

Bachelor of Business Administration

The Bachelor of Business Administration (BBA) is a professionally focused degree designed to produce graduates who possess practical knowledge and the associated critical thinking skills desired in today's competitive business world. You'll study a core curriculum of management, marketing, law, finance, accounting, economics, and business strategy. Additional concentration options allow you to pursue focused specializations. This comprehensive and affordable business program provides a good foundation to students interested in business, government, military, or other professions.

This program offers you the opportunity to learn from experienced instructors who have considerable managerial experience in Fortune 500 companies, and to communicate with fellow business students by participating in online community forums.

This Bachelor of Business Administration has been designed in consultation with industry business leaders and is accredited by the Accreditation Council for Business Schools and Programs (ACBSP®) (<http://www.acbsp.org>).

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Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Explain and apply fundamental accounting and financial management operations to enhance business decision-making processes.
- Discuss economic factors associated with government, business, and consumer environments and apply theoretical techniques to analyze markets.
- Apply management, human resource, and personnel practices to organizational problem solving.
- Integrate market and marketing information into a strategic plan.
- Apply concepts of contract, tort, Uniform Commercial Code (UCC), and property law to business situations.
- Articulate the external and internal environments of a business organization and formulate appropriate strategies in the context of competitive forces and environmental factors.
- Collect information through the use of various data tools and apply critical thinking concepts to enhance business problem solving capabilities.

- Describe how information systems transform business processes within the modern corporate organization.

Degree at a Glance

Code	Title	Semester Hours
	General Education Requirements	30
	Major Required	30
	Select one of the following concentrations:	12
	General Concentration (p. 3)	
	Business Analysis (p. 3)	
	Business Project Management (p. 4)	
	Data Analytics (p. 4)	
	Digital Retailing (p. 5)	
	DoD Project Management (p. 5)	
	Information Technology Management (p. 5)	
	International Business Management (p. 6)	
	Leading the Digital Workplace (p. 6)	
	Marketing (p. 7)	
	Operational Crisis Management (p. 7)	
	Real Estate Construction and Portfolio Development (p. 8)	
	Real Estate Marketing Management (p. 8)	
	Final Program Requirements	3
	Elective Requirements	45
	Total Semester Hours	120

Degree Program Requirements

General Education Requirements (30 semester hours)

Code	Title	Semester Hours
Arts and Humanities (6 semester hours)¹		
Select 2 courses from the following:		6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH240	Survey of Photography	
ARTH241	Film and Literature	
DSIN141	Image Enhancement using Adobe Photoshop®	
FREN100	French I	
FREN101	French II	
GERM100	German I	

GERM101	German II
JAPN100	Introduction to Japanese
LITR215	Literature of American Encounters, Revolution, and Rebellion
LITR218	From Abolition to #MeToo: Literature of the American Civil Rights Movement
LITR222	Pivotal Figures in Early British Literature
LITR225	British Literature from Wordsworth through the Wasteland
LITR231	Leadership in World Literature: Antiquity to the Early Modern Period
LITR233	Literature of the Newly Globalized World: The Individual's Struggle to Adapt
MUSI200	Music Appreciation
MUSI212	Jazz and Rock
MUSI250	World Music and Cultures
PHIL101	Introduction to Philosophy
PHIL110	Critical Thinking
PHIL200	Introduction to Ethics
PHIL202	Philosophy of Science
PORT100	Introduction to Brazilian Portuguese
RELS101	Introduction to the Study of Religion
RELS201	Introduction to World Religions
RUSS100	Russian I
SPAN100	Spanish I
SPAN101	Spanish II
STEM270	Thinking and Acting Ethically
Civics, Political and Social Science (6 semester hours)¹	
Select 1 course from the following: 3	
ECON201	Microeconomics for Business
ECON202	Macroeconomics for Business
Select 1 course from the following: 3	
ANTH100	Introduction to Anthropology
ANTH202	Introduction to Cultural Anthropology
CHFD220	Human Sexuality
COMM211	Social Media and Society
COMM240	Intercultural Communication
ECON101	Microeconomics
ECON102	Macroeconomics
EDUC200	Humane Education: A Global Interdisciplinary Perspective
GEOG101	Introduction to Geography
HOSP110	Practical Food Safety and Awareness
IRLS210	International Relations I
LITR212	Forgotten America—Under Represented Cultures in American Literature

