

# 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.

### COURSEWORK

#### 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, with more than half of the courses in your field of interest. It can help you develop a focused industry-specific knowledge base common to management professionals in the business world. For example:

**In Diversity in the Workforce:** students 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.

**In 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.

**In Managing Organizational Change:** students examine the conceptual and experiential approaches to the topic of organizational change and organizational development. Special emphasis is placed on developing interpersonal skills in order to analyze situations.

### OUTCOMES

#### WE CAN HELP YOU

- Apply team building and leadership skills and employ methods for improving decisionmaking
- 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.

### 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).



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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 core 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 leading accreditation association. It helps ensure that what we teach is industry-current and industry-relevant in today's business environment and can make your degree more meaningful in the marketplace.



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
<b>Total General Education Requirements</b>		<b>58.5</b>

#### 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
BUSN105	Introduction to Business	4.5

#### CORE COURSES (CONTINUED)

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**

#### MANAGEMENT SPECIALIZATION COURSES

MGMT335	Personnel and Organization Policy	4.5
MGMT340	Building Teams and Resolving Conflict	4.5
MGMT345	Diversity in the Workforce	4.5
MGMT348	Industrial Labor Relations	4.5
MGMT415	Global Operations Management	4.5

**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 these programs, 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. 1294612 3/18

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