

# Bachelor of Business Administration (BBA)



## OVERVIEW

American InterContinental University™ offers an industry-relevant BBA program designed to provide the knowledge and skills to pursue opportunities in the business world. In this program, students are given the opportunity to focus on key areas essential to the business world.

## CORE CURRICULUM

In this curriculum, students can study a wide range of business knowledge in subjects such as: accounting, finance, marketing, human resources, and project management. Courses are structured to assist students in the development of a general business-knowledge core that is designed to provide a foundation for careers in business or management. For example:

**Introduction to Business:** students can study foundational business activities including basic concepts of management, differences between various kinds of organizations, and finance fundamentals.

**Principles of Marketing:** students can explore how to apply investigative and research skills, position products and services in the marketplace, and understand the importance of an organization's relationship to its customers.

**Program Capstone:** students can synthesize the concepts learned in previous courses, and build their skills in areas such as negotiation, leadership, and performance management.

## PROGRAM OUTCOMES

- Utilize team building and leadership skills and employ methods for improving decision-making
- Apply quantitative tools to analyze contemporary business functions and practices
- Apply the concepts and principles of finance, economics, and accounting to make effective decisions in the global business environment
- Apply current operations and marketing management practices and principles used in the business environment
- Examine the implications of technology and the internet on today's businesses
- Recognize and manage potential ethical and legal conflicts in today's business environment

\* Not all credits are eligible to transfer. See the University Catalog for transfer credit policies.

## COURSEWORK

## OUTCOMES

## WHY AIU?

AIU offers a streamlined, real-world curriculum and flexibility designed to help you schedule school around your life, not the other way around. Along with industry-relevant undergraduate and graduate degrees, our industry-focused specializations allow in-depth study of the field.

To accommodate busy lives, we offer full- and part-time program options and transfer-in credit\* for eligible college, work and military experience, which could cut down on the time it takes to earn a degree.



AIU's Business Administration degree programs with all their specializations are programmatically accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



AIUniv.edu

# Bachelor of Business Administration (BBA)

The AIU® Bachelor of Business Administration (BBA) degree combines the required general education courses that provide a liberal-arts foundation with a coherent business core and elective courses. The program is designed to provide students with the knowledge, skills and ability to pursue opportunities in the field.

## CHOOSE THE RIGHT PATH FOR YOU

By studying topics of your choice in various business electives, you have an opportunity to focus your interests on the acquisition of industry-specific knowledge and skills common to many of today's business professionals.

## THE ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS AND PROGRAMS (ACBSP)

The ACBSP accreditation means that AIU's Business Administration programs meet the rigorous standards of this accreditation association. It helps ensure that what we teach is industry-relevant in today's business environment.



REQUIRED COURSES

### GENERAL EDUCATION COURSES

ECON220	Microeconomics	4.5
ECON224	Macroeconomics	4.5
ENGL106	English Composition I	4.5
ENGL107	English Composition II	4.5
MATH125	General College Mathematics	4.5
UNIV103	Academic and Professional Success	4.5
UNIV106	Technology and Information Literacy	4.5
UNIV109	Interpersonal Communication	4.5
	Humanities (2 courses)	9
	Natural Sciences (2 courses)	9
	General Education Elective (1 course)	4.5

**Total General Education Requirements 58.5**

### GENERAL ELECTIVES

A combination of any 11 undergraduate courses

**Total General Elective Requirements 49.5**

### CORE COURSES

ACCT205	Principles of Accounting I	4.5
ACCT310	Managerial Accounting	4.5

### CORE COURSES (CONTINUED)

BUSN105	Introduction to Business	4.5
BUSN150	Legal and Ethical Environment of Business	4.5
BUSN311	Quantitative Methods and Analysis	4.5
FINA310	Financial Management	4.5
MGMT305	Management Information Systems	4.5
MGMT310	Management and Leadership of Organizations	4.5
MGMT315	Survey of Human Resources Management	4.5
MGMT499	Program Capstone	4.5
MKTG205	Principles of Marketing	4.5

**Total Core Requirements 49.5**

### BUSINESS ELECTIVES

A combination of any 5 undergraduate business courses (ACCT/BUSN/FINA/HLTH/LCBH/MGMT/MKTG)

**Total Specialization Requirements 22.5**

**Total Bachelor's Degree Requirements 180**

For important information about the educational debt, earnings, and completion rates of students who attended this program, go to [www.aiuniv.edu/disclosures](http://www.aiuniv.edu/disclosures). AIU cannot guarantee employment or salary. Not all programs are available to residents of all states. 1300130 3/18

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