



**BBA  
GENERAL**

# BBA GENERAL

The Bachelor of Business Administration (BBA) degree prepares graduates to seek employment in entry-level positions and to start their own ventures in various industries of budgeting, accounting, payroll, personnel, computer systems, risk management, facilities planning and management.

This program aims to produce capable and knowledgeable students who manifest an understanding of work and careers and an ability to adapt quickly to the expectations of the work environment.

## Course Structure

General Education	(16 × 3) = 48 Credits
Business Majors	(20 × 3) = 60 Credits
Concentration	(4 × 3) = 12 Credits
Total	120 Credits
Course Duration	Four years

## General Education

English Composition  
English Literature  
College Algebra  
Human Geography  
Human Civilizations  
Art History  
World Politics  
Introduction to Psychology  
Human Development  
Introduction to Sociology  
International Relations  
Introduction to Ecology  
Environmental Science  
Introduction to Communication  
World Religions  
Critical Thinking & Problem Solving

## Business Majors

Foundations of Business  
Principles of Accounting  
Concepts of Microeconomics  
Concepts of Macroeconomics  
Introduction to Business Writing  
Introduction to Business Law  
Foundations of Statistics  
Intro to Organizational Behavior  
Introduction to Leadership  
Principles of Marketing  
Essentials of Corporate Finance  
Introduction to Information Systems  
Fundamentals of Decision Making  
Intro to Operations Management

Introduction to Sales Management  
The Essentials of Entrepreneurship  
Principles of Advertising  
Introduction to Business Research  
The Necessities of International  
Marketing & Culture  
Development of Business Strategy

## Financial Management Concentration

Financial Institutions & Market  
Working Capital Management  
Investment Decision  
Corporate Financial Decisions

## Marketing Concentration

Mass Media & Communications  
Principles of Branding  
Consumer Behavior

## Human Resource Management Concentration

Performance Management  
Fundamentals of Human Resource  
Management  
Management of labor relations



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