



# Bachelor of Arts in Business Administration

The Business Administration program delivers a course of study preparing competent business professionals to meet the challenges of an interdependent world. **Graduates of this program will be ready to make an immediate contribution to the business environment** with a background in business analysis, communication, finance, and economics.

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**Total BABA Credit Hours Requirement:** 120 Credits

**BABA Curriculum:** 58 Credits/97 Weeks

**General Education Curriculum:** 40 Credits **Elective/**

**Transfer Curriculum:** 22 Credits

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## Admission Requirements

To be considered for enrollment into the Bachelor of Arts in Business Administration program, an applicant must apply with the following:

### General Admission Requirements

- 50 transferable semester hours completed at an accredited college or university, or institutions that are on track to become accredited.
  - Applicants with less than 50 transferable semester hours must meet additional requirements, including submitting any transcripts and exam scores.
  - No more than two identical program courses can be transferred in from another school.
  - There is no age limit to the transfer credits. All relevant coursework will be transferred within the guidelines of the program.
- Overall college transfer grade point average of 2.0 on a 4.0 scale.
- One year of full-time work experience.

## General Admission Requirements (continued)

- Students who speak English as a second language (ESL) must take one of the following exams to show proficiency in the English language:
  - Paper-based Test of English as a Foreign Language (TOEFL)
    - Must earn a score of 500 or higher
  - Internet-based Test of English as a Foreign Language (TOEFL)
    - Must earn a score of 61 or higher
  - Applicants who graduated from a U.S. high school or earned at least 6 credits at a U.S. college with a passing grade point average may be exempt from these exams.

*Applicants may be considered for admission as further defined in the Admission Policies and Transfer of Credit Agreement.*

## Graduation Requirements

- Complete all courses in the BABA major with a grade of “C” or better.
- Fulfill all required general education credits.
- Earn a minimum of 120 credits with a minimum cumulative GPA of 2.0.
- Payment of all tuition and fees.

See the courses you will take 

## Courses in BABA

### **BUSI 3313**

#### **Professional Development (3 credits/5 weeks)**

This course is designed to facilitate team-building as well as the process of adapting to the academic environment. Emphasis will be placed on group interaction, understanding and appreciating the views of others, and personal growth. In addition, students will be introduced to available resources such as the library and Internet tools that will be critical to their success in the academic setting.

### **BUSI 2301**

#### **Business Communication (3 credits/5 weeks)**

This course combines oral and written communication theory, practice, and technical report writing. Emphasis is placed on instilling an awareness of correct grammar and punctuation in writing for business applications. Also, students develop knowledge from hands-on experience with different information processing equipment and are provided laboratory experience entering information into the computer.

### **MGMT 3311**

#### **Principles of Management (3 credits/5 weeks)**

An examination of the fundamental theories and techniques that influence contemporary management approaches. This course introduces students to how management is practiced and how these practices have developed.

### **MGMT 1324**

#### **Mathematical Concepts for Business (3 credits/5 weeks)**

A course in finite mathematics for business and economics students including sets; basic algebraic properties; linear equations and inequalities; functions and graphs; the exponential and logarithmic functions; the mathematics of finance; systems of linear equations and matrices; linear inequalities and linear programming; the simplex method; and an introduction to probability.

## Courses in BABA

### **MGMT 4322**

#### **Human Resource Management (3 credits/5 weeks)**

Basic techniques of management of human resources and human relations: job analysis; job rating and classification; selection, training, and promotion; employee health/welfare and safety; remuneration of employees; labor turnover; employer-employee relations; government legislation; and labor relations.

### **BUSI 3401**

#### **Quantitative Business Analysis (4 credits/7 weeks)**

This course is an introduction to quantitative methods used in analyzing problems for business decision making. A major emphasis is placed on mathematics of finance and the solving of business problems. In addition, instruction in the statistical analysis for business, operations management, and techniques for management of direct resources required to produce goods and services is provided. This course entails three hours of lecture and one hour of laboratory work per week.

