Bachelor of Business Administration (BBA)
Specialization in Management

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

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

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

Total Bachelor’s Degree Requirements 180