:
January & June
Begin recruiting in November & March

2017 & 2018 Master of Management candidates
- 92 candidates
- 22 average age
- 36% of international students

Pre-MM experience:

- 34% Science
- 30% Social Sciences
- 13% Economics
- 12% Humanities
- 8% Engineering
- 1% Computer Science
- 2% Other
"I entered the MM program in order to create change. Armed with courses such as business development, leadership and marketing, I feel that I am now empowered with the skills and capacity to help Canadians make better health decisions."

Nick Habibi – Master of Management
Undergraduate Degree: UBC Kinesiology
Past Experience: Research Assistant, Vancouver Coastal Health

Class of 2016 career outcomes

$45,500 average salary

Job titles:
- Execution Compensation Analyst
- Business Analyst
- Business Development & Communications Associate
- Customer Success Associate

Employers:
Hire a Master of Business Analytics Grad

Only program at UBC that is equal parts data analysis and big-picture business.

Data experts who will help you translate substantial data sets into business insights.

Availability:
June
Begin recruiting in March

2018 Master of Business Analytics candidates

36 candidates
26 average age
94% speak two or more languages

Undergraduate major:

<table>
<thead>
<tr>
<th>Major</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Engineering</td>
<td>33%</td>
</tr>
<tr>
<td>Business</td>
<td>22%</td>
</tr>
<tr>
<td>Science</td>
<td>6%</td>
</tr>
<tr>
<td>Economics</td>
<td>22%</td>
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<tr>
<td>Computer Science</td>
<td>14%</td>
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<tr>
<td>Other</td>
<td>3%</td>
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Work experience by industry:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Tech</td>
<td>30%</td>
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<tr>
<td>Financial Services</td>
<td>17%</td>
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<tr>
<td>Natural Resources</td>
<td>8%</td>
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<tr>
<td>Computer Services</td>
<td>4%</td>
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<tr>
<td>Education</td>
<td>4%</td>
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<tr>
<td>Natural Resources</td>
<td>8%</td>
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<td>Government</td>
<td>4%</td>
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<tr>
<td>Hospitality / Tourism</td>
<td>4%</td>
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<tr>
<td>Other</td>
<td>25%</td>
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</table>

Employers:

- Boeing
- Deloitte
- fraserhealth
- Google
- Provincial Health Services Authority
- Vancouver Coastal Health

Job titles:

- Business Analyst
- Management Consultant
- Associate Consultant
- Strategy Manager
- Technical Analyst
- Data Scientist
Overview of Programs

Bachelor of Commerce (BCom)

The four-year BCom program at UBC’s Sauder School of Business is a rigorous one: only students who showcase academic excellence and a significant roster of extracurricular activities are accepted. Our BCom students learn practical skills such as critical thinking, creative problem solving, communication, organization, and leadership. These skills are refined through relevant business experience through Co-op work terms, summer employment, and participation in case competitions and conferences. This diverse group of students is highly capable and ready to take on junior- and intermediate-level roles across any sector.

Master of Management (MM)

If you are looking for high-achieving entry-level talent with an adaptable approach to business, look no further than UBC Master of Management (MM) candidates. This nine-month program equips undergraduate students from a range of non-business faculties with Master-level business training designed to meet employers’ needs head on. These star students are subject area specialists, and draw on their specialized knowledge and expertise to help you solve problems from a multidisciplinary perspective not confined to traditional business frameworks. Furthermore, MM students get practical, hands-on experience during the five-month Community Business Project, working on a live project for a not-for-profit organization or social enterprise. Their unique combination of knowledge and skills help them excel in a wide range of careers and industries.
MBA

The MBA at UBC Sauder’s Robert H. Lee Graduate School is designed with the help of leading employers to ensure graduates are poised to impact organizations in today’s competitive international business environment. Candidates in our full-time 16-month and part-time 28-month programs are selected for their diverse perspectives and backgrounds. This experienced group of candidates gain a holistic understanding of business and learn to make strategic decisions to maximize success. They also enhance their skills through real-world projects such as internships, entrepreneurial projects, business case studies, and consulting projects for international organizations.

Part-time MBA candidates are in a unique position to immediately add value to an organization, bringing the latest skills and knowledge learned in the classroom on the weekend to their jobs during the work week.