POLS101	Introduction to Political Science
POLS210	American Government I
PSYC101	Introduction to Psychology
RELS250	Death and Dying
RELS260	Race & Religion
RELS270	Hope and Resilience
SOCI111	Introduction to Sociology
SOCI212	Social Problems
SOCI220	American Popular Culture
STEM280	Exploring Society and Cultures via Science Fiction

Communication: Writing, Oral, and Multimedia (9 semester hours)

COMM120	Information and Digital Literacy	3
ENGL110	Making Writing Relevant	3
ENGL226	Effective Business Communication	3

History (3 semester hours)

Select 1 course from the following:		3
HIST101	American History to 1877	
HIST102	American History since 1877	
HIST111	World Civilization before 1650	
HIST112	World Civilization since 1650	
HIST121	Western Civilization before The Thirty Years War	
HIST122	Western Civilization since The Thirty Years War	
HIST221	African-American History before 1877	
HIST222	African-American History since 1877	
HIST223	History of the American Indian	
HIST270	History of Science	
STEM185	The History and Context of STEM	

Mathematics and Applied Reasoning (3 semester hours)

Select 1 course from the following:		3
MATH110	College Algebra	
MATH111	College Trigonometry	

Natural Sciences (3 semester hours)

Select 1 course from the following:		3
BIOL180	Introduction to Biology	
BIOL181	Introduction to Human Anatomy and Physiology	
CHEM180	Introduction to Chemistry	
ERSC180	Introduction to Meteorology	
ERSC181	Introduction to Geology	
EVSP180	Introduction to Environmental Science	
PHYS180	Introduction to Physics	
SPST180	Introduction to Astronomy	
STEM100	Introduction to STEM Disciplines	

Total Semester Hours	30
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¹ All literature courses require successful completion of ENGL101 - Proficiency in Writing or ENGL110 - Making Writing Relevant.

Major Required (30 semester hours)

Code	Title	Semester Hours
MGMT101	Principles of Supervision	3
BUSN100	Basics of Business	3
ACCT105	Accounting for Non Accounting Majors	3
MKTG201	Fundamentals of Marketing	3
ITMG371	Contemporary Internet Topics	3
BUSN202	Leading in the Technology Age	3
BUSN311	Law and Ethics in the Business Environment	3
MATH302	Statistics	3
BUSN312	Operations Research	3
BUSN410	Critical Thinking Strategies for Business Decisions	3
Total Semester Hours		30

Students must choose a concentration for this degree program and may select from a General Concentration, Concentration in Business Analysis, Concentration in Business Project Management, Concentration in Data Analytics, Concentration in Digital Retailing, Concentration in DoD Project Management, Concentration in Information Technology Management, Concentration in International Business Management, Concentration in Leading the Digital Workplace, Concentration in Marketing, Concentration in Operational Crisis Management, Concentration in Real Estate Construction and Portfolio Development, or a Concentration in Real Estate Marketing Management.

General Concentration Requirements (12 semester hours)

This general concentration allows you to select from dozens of different concentration courses offered within this program, enabling you to create your own focused area of study.

Code	Title	Semester Hours
Select 4 courses from the following:		12
BUSN307	The Legal Environment of Business	
BUSN320	Principles of E Business	
BUSN330	Fundamentals of Business Analysis I	
BUSN331	Fundamentals of Business Analysis II	
BUSN333	Project Management for Business Analysts	
BUSN336	Strategic Policy Decision-Making	
BUSN340	Operational Crisis Management	

BUSN341	Operational Business Continuity	
BUSN342	Operational Sustainability and Crisis Management	
BUSN343	Operational Emergency Preparedness	
BUSN393	Special Topics in Business Administration	
BUSN419	International Business Management	
BUSN451	Introduction to Business Project Management	
BUSN452	Project Schedule and Scope Management	
BUSN453	Project Integration, Quality, Resource, and Stakeholder Management	
BUSN490	Business Administration Independent Study	
ECON301	Comparative Economics	
ECON302	Environmental Economics	
ECON303	International Economics	
ECON304	Monetary Economics	
ENTR311	Business Plan Foundations	
ITMG221	IT Project Management	
ITMG371	Contemporary Internet Topics	
ITMG421	Virtual Management	
MGMT311	Organizational Behavior	
MGMT312	Leadership & Motivation	
MGMT315	Management Communications	
MKTG307	Consumer Behavior	
MKTG400	Marketing Research	
MKTG401	Marketing Strategy	
MKTG407	International Marketing	
WEBD311	Internet Concepts	
Total Semester Hours		12

Concentration in Business Analysis (12 semester hours)

Offers a comprehensive review of business requirements gathering, tools, techniques, and documentation suites. Offers project management techniques to define project cycles, measure and estimate efforts, and set priorities.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Identify business needs and problem domains.
- Analyze processes and behavior requirements for problem solutions.
- Diagram current and proposed business processes using various tools and techniques.

