



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

Academic Program Director: Nelson Altamirano;
(858) 642-8428; naltamirano@nu.edu

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:

- 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 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.

Prerequisite: ACC 201

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

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

the end of their program after completing the upper-division BBA core courses.

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