Master of Business Analytics (MBAN)

The MBAN program isn’t just about the technical knowhow; it captures the full analytics spectrum, from data management to data analytics to decision analytics. Which means you will get top talent who are able to make strategically sound recommendations and data-driven business decisions. Many of our MBAN graduates gain real work experience through an Analytics Consulting Internship. Administered by UBC Sauder’s own Centre of Operations Excellence (COE), this internship gives students the opportunity to broaden their skills in a real business environment.

Alumni

UBC Sauder’s alumni network is made up of more than 40,000 graduates living in 80 countries. They are innovators, entrepreneurs, managers, problem solvers, creative decision makers, and global citizens who are transforming business and creating positive and lasting change for our world. Alumni from all of our undergraduate and graduate programs stay connected with UBC Sauder in a number of ways, including through our career services and online jobs board. This gives prospective employers the opportunity to tap into a vast pool of talent with a broad range of experience and expertise.
How do I raise the profile of my company brand to students?

There are a variety of ways to build and increase your company brand to our students. Consider attending one of our network events, hosting a company visit, or mentoring a student. You may also partner with a student club on an event or initiative—they are eager for your involvement.

When is the best time to post a role for MBA interns or Co-ops?

The best time to post a job will depend on which student group you are looking to target. Co-op recruits year-round, and students are most active in their search in November, March, and July; MBA interns begin to look in January for positions beginning in May. For more detailed information please refer to When should you start to recruit? on the next page.

Can you send me resumes from high potential students?

We’re currently working on implementing a recruitment/direct match service. In the meantime, for jobs that need to be filled in a timely manner, we can shoulder-tap individual students who meet your specific qualifications and forward qualified resumes for interviews at your convenience.

Do you work with student clubs?

We do! Student clubs are always looking for company representatives for panel discussions, industry nights, site visits, seminars, and student-led networking events. Getting involved is a great way to build your brand, preview talent, and create a talent pipeline. Contact club officers directly through their websites, or get in touch with us to speak with a club liaison.

Have a question about international students’ work eligibility?

Hiring international students for employment in Canada is relatively simple. Current full-time students hold study permits that allow them to work up to 20 hours per week during the academic year and full-time during University-scheduled breaks (e.g. summer and winter holidays). They do not require a separate work permit. Co-op students are the exception, as they require a Co-op work permit.

International students who have graduated are eligible for a Post-Graduation Work Permit (PGWP) that allows them work in Canada for up to 3 years.

Our students typically apply for work permits and complete any requisite paperwork on their own under the guidance of the University’s International Student Services.
When Should You Start to Recruit?

Hire for short-term
Available for Co-op, MBA interns, and BCom students

Co-op
Availability:
Students available for 4 or 8 month work terms

<table>
<thead>
<tr>
<th>Recruit</th>
<th>Hire</th>
</tr>
</thead>
<tbody>
<tr>
<td>June to August</td>
<td>September</td>
</tr>
<tr>
<td>October to December</td>
<td>January</td>
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<tr>
<td>February to April</td>
<td>May</td>
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</tbody>
</table>

MBA interns
Availability:
Students available for 8-16 weeks from May to August

<table>
<thead>
<tr>
<th>Recruit</th>
<th>Hire</th>
</tr>
</thead>
<tbody>
<tr>
<td>January to April</td>
<td>May</td>
</tr>
</tbody>
</table>

BCom students
Availability:
Summer positions from May to August

<table>
<thead>
<tr>
<th>Recruit</th>
<th>Hire</th>
</tr>
</thead>
<tbody>
<tr>
<td>February to April</td>
<td>May</td>
</tr>
</tbody>
</table>

Hire for full-time
Available for BCom, Masters of Management, MBA, Master of Business Analytics and PMBA

When should I start recruiting for a full-time position?

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Recruit</th>
<th>Hire</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCom &amp; MM - 0-2 yrs experience</td>
<td>November to January</td>
<td>January</td>
</tr>
<tr>
<td>MBA - 5 yrs experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BCom &amp; MM - 0-2 yrs experience</td>
<td>February to May</td>
<td>May &amp; June</td>
</tr>
<tr>
<td>Master of Business Analytics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMBA - 7 yrs experience</td>
<td>Year-round</td>
<td>Year-round</td>
</tr>
</tbody>
</table>
We can help.

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Vancouver, BC, Canada
V6T 1Z2

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