



**Bachelor of Business Administration
Category I**

Bachelor of Business Administration	Credit	CCAF Transfer Credits	Course Credits to be taken at UA Grantham
General Education			
GU100 UAG Engage	1		1
BIO101 Life Science I	4	4	
BIO102 Life Science II	4		4
ECN206 Macroeconomics	3		3
EN101 English Composition I	3	3	
EN261 Fundamentals of Technical Writing	3	3	
MA100 Quantitative Reasoning	3	3	
HU260 Strategies for Decision Making	3	3	
HU275 Professional Ethics	3	3	
GP210 American Government	3	3	
PS101 Fundamentals of Psychology	3	3	
SO101 Intro to Sociology	3	3	
General Education Requirements	36	28	8
BBA Program Core			
MGT150 Principles of Business Management	3	3	
CS155 Computer Applications for Business	3	3	
MA230 Mathematical Statistics I	3		3
CO210 Business Communications	3	3	
MKG131 Foundations of Marketing	3		3
ECN201 Microeconomics	3		3
FIN210 Personal Finance	3	3	
IS340 Data Analytics	3		3
ACC220 Financial Accounting	3		3
ACC226 Managerial Accounting	3		3
LAW220 Business Law I	3		3
SO351 Technology and Society	3	3	
IS242 Management Information Systems	3	3	
HRM340 Human Resource Management	3	3	
FIN307 Principles of Finance I	3		3
MGT468 Organizational Behavior	3		3
HU310 Principles of Leadership	3	3	
MGT335 Intro to Operations Management	3	3	
ENT301 Entrepreneurship	3		3
PRJ450 Project Management	3		3
INT401 International Business	3	3	

MGT410 Strategic Management	3	3	
Program Core Requirements	66	33	33
Concentration (Students Choose a Concentration)			
Concentration Requirements	18		18
Total Degree Credit Hours	120	61	59

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The Business Administration program provides students with knowledge of the foundational business practices of finance, accounting, human resource management, operations, and marketing, which are critical to a continued and dynamic profession in management.

Learning Outcomes

- Demonstrate critical thinking through applying decision support tools
- Demonstrate communication skills
- Apply decision-making skills that are relevant to professional, ethical, and social responsibilities
- Utilize strategic, tactical, and operational methods in the decision-making process to gain a competitive business advantage
- Analyze economic, environmental, political, ethical, legal, and regulatory guidelines
- Engage in integrated business problem-solving activities by distinguishing the theories, principles and concepts related to the foundational areas of business in a global environment

The BBA degree program is offered in six concentrations: Financial Planning, General Management, Human Resources, Marketing, Operations Management, and Supply Chain Management. The BBA degree program is comprised of three parts: the first part – General Education Required Core – is common across all concentrations; the second part – Program Required Core – is common to all concentrations, except Financial Planning; the third part is a set of concentration-specific courses.