



## SCHOOL OF BUSINESS AND MANAGEMENT

# 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 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 transition program may take up to three MBA classes as electives during the BBA. Students may choose from the following courses: MKT 602, MGT 605, ECO 607, IBU 606, MGT 608 and MNS 601.

The number of courses required to earn an MBA degree for transition program students is reduced from 14 to as few as 11 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 bachelors 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 12A 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: Accuplacer test placement or MTH 216B or MTH 215*  
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 a General Education requirement.

### 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 (1)** 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

BUS 491 Internship Project  
*Prerequisite: 31.5 quarter units in business or business-related courses and a 2.5 GPA*  
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*

### Concentration in Accountancy

Academic Program Director: Consolacion Fajardo; (916) 855-4137; cfajardo@nu.edu

This concentration is designed for those majoring in business administration with its broad base of business-related disciplines, but who also wish to gain the intermediate-level accounting knowledge and skills appropriate for careers in the accounting and finance departments of a business, nonprofit, or government entity.

Students are encouraged to seek a nationally-recognized accounting designation such as the CMA (Certified Management Accountant) or CFM (Certified in Financial Management). Those who are considering a CPA designation (Certified Public Accountant) are best served by enrolling in the B.S. in Accountancy degree program.

Students are strongly advised to contact the above-named Academic Program Director for guidance and recommendations as to academic preparation that will best meet their career objectives.

### Program Learning Outcomes

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

- Use information technologies and computerized accounting software for financial accounting and tax reporting.

- Apply generally accepted accounting principles to measure and report information related to accounting for assets, liabilities, and equities, revenue and expenses, and cash flows of business enterprises and governmental and not-for-profit entities.
- Interpret cost data and prepare managerial accounting reports.

### Requirements for the Concentration

(6 courses; 27 quarter units)

Students must successfully complete the required courses as specified below. Note: all students must have successfully completed ACC 201 and ACC 202 with a grade of "C" or better before enrolling in any of the six required accounting courses.

ACC 410A	Intermediate Accounting I <i>Prerequisite: ACC 201</i>
ACC 410B	Intermediate Accounting II <i>Prerequisite: ACC 410A</i>
ACC 410C	Intermediate Accounting III <i>Prerequisite: ACC 410B</i>
ACC 432A	Taxation-Individual <i>Prerequisite: ACC 201</i>
ACC 433	Managerial Accounting <i>Prerequisite: ACC 202</i>
ACC 434	Government and Nonprofit Acct. <i>Prerequisite: ACC 201</i>

### Concentration in Alternative Dispute Resolution

*Academic Program Director: Jack Hamlin; (858) 642-8405; jhamlin@nu.edu*

This concentration is designed for those students majoring in business administration or management who may seek entry into the Alternative Dispute Resolution (ADR) field. ADR is in high demand in the business community, local, state and federal governments, and neighborhood communities. The successful completion of the ADR program will provide students with the necessary skills to become effective negotiators, mediators and facilitators and to promote peace and understanding between diverse cultures.

### Requirements for the Concentration

(4 courses; 18 quarter units)

Choose **four (4)** from the following:

ADR 400	Alternative Dispute Resolution
ADR 405	Negotiation Fundamentals
ADR 410	Facilitation Fundamentals
ADR 415	Mediation Fundamentals
ADR 420	Communication & Conflict
ADR 425	Issues in Conflict Management
ADR 430	Ethics and Neutrality

### Concentration in Business Law

*Academic Program Director: Bryan Hance; (310) 662-2115; bhance@nu.edu*

This concentration is designed for students undertaking the Bachelor of Business Administration (BBA) or BA Management (BAM) degree. The concentration will provide students who have an interest in a career in law, business or government, with an understanding of the complex legal issues that exist in today's business environment.