- Evaluate and recommend business solutions.
- Develop business processes and improvements.
- Develop functional business capabilities.
- Facilitate and manage recommended projects.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN330	Fundamentals of Business Analysis I	3
BUSN331	Fundamentals of Business Analysis II	3
BUSN333	Project Management for Business Analysts	3
BUSN336	Strategic Policy Decision-Making	3
Total Semester Hours		12

Concentration in Business Project Management (12 semester hours)

The Bachelor of Business Administration with a concentration in Business Project Management enhances your understanding of how businesses depend on project management to move the organization toward its strategic goals. Through this concentration, you will be introduced to the theories, concepts, and practices that align with project management.

You will come to understand how projects begin during the sales cycle and continue to be assessed after the project is delivered. You will be exposed to skill sets to track and monitor projects, develop a schedule and integrate it with costs and risks, prepare presentations for leadership and stakeholders, and create status reports. Companies depend on project management to stay competitive in developing new offerings, determining the technology needed within the enterprise, updating processes and procedures, and implementing projects for customers.

The concentration is designed for business professionals and military personnel looking to transition into project management within the business environment.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Analyze the fundamentals of project management.
- Demonstrate varying problems from a risk management standpoint.
- Define the role of projects and project management.

- Create a project charter, a scope statement, a Work Breakdown Structure (WBS), Risk Management Plan, Quality Management Plan and Stakeholder Management Plan.
- Explain the need for ethical project management.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN451	Introduction to Business Project Management	3
BUSN452	Project Schedule and Scope Management	3
BUSN453	Project Integration, Quality, Resource, and Stakeholder Management	3
RTMG202	Risk Management	3
Total Semester Hours		12

Concentration in Data Analytics (12 semester hours)

This concentration offers an introduction to the field of data analytics as it is used to handle real-world problem solving and factual decision-making that is based on solid data collection and sound analysis.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Compare and contrast data and information within organization contexts.
- Classify and organize existing sources of data using spreadsheet software tools.
- Analyze historical and current data trends and the implications on organizational decision-making.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN250	Analytics I	3
BUSN350	Analytics II	3
BUSN450	Advanced Analytics	3
BUSN336	Strategic Policy Decision-Making	3
Total Semester Hours		12

Concentration in Digital Retailing (12 semester hours)

The Digital Retailing concentration explores multiple facets of technology including smart stores with product experts, instant data access, expanded use of artificial intelligence, virtual and augmented reality, expanded mobile/cashier-less capabilities, consumer protection, and seamless customer experiences with e-commerce, m-commerce, and brick-and-mortar locations. In addition, students have the opportunity to increase their knowledge of various retail technologies in the areas of digital retail analytics, strategies, marketing, merchandising, and cybersecurity.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Explore the evolution of retail markets from pre-industrial to modern-day digital retailing.
- Differentiate the various forms of online and digital retailing.
- Evaluate risks inherent to digital retailing including cybersecurity, fraud, and safety protection.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
RTMG310	Digital Retail	3
Select 3 courses from the following:		
BUSN320	Principles of E Business	
MKTG310	Digital Marketing	
ISSC452	Cybersecurity	
RTMG311	Digital Retail Technologies	
RTMG312	Digital Retail Analytics	
RTMG313	Digital Retail Strategies	
RTMG314	Digital Merchandising	
RTMG315	Retail Cybersecurity	
Total Semester Hours		12

Concentration in DoD Project Management (12 semester hours)

The Bachelor of Business Administration with a concentration in DoD Project Management enhances your understanding of the government acquisition cycles and how these cycles are tightly coupled with program management. You will learn the policies that government and military personnel must understand to see programs to fruition.

