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UNIVERSITY



Advance Your Career with a **Business Administration BA Degree**

Business Administration BA: Building a Purposeful Career

Keiser University's Bachelor of Arts degree in Business Administration focuses on an in-depth study of the functional areas of business, the business environment including ethical business practices, and technical and communication skills needed in today's business environment. The program offers various concentrations that allow students to specialize in a specific business discipline to enhance their career opportunities within that field. The program includes opportunities for students to apply skills and knowledge learned throughout the program.

Program Outline

To receive a Bachelor of Arts degree in Business Administration, students must complete 120.0 credit hours as described below. The length of this program is approximately 40 months (this will vary if a student transfers in credits).

Lower Division Business Administration Major Courses

(24.0 credit hours)

Years 1 and 2

- Accounting Principles I
- Accounting Principles II
- Business Law
- Financial Management
- Entrepreneurship
- Principles of Management
- Human Resources Management
- Introduction to Marketing



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Behavioral/Social Science (3.0 credit hours, 1 course)

- American History Pre 1876
- American History Since 1876
- Introduction to Psychology
- Sociology
- Political Science

Communications (3.0 credit hours)

- Speech Communications

Computers (3.0 credit hours)

- Introduction to Computers

Economics (6.0 credit hours)

- Microeconomics
- Macroeconomics

English (6.0 credit hours)

- English Composition I
- English Composition II

Humanities/Fine Arts (3.0 credit hours, 1 course)

- American Literature
- English Literature

Mathematics (6.0 credit hours)

- College Algebra
- Statistics (required)



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Natural Science (6.0 credit hours)

- General Biology
- Environmental Science

Upper Division Business Administration Courses

(33.0 credit hours)

Years 3 and 4

- Managerial Accounting
- Legal and Ethical Environments of Business
- Principles of Managerial Finance
- Industrial Psychology
- Introduction to Management and Organizational Behaviour
- Project Management
- Integrated Studies Capstone Course
- Business Intelligence
- Leadership

**Upper Division courses (years 3 and 4) will take place at ACS through Keiser's E-campus.*

E-campus is the online division of Keiser University. ACS students will also have in-class instructors for most courses.

The Bachelor of Arts in Business Administration is issued directly by Keiser University.