

# 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.

## COURSEWORK

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. The program culminates in a capstone experience. Some of the courses include:

**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 work to develop their skills in areas such as negotiation, leadership, and performance management.

## OUTCOMES

- Integrate knowledge of the core ACBSP business concepts of accounting, finance, statistics, economics, management, and marketing to assess business circumstances
- Propose quantitative business solutions which demonstrate critical and analytical thinking
- Collaborate in cross functional teams utilizing effective business techniques and strategies
- Navigate challenges in a global market involving international distribution and operations networks
- Share business recommendations and information through a variety of communication delivery formats
- Evaluate potential ethical and legal issues in contemporary business situations and propose appropriate resolution
- Employ technology to effectively solve business problems and provide solutions

\* Transfer credits are evaluated on an individual basis. Not all credits are eligible to transfer. See the University Catalog for transfer credit policies.

## 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 degree programs, our industry-focused concentrations allow in-depth study in 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 programs 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 program 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 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 10 undergraduate courses

**Total General Elective Requirements 45**

### CORE COURSES

ACCT205	Principles of Accounting I	4.5
ACCT310	Managerial Accounting	4.5
BUSN105	Introduction to Business	4.5
BUSN150	Legal and Ethical Environment of Business	4.5
BUSN311	Quantitative Methods and Analysis	4.5

### CORE COURSES (CONTINUED)

FINA310	Financial Management	4.5
MGMT305	Management Information Systems	4.5
MGMT310	Management and Leadership of Organizations	4.5
MGMT315	Survey of Human Resource Management	4.5
MGMT415	Global Operations Management	4.5
MGMT499	Program Capstone	4.5
MKTG205	Principles of Marketing	4.5

**Total Core Requirements 54**

### 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**

AIU cannot guarantee employment, salary, or career advancement. Not all programs are available to residents of all states. REQ1574315 9/20

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