

# Bachelor of Business Administration (BBA)

## Specialization in Management



### OVERVIEW

Today's fast-paced, ever-changing business environment requires professionals to have a firm grasp of the models, strategies and theories driving economies. AIU® offers an industry-relevant BBA program with a specialization in Management to help students develop a solid foundation in business fundamentals while giving them an opportunity to learn about organizational change, the role of managers and cultural differences found in the management environment.

### CURRICULUM INCLUDES

In this specialized curriculum, students have an opportunity to examine the many responsibilities of a manager or supervisor, which include leading their teams and providing the motivation and skills to achieve organizational goals.

This real-world specialization offers the opportunity for in-depth study, and can help you develop a focused industry-specific knowledge base common to management professionals in the business world. For example:

**Diversity in the Workforce:** students can study the experience of work as it varies with gender and ethnic background and examine the relationship of diversity to processes such as supervision, leadership, mentoring and power.

**Personnel and Organization Policy:** students examine the personnel policies that must be in place in order to select and implement human resources programs within an organization.

This course covers basic aspects of policy writing for employee selection, performance management, disciplinary process, employee motivation and career management.

**Global Leadership and Management:** students can explore the international dimensions of leadership and management, and work to understand the framework for formulating and executing strategies in an increasingly complex world economy.

### WE CAN HELP YOU

- 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
- Design management practices based on business principles and theories which solve organizational problems

### 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).



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

### OUTCOMES

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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 designed to provide a foundation for opportunities in business or preparation for advanced study.

### FOCUS ON YOUR SPECIFIC AREA OF INTEREST

By studying key topics in management to complete the upper division's specialization requirements, you have an opportunity to focus your interests on the acquisition of industry specific knowledge and skills common to management 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**

#### MANAGEMENT SPECIALIZATION COURSES

MGMT335	Personnel and Organization Policy	4.5
MGMT340	Building Teams and Resolving Conflict	4.5
MGMT345	Diversity in the Workplace	4.5
MGMT348	Industrial Labor Relations	4.5
MGMT405	Global Leadership and Management	4.5

**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.  
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