### **BUSI 3312**

#### **Legal, Social, and Ethical Aspects of Business**

##### **(3 credits/5 weeks)**

This course is a general introduction to business law governing transactions, with emphasis on the fundamental principles of contracts, agency, and negotiable instruments. Besides being introduced to the role of the court systems in business, students are also introduced to the social and ethical responsibilities of management.

### **ACCT 2301**

#### **Principles of Financial Accounting (3 credits/5 weeks)**

A study of the fundamental principles and problems involved in accounting for the major forms of business organizations. Recording techniques are examined and accounting concepts are explored. This course introduces concepts of financial accounting.

### **ECON 2301**

#### **Microeconomics (3 credits/5 weeks)**

An introduction to the basic descriptive, analytical, and policy problems found at the microeconomic level. Emphasis will be placed on the roles of supply, demand, and price in the allocation of scarce resources.

## Courses in BABA

### **ECON 2302**

#### **Macroeconomics (3 credits/5 weeks)**

An introduction to the basic descriptive, analytical, and policy problems found at the macroeconomic level. Emphasis will be placed on the roles of money and banking, aggregate supply and demand, and national income accounting.

### **FINA 3311**

#### **Introduction to Corporate Finance (3 credits/5 weeks)**

A study of economic and institutional aspects of the financial environment and basic techniques of financial management of a firm.

### **MGMT 3324**

#### **Managing Diversity (3 credits/5 weeks)**

This course is designed to introduce students to techniques used by organizations to learn how to “manage” people’s differences in ways that make workers more productive and more compatible team members. The focus will be on developing one’s ability to understand and appreciate individual differences and to work productively, particularly on teams, with people from diverse backgrounds, cultures, and ethnicities. This course will also focus on the needs for both individual understanding of differences and organizational systemic change.

### **ACCT 2302**

#### **Principles of Managerial Accounting (3 credits/5 weeks)**

This course is designed to help the students use the basic methods of internal accounting, reporting, and analysis to support managerial decision making, planning, and control of operations. This course introduces concepts of managerial accounting.

### **MKTG 3311**

#### **Principles of Marketing (3 credits/5 weeks)**

Principles of Marketing is an introductory course that emphasizes the key concepts and issues underlying the modern practice of marketing. The role of marketing in the organization and in society is examined and analyzed. Course content includes the general nature of marketing in a macro and micro context, the marketing concept, buyer behavior, and the marketing organization. The marketing process is analyzed through the four main decision areas of products and services, distribution, promotion, and pricing.

## Courses in BABA

### **IBUS 3311**

#### **International Business (3 credits/5 weeks)**

This is a course in multinational business that surveys the various elements of international production and trade. The course will examine the benefits and problems that multinational companies encounter in an international environment. It will also focus on global market perspectives of trade agreements, international finance, and global communication.

### **MGMT 3322**

#### **Organizational Behavior (3 credits/5 weeks)**

This is a study of the theories of organizations as related to effectiveness, efficiency, and impact on the environment. The students will delineate formal and informal organizations, discuss authority and influence, and explore the phenomenon of individual and group behavior in work organizations.

### **MGMT 3323**

#### **Small Business Management (3 credits/5 weeks)**

An introduction into the processes of starting a business. Preparation of business/marketing plans and understanding concepts of e-business will be expected.

### **MGMT 4311**

#### **Operations Management (3 credits/5 weeks)**

Techniques for management of direct resources required to produce goods and services. Topics such as linear programming, transportation algorithms, and quantitative tools are covered.

### **MGMT 4323**

#### **Business Policy (3 credits/5 weeks)**

This course is designed as a capstone in the education of undergraduate business students. It involves the management of business organizations in the broadest sense, integrating previous studies in business and administration into a coherent realistic approach to business policy and decision making to produce goods and services.



## **Our Enrollment Team Can Help**

Have questions? We can talk you through your specific situation one-on-one so you don't have to figure it all out alone.

**Give us a call today so we can help you get started:  
512.505-6468**