The concentration is designed for federal employees and military personnel looking to enhance their knowledge of the government's acquisition cycle by understanding the steps an acquisition must go through in order for a contract to be awarded to a civilian contractor.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Analyze the fundamentals of defense systems acquisition management.
- Evaluate the diverse, interrelated and changing nature in the different disciplines of defense systems acquisition management.
- Analyze the regulations and governing structures of defense systems acquisition management.
- Define the role of projects and project management.
- Create a project charter, a scope statement, a Work Breakdown Structure (WBS) and Responsibility Assignment Matrix (RAM).
- Explain key elements of a communication plan to keep stakeholders abreast of progress, problems, and controls.
- Describe the steps required to plan a project.
- Explain the key features of an executive program manager's role in today's workforce
- Demonstrate the necessary knowledge, skills, and abilities to be a successful executive in today's government contracting and acquisition organizations.
- Create an executive level action plan for practical and measurable government contracting and acquisition policy and procedures changes.
- Create explain the role and pitfalls of ethics in executive decision-making.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
DEFM310	Program and Acquisition Management I	3
DEFM311	Program and Acquisition Management II	3
DEFM312	Defense Budget Development and Execution	3
DEFM410	Program Appraisal	3
Total Semester Hours		12

Concentration in Information Technology Management (12 semester hours)

Focuses on enhancing organizational productivity through technology. Topics include: technical skills critical in a business environment; system development life cycle (SDLC) models; project management techniques such as PERT and Gantt charts; and Internet concepts such

as protocols, web browsers, search engines, FTP, network security, and online gaming.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Examine Internet protocols, middleware, interfaces, security, and applications.
- Evaluate workplace productivity, legal ramifications, and policies related to Internet access.
- Outline the process and the phases pertaining to managing information systems projects.
- Appraise the technology, communications, and policy issues related to managing virtual teams.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
Select four courses from the following:		12
ITCC200	Application Software Integration	
ITMG221	IT Project Management	
ITMG281	Law, Privacy, and Digital Data	
ITMG421	Virtual Management	
WEBD311	Internet Concepts	
Total Semester Hours		12

Concentration in International Business Management (12 semester hours)

Examines the challenges of managing multicultural and distributed teams in an international workforce. Reviews the tools and techniques used to mitigate financial risk in international business. Helps to develop marketing decision skills in the global context.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Compare and contrast the management strategies around the world.
- Examine the challenges of managing multicultural and distributed teams.
- Appraise the roles and responsibilities of the Human Resource Manager in the context of an international workforce.

- Analyze the interactions and trends between the world economies; also assess the tools and techniques used to mitigate financial risk in conducting international business.
- Evaluate the tools, methods, and practices of marketing in the global context.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN419	International Business Management	3
IRLS392	Globalization and the Market Economy	3
IRLS402	International Law and Regimes	3
MKTG407	International Marketing	3
Total Semester Hours		12

Concentration in Leading the Digital Workplace (12 semester hours)

The Bachelor Business Administration concentration in Leading the Digital Workplace is designed to equip the student with practical risk and management knowledge related to the digital and remote working environments. The concentration enhances the student's skills in addressing challenging issues managers face during the digital transformation of the workplace. Typical topics include the lack of face-to-face supervision, social disconnect, access to information, productivity, and culture. This concentration is suitable for managers in business, government, military, and other professional settings.

This concentration offers the student the opportunity to learn from accomplished professionals who have considerable experience in Fortune 500 companies, the military, government, and other industries. During the program, students will be encouraged to share experiences with other business students. This Bachelor of Business Administration concentration in Leading the Digital Workplace has been designed in consultation with industry experts.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Understand the elements of managing and leading remote organizations.
- Apply the behaviors and traits of effective managers.
- Analyze relevant issues in management such as ethics, globalization, and strategic management.
- Develop strategies to anticipate and remediate the effects of a remote workforce.

