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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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 in the BBA/MBA transition program 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/MBA transition program may take up to three MBA classes as electives during the BBA. Students may choose from the following courses: MKT 602, IBU 606, MGT 603, MGT 608, and ECO 607. ACC 604 and FIN609A may be approved if met respective pre-requisites.

The number of courses required to earn an MBA degree for transition program students is reduced from 12 to as few as 9 courses, depending on classes selected and grades earned.

Program Learning Outcomes

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

- Utilize writing, presentation, research, and teamwork skills expected of a business-school graduate at the bachelor’s 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 12 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: MTH 215 or Accuplacer test placement or MTH 216B

ECO 203 * Principles of Microeconomics
ECO 204 * Principles of Macroeconomics
ACC 201 Financial Accounting Funds.
ACC 202 Managerial Accounting Funds.
LAW 204 Legal Aspects of Business I

* May be used to meet General Education requirements

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

For complete program information, see the National University Catalog 82, effective 10/2018.
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 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
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

New Concentration in Logistics and Supply Chain Management
Academic Program Director: Timothy Pettit; (858) 642-8687; tpettit@nu.edu

This concentration prepares students for analytical and managerial roles in organizations that ship goods around town or around the world. The logistics goal is to ensure orders are delivered on time and at a competitive cost, which is the cornerstone to aligning a global supply chain. Focus is on the growing realm of eCommerce and its complex omni-channel distribution systems.

Program Learning Outcomes
Upon successful completion of this program, students will be able to:
• Employ logistics tools to optimize the flow of goods between global facilities
• Appraise supply chain management business processes using cross-functional, inter-firm strategies
• Analyze supply chain networks for efficient and effective, forward and reverse flow of goods to meet customer service goals

Degree Requirements
Students must successfully complete the following courses for a Concentration in Logistics and Supply Chain Management, with at least four of them in residence at National University. It is recommended that students take these courses toward

Prerequisite for the Concentration
(1 course; 4.5 quarter units)
MNS 407  Management Science
Prerequisite: MNS 205

Requirements for the Concentration
(6 courses; 27 quarter units)
SCM 400  Supply Chain Management
Prerequisite: MGT 451
LOG 410  Procurement and Inventory Management
LOG 420  Omni-channel Distribution
LOG 430  Global Logistics
Prerequisite: LOG 420
SCM 440  Cost and Risk in SCM
SCM 450  Network Modeling
Prerequisite: MNS 407, SCM 440

**For all other concentration requirements associated to the BBA, please refer to Catalog 82
Concentration in Accountancy
Concentration in Alternative Dispute Resolution
Concentration in Business Law
Concentration in Economics
Concentration in Entrepreneurship
Concentration in Finance
Concentration in Human Resource Management
Concentration in Marketing
Concentration in Project Management

For complete program information, see the National University Catalog 82, effective 10/2018.