# BACHELOR OF BUSINESS ADMINISTRATION

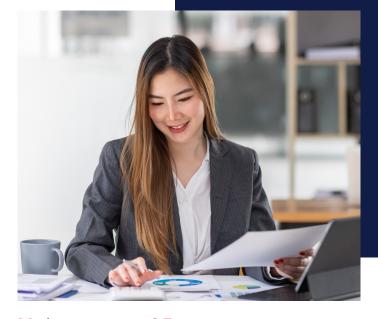
## **Program Purpose**

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:

- Demonstrate critical thinking and reasoning skills—to effectively ingest data and sift pertinent items for utilization.
- Demonstrate ability to organize and plan to efficiently prioritize and arrange presentable information for downstream utilization.
- Demonstrate proficiency with technology to employ standard office hardware and software for both organization and presentation of findings to a target audience.
- 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.
- Demonstrate understanding and applicability of adaptability to societal, cultural, business, and economic trends and movements.
- 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?

