



Bachelor in Business Administration

Build a strong foundation for your career in the ever-changing business economy



The Bachelor of Business Administration (BBA) degree prepares graduates to seek employment in industries such as management, accounting, human resources, marketing, business law, and finance. Students will learn core fundamental concepts and be prepared for real-world business challenges. The program empowers students to use relevant business knowledge, think critically, solve problems, communicate, and make decisions in an ethical and professional manner.

BBA Program Overview

Required Courses

In addition to completing 60 credit hours of general education courses, students must complete 60 credit hours of the following business courses:

- BUS 300 Foundations of Business
- BUS 305 Principles of Accounting
- BUS 310 Concepts of Microeconomics
- BUS 311 Concepts of Macroeconomics
- BUS 315 Introduction to Business Writing
- BUS 317 Introduction to Business Law
- BUS 320 Foundations of Statistics
- BUS 323 Introduction to Organizational Behavior
- BUS 325 Introduction to Leadership
- BUS 330 Principles of Marketing
- BUS 334 Essentials of Corporate Finance
- BUS 340 Introduction to Information System
- BUS 345 Fundamentals of Decision Making
- BUS 349 Foundations in Operations Management
- BUS 350 Introduction to Sales Management
- BUS 355 The Essentials of Entrepreneurship
- BUS 367 The Necessities of International Marketing & Culture
- BUS 385 Principles of Advertising
- BUS 387 Introduction to Business Research
- BUS 390 Development of Business Strategy

Total 120 credit hours

Transfer credit hours accepted based on approval.

Key Learning Outcomes

- Differentiate and understand all the functional business components
- Effectively conduct oral presentation of business analysis
- Develop critical thinking, reasoning, and problem-solving skills
- Illustrate the value of diversity when developing a global perspective
- Analyze business problems through quantitative reasoning and data

Career Opportunities

- Entrepreneur
- Accountant
- Financial Advisor
- Marketing Research Analyst
- Human Resource Generalist
- Office Manager



Why Westcliff University for BBA?

 Senior College and University Commission Regional Accreditation	 GLOBAL BUSINESS ACCREDITATION Global Accreditation	 ATHLETIC MEMBERSHIP Athletic Membership	 AFFORDABLE TUITION Affordable Tuition	 ACCELERATED PROGRAMS Accelerated Programs
 LIVE ONLINE CLASSES Live Online Classes	 10:1 STUDENT: FACULTY 10:1 Student: Faculty	 FLEXIBLE SCHEDULE Flexible Schedule	 MENTORSHIP PROGRAM Mentorship Program	 DEDICATED CAREER SERVICES TEAM Dedicated Career Services Team

Campus Locations

Miami, Florida | Orlando, Florida

www.ohla.com