### Prerequisite

(1 course; 4.5 quarter units)

LAW 204	Legal Aspects of Business I
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### Requirements for the Concentration

(6 courses; 27 quarter units)

Choose **six (6)** courses from the following:

LAW 305	Legal Aspects of Business II <i>Prerequisite: LAW 204</i>
LAW 400	Current Legal Issues
LAW 440	Comparative International Law
LAW 445	Administrative Law for Business
LAW 455	Public Contracting
ADR 400	Alternative Dispute Resolution
ADR 405	Negotiation Fundamentals

### Concentration in Economics

*Academic Program Director: Wali Mondal; (858) 642-8415; wmondal@nu.edu*

Economics is often called the foundation of business disciplines. This concentration is designed for those students who are interested in learning how a society makes economic

decisions in allocating its scarce resources. Students will also learn how individuals, businesses and the government work together toward achieving the goals of a society. The concentration is designed for students who can progress to higher levels of economic knowledge after taking the principles of macroeconomics and the principles of microeconomics. The concentration has been designed to provide adequate levels of quantitative skills with a view to analyzing economic data. This analytical ability will help students succeed in graduate studies in all business disciplines including Finance, Management and Marketing. The concentration will also prepare students for a successful experience in the law school or other professional training.

Students earning a BBA degree with concentration in Economics may find a wide array of employment opportunities in local, state and federal government, in private sector, and in international organizations including the United Nations and the Peace Corps.

For guidance and recommendations concerning the concentration in Economics, please contact the above-named faculty.

### Program Learning Outcomes

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

- Apply ethical and legal principles to a business environment.
- Demonstrate 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, business knowledge management, and marketing to different business environments.
- Integrate the knowledge acquired in the program to analyze a business, identify its strengths and weaknesses, and determine what changes can be made for improvement.
- Conduct independent research relevant to business-related issues.
- Demonstrate written and oral presentation skills expected of a business school graduate.
- Develop a global business perspective based on the knowledge of foreign business environments and cultures.

The economics concentration is unique, both in the University and in the School of Business and Management (SOBM). No other concentration or program of study similar to this concentration exists in the SOBM or in the University.

### Requirements for the Concentration

(5 courses; 22.5 quarter units)

### Core Requirements

(3 courses; 13.5 quarter units)

ECO 301	Intermediate Microeconomics <i>Prerequisite: ECO 203 and ECO 204</i>
ECO 302	Intermediate Macroeconomics <i>Prerequisite: ECO 204</i>
ECO 303	Data Analysis <i>Prerequisite: ECO 203 and ECO 204</i>

### Electives

(2 courses; 9 quarter units)

Please select **two (2)** courses from the following list

ECO 304	Economic Growth <i>Prerequisite: ECO 203 and ECO 204</i>
ECO 410	Seminar on Capitalism <i>Prerequisite: ECO 203 and ECO 204</i>
ECO 415	Labor Economics <i>Prerequisite: ECO 203 and ECO 204</i>
ECO 420	International Economics <i>Prerequisite: ECO 203 and ECO 204</i>
ECO 447	Money and Banking <i>Prerequisite: ECO 203 and ECO 204</i>

### Concentration in Entrepreneurship

*Academic Program Director: Gary Zucca; (209) 475-1441; gzucca@nu.edu*

This concentration is designed for those students who seek to gain practical knowledge in starting, managing, or running a business. The concentration is aimed at providing students with the specialized knowledge of entrepreneurship, e-business, small business management, and family business. Entrepreneurship is one of the core concentrations in many schools of business. Completing this concentration will enable students to compete in the marketplace for employment or to start new business ventures.

According to the U.S. Department of Commerce, California is a leader in small business and family business. This concentration will enable students to gain knowledge on various aspects of small business and family business including venture capital, risk management, registration of new business, security issues, bankruptcy, estate planning, and philanthropy. This knowledge combined with knowledge gained in the BBA program will significantly enhance the earning potential of a student. Students are strongly advised to contact the above-named Academic Program Director for guidance and recommendations regarding academic preparation for this minor.

