



## COLLEGE OF PROFESSIONAL STUDIES

# BACHELOR OF BUSINESS ADMINISTRATION

### Gain a Competitive Edge

Whether you're a budding entrepreneur or you're looking for a career in a Fortune 500 corporation, a Bachelor of Business Administration (BBA) from National University will give you the tools you need to define your competitive edge and succeed in today's exciting business world.

Gain an understanding of marketing, statistics, accounting, economics, finance, and management; then select a concentration to refine your degree. Concentrations available include accountancy, alternative dispute resolution, business law, economics, entrepreneurship, finance, human resource management, marketing, and project management. Graduates of the BBA program are qualified to continue their business education with an MBA.

#### Program highlights:

- Entire program can be completed online
- Prepares students for careers in domestic or international business
- Provides the tools and skills needed to start a business or take an existing business to the next level

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## BACHELOR OF BUSINESS ADMINISTRATION

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The Bachelor of Business Administration (BBA) degree prepares students for career opportunities and advancement in business and industry. Successful completion of lower- and upper-division BBA requirements ensures that graduates comprehend the relationships among marketing, quantitative theory, accountancy, economic principles and financial, human and organizational management. The BBA gives students an opportunity to specialize in designated fields by pursuing concentrations and minors, or to choose an individualized set of general BBA electives.

### Bachelor of Business Administration/Master of Business Administration (BBA/MBA) Transition Program

Students must complete graduate-level coursework taken as part of the BBA degree with a grade of B or better. This coursework, which counts as electives, will not transfer as graduate-level credit to National University or any other institution as it is part of an undergraduate degree program. Grades earned in graduate-level courses will be calculated as part of the student's undergraduate grade point average. Students must be within completing their last six courses in their undergraduate program and have a cumulative GPA of at least a 3.00 to be eligible. Lastly, students must apply for and begin the MBA program within six months after completing their final BBA course. Students must complete their MBA program within four years with no break exceeding 12 months.

Students in the BBA transition program may take up to three MBA classes as electives during the BBA. Students may choose from the following courses: MKT 602, MGT 605, ECO 607, IBU 606, MGT 608 and MNS 601.

The number of courses required to earn an MBA degree for transition program students is reduced from 14 to as few as 11 courses, depending on classes selected and grades earned.

### Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Apply ethical and legal principles to a business environment.
- Apply skills and knowledge in the areas of business math, economics, accounting, finance, and operations management needed to make sound business decisions.
- Apply knowledge in the fields of management, information systems, and marketing to different business environments.
- Apply the knowledge acquired in the program for the analysis of strengths, weaknesses, and potential improvements in a business.
- Utilize writing, presentation, research and teamwork skills expected of a business-school graduate at the bachelors level.
- Examine a global business perspective based on the knowledge of foreign business environments and cultures.

### Degree Requirements

To receive a BBA, students must complete at least 180 quarter units as articulated below, 45 of which must be completed in residence at National University, 76.5 of which must be completed at the upper-division level, and a minimum 70.5 units of the University General Education requirements. In the absence of transfer credit, additional general electives may be necessary to satisfy total units for the degree. The following courses are specific degree requirements. Refer to the section on undergraduate admission procedures for specific information regarding admission and evaluation. All students receiving an undergraduate degree in Nevada are required by state law to complete a course in Nevada Constitution.

### Preparation for the Major

(6 courses; 27 quarter units)

MNS 205 must be taken if students do not have transfer credits for MNS 205 or the MTH courses.

MNS 205\* Intro to Quantitative Methods

OR

MTH 210\* Probability and Statistics  
Prerequisite: Accuplacer test placement evaluation or MTH 12A and MTH 12B

OR

MTH 215\* College Algebra & Trigonometry  
Prerequisite: Accuplacer test placement evaluation or MTH 12A and MTH 12B

OR

MTH 220\* Calculus I  
Prerequisite: Accuplacer test placement or MTH 216B or MTH 215

ACC 201 Financial Accounting Funds.  
ACC 202 Managerial Accounting Funds.  
Prerequisite: ACC 201  
LAW 204 Legal Aspects of Business I

\* May be used to meet a General Education requirement.

### Requirements for the Major

(9 courses; 40.5 quarter units)

BIM 400 Info. Mgmt. in Organizations  
MGT 309C Prin. of Mgmt. & Organizations  
MGT 400 Ethics in Law, Business & Mgmt.  
FIN 310 Business Finance  
Prerequisite: ACC 201  
MNS 407 Management Science  
Prerequisite: MNS 205  
MKT 302A Marketing Fundamentals  
IBU 430 Survey of Global Business  
Prerequisite: ECO 203 and ECO 204  
MGT 451 Production & Ops Management I  
BUS 480 Capstone: Integrated Bus. Policy  
Prerequisite: Completion of at least 9 BBA preparation and upper-division core courses

### Upper-Division Electives

(7 courses; 31.5 quarter units)

Students may choose to take **one (1)** of the BBA Concentrations listed below and/or appropriate elective courses to satisfy the total units for the degree with the following prefixes: ACC, BIM, BUS, ECO, FIN, HRM, LAW, LED, MGT, MKT, ODV, or HUB.

### Recommended Electives

BUS 491 Internship Project  
Prerequisite: 31.5 quarter units in business or business-related courses and a 2.5 GPA  
FIN 446 International Financial Mgmt.  
Prerequisite: FIN 310  
FIN 440 Financial Institutions  
Prerequisite: FIN 310  
HRM 409B Survey in HRM & OD  
HRM 432 Recruit, Selection, Promo, Ret.  
HRM 439 Legal, Reg., & Labor Relation C  
IBU 540 International Experience  
LAW 305 Legal Aspects of Business II  
Prerequisite: LAW 204  
MGT 422 Team Bldg, Interpers. Dynamics  
MKT 430 Intro to Global Marketing  
Prerequisite: MKT 302A  
MKT 434 Intro to Market Research  
Prerequisite: MKT 302A  
MKT 443 Introduction to Advertising  
Prerequisite: MKT 302A

### Concentration in Accountancy

Academic Program Director: Consolacion Fajardo; (916) 855-4137; cfajardo@nu.edu

### Concentration in Alternative Dispute Resolution

Academic Program Director: Jack Hamlin; (858) 642-8405; jhamlin@nu.edu

### Concentration in Business Law

Academic Program Director: Bryan Hance; (310) 662-2115; bhance@nu.edu

### Concentration in Economics

Academic Program Director: Wali Mondal; (858) 642-8415; wmondal@nu.edu

### Concentration in Entrepreneurship

Academic Program Director: Gary Zucca; (209) 475-1441; gzucca@nu.edu

### Concentration in Finance

Academic Program Director: Gurdeep Chawla; (408) 236-1138; gchawla@nu.edu

### Concentration in Human Resource Management

Academic Program Director: Bernadette Baum; (858) 642-8404; bbaum@nu.edu

### Concentration in Marketing

Academic Program Director: Mary Beth McCabe; (858) 642-8412; mmccabe@nu.edu