- Identify various scenarios and ethical issues that can emerge from a remote workforce.
- Demonstrate an understanding of effective communication.
- Articulate the components of a remote operating plan.
- Incorporate the resource requirements in a remote operating plan.
- Develop a stakeholder management plan

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
Select 4 courses from the following:		12
ITMG281	Law, Privacy, and Digital Data	
BUSN341	Operational Business Continuity	
BUSN340	Operational Crisis Management	
BUSN343	Operational Emergency Preparedness	
BUSN342	Operational Sustainability and Crisis Management	
MGMT312	Leadership & Motivation	
MGMT313	Organizational Change	
MGMT315	Management Communications	
HRMT407	Human Resource Management	
Total Semester Hours		12

Concentration in Marketing (12 semester hours)

Integrates marketing functions with principles of management, finance, strategic planning, and information systems. Topics include: marketing plan development; marketplace analysis; psychology and sociology concepts of consumer behavior; and research techniques.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Integrate the marketing function with fundamental business enterprise concepts and principles of management, finance, strategic planning, and information systems.
- Develop a strategic marketing plan.
- Apply concepts in psychology and sociology relevant to consumer behavior.
- Analyze business markets, customer markets, and buyer markets using concepts and techniques of research for marketing decisions including problem definition, research objectives, execution and research management, and presentation of findings.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN320	Principles of E Business	3
MKTG307	Consumer Behavior	3
MKTG400	Marketing Research	3
MKTG401	Marketing Strategy	3
Total Semester Hours		12

Concentration in Operational Crisis Management (12 semester hours)

The Bachelor of Business Administration concentration in Operational Crisis Management is designed to equip the student with practical risk and crisis management knowledge. The concentration enhances the student's skills in addressing difficult issues crisis managers face to protect the organization, its stakeholders, and assets from man-made and natural disasters. Typical issues focus on how to analyze risk and potential crises that affect the success of the organization. This concentration is suitable for managers in business, government, military, and other professional settings.

This concentration offers the student the opportunity to learn from accomplished professionals who have considerable experience in Fortune 500 companies, the military, government, and other industries. During the program, you will be encouraged to share your experiences with other business students. This Bachelor of Business Administration concentration in Operational Crisis Management has been designed in consultation with industry experts.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Apply the facts to plan for various man-made and natural disasters and emergencies.
- Develop strategies to anticipate and remediate the effects of disastrous events and workplace emergencies.
- Identify various scenarios and ethical issues that can emerge from different types of disasters.
- Identify strategies to return the organization back to normal as quickly as possible.
- Demonstrate an understanding of effective communication in an emergency.
- Articulate the components of a risk mitigation plan.
- Incorporate the resource requirements into a continuity plan.
- Describe the crisis management team members and their roles.
- Develop a stakeholder management plan.

- Define the scope of a crisis management plan.
- Create an eportfolio of assignments.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
Select 4 courses from the following:		12
BUSN340	Operational Crisis Management	
BUSN341	Operational Business Continuity	
BUSN342	Operational Sustainability and Crisis Management	
BUSN343	Operational Emergency Preparedness	
HLSS302	Introduction to Homeland Security and Defense	
ISSC422	Information Security	
Total Semester Hours		12

Concentration in Real Estate Construction and Portfolio Development (12 semester hours)

This concentration provides the student with an introduction to construction management, along with real estate management, commercial and residential real estate portfolio development.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Research and appraise historic, current, and developing methodologies in construction management and real estate portfolio development in a wide variety of real estate business fields.
- Evaluate construction management strategies and techniques.
- Compare and contrast commercial and residential real estate portfolio development.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN201	Introduction to Construction Management	3
BUSN301	Residential Real Estate Portfolio Development	3
BUSN302	Commercial Real Estate Portfolio Development	3
BUSN425	Real Estate Management	3
Total Semester Hours		12

Concentration in Real Estate Marketing Management (12 semester hours)

This concentration consists of four courses. The concentration provides the student with an array of study and coursework in real estate communication and negotiation, residential real estate management, marketing, and portfolio development.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Research and appraise historic, current, and developing methodologies in real estate marketing management in a wide variety of real estate business fields.
- Evaluate marketing management strategies and techniques.
- Compare and contrast communication and negotiation best practices and techniques.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN306	Real Estate Communication and Negotiation	3
BUSN308	Real Estate Marketing	3
BUSN301	Residential Real Estate Portfolio Development	3
BUSN425	Real Estate Management	3
Total Semester Hours		12

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
BUSN499	Senior Seminar in Business Administration (to be taken as the last course before graduation) ¹	3
Total Semester Hours		3

¹ Prerequisite: Senior Standing and completion of all major courses prior to enrollment.

Elective Requirements (45 semester hours)

Code	Title	Semester Hours
Select any courses not already taken to fulfill the requirements listed above. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major.		45
<hr/> Total Semester Hours		45