

BACHELOR OF BUSINESS ADMINISTRATION

Program Purpose

Develop knowledge and skills for business leadership, including strategic planning, ethical decision-making, and professional communication.

Program Learning Outcomes

Upon completion of the Bachelor of Business Administration degree, students will:

1. Demonstrate critical thinking and reasoning skills—to effectively ingest data and sift pertinent items for utilization.
2. Demonstrate ability to organize and plan—to efficiently prioritize and arrange presentable information for downstream utilization.
3. Demonstrate proficiency with technology—to employ standard office hardware and software for both organization and presentation of findings to a target audience.
4. Demonstrate a high standard of communication ability in both oral and written media—to transmit actionable information clearly, concisely, and precisely to consumers and decision-makers.
5. Demonstrate understanding and applicability of adaptability to societal, cultural, business, and economic trends and movements.
6. Demonstrate actionable proficiency with decision-making theory, practices, and procedures.



Uniqueness of Program

- Classes to be offered at an accelerated 8-week pace, designed for aspiring students and mid-career professionals.
- Evening class meetings, with optional online and virtual participation available.
- Degrees designed to develop transformative leaders, who are knowledgeable, capable, and committed to making a difference.
- Taught by instructors who bring insights from real-world experience.
- Students earn course credit for their own on-the-job experience through internships or current or prior careers.
- Take advantage of our exciting transfer agreements with regional community colleges.

Careers

- Management and Leadership
- Marketing and Public Relations
- Human Resources
- Entrepreneurship

Courses Include

Precise course requirements will vary depending on transfer credits. These upper division courses are among those that most students will take from Newman University after transferring from regional community colleges:

- BDA 3103 Intro to Data Analytics
- BSAD 3053 Managerial Finance
- BSAD 3073 Operations Management
- BSAD 3113 Leadership
- BSAD 3123 Organizational Behavior
- BSAD 4053 Talent Management
- BSAD 4063 Entrepreneurship
- BSAD 4073 Strategic Management
- BSAD 4113 Business Internship
- ECON 3013 Int'l Economic Environment of Business
- NSP 4703 What is Business For?