### Program Learning Outcomes

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

- Assess the various legal structures of small and family business and evaluate the feasibility of an entrepreneurial project by analyzing the organizational, marketing, and financial, aspects of a business concept.
- Apply the principles of e-commerce by developing a plan to integrate technology into a small or family business.
- Evaluate a family business with regard to its legal structure, management and leadership, and succession planning.

### Requirements for the Concentration

(4 courses; 18 quarter units)

MGT 481	Foundations of Entrepreneurship
MGT 482	Small Business Management
MGT 483	E-Business
MGT 484	Family Business Management

### Concentration in Finance

Academic Program Director: Gurdeep Chawla; (408) 236-1138; gchawla@nu.edu

Career opportunities in finance are in three interrelated areas: financial institutions, including banks, insurance companies, credit unions and similar organizations; investments, including the sale of securities or security analysis; and financial management in all types of commercial and not-for-profit organizations. This concentration prepares students for future managerial responsibilities in these areas with an emphasis on the financial management of organizations.

Students must successfully complete the following courses for a Concentration in Finance. Students must complete at least four of the courses 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.

### Program Learning Outcomes

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

- Apply theoretical and practical aspects of finance.
- Demonstrate oral and written communication skills needed by financial managers.

### Requirements for the Concentration

(6 courses; 27 quarter units)

FIN 440	Financial Institutions <i>Prerequisite: FIN 310</i>
FIN 442	Investments <i>Prerequisite: FIN 310 and FIN 440</i>
FIN 443	Working Capital Management <i>Prerequisite: FIN 310</i>
FIN 444	Risk Management & Insurance <i>Prerequisite: FIN 310</i>
FIN 446	International Financial Mgmt. <i>Prerequisite: FIN 310</i>
FIN 447	Financial Planning <i>Prerequisite: FIN 310 and FIN 442</i>

### Concentration in Human Resource Management

Academic Program Director: Bernadette Baum; (858) 642-8404; bbaum@nu.edu

This concentration provides education, knowledge and skills that apply to every level of an organization. This degree program is excellent preparation for students attracted to a career in the increasingly important field of human resource management.

### Program Learning Outcomes

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

- Describe various types of compensation and incentive programs and their effectiveness in attracting, motivating, and retaining qualified individuals.
- Identify the responsibilities of managers and supervisors in the prevention of liability arising from employment relationships.

- Define the interrelationship of the three areas of HR development.
- Identify staffing needs and recruitment processes from information obtained from a job analysis.

### Requirements for the Concentration

(6 courses; 27 quarter units)

Students must successfully complete the following courses for a concentration in Human Resource Management. Students must complete at least four of the courses in residence at National University. It is recommended that students take these courses in the order listed below at or near the end of their program after completing the upper-division BBA core courses.

HRM 433	Pay & Benefit Admin, & HR Tech
HRM 439	Legal, Reg., & Labor Relation C
ODV 410	OD, Career Systems, & Training
HRM 432	Recruit, Selection, Promo, Ret.

### and

Two (2) upper-division elective courses in the following prefix areas: HRM, LED and ODV.

### Concentration in Marketing

Academic Program Director: Mary Beth McCabe; (858) 642-8412; mmccabe@nu.edu

This concentration is organized around a managerial framework that gives students an understanding of the concepts of marketing as well as the application of these concepts in making decisions and managing marketing activities. There is a wide range of opportunities in marketing, including marketing management, marketing research, purchasing manager/buyer, market analysis, product/branch manager, retailing, sales promotion, and international marketing.

Students must successfully complete the following courses for a concentration in marketing, 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.

### Program Learning Outcomes

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

- Develop marketing research tools that can gather data on customers.
- Evaluate global marketing strategies for products and services using consumer and business behavior.
- Apply marketing concepts, including promotional strategies, to management decision making.

### Requirements for the Concentration

(6 courses; 27 quarter units)

MKT 420	Principles of Consumer Behavior. <i>Prerequisite: MKT 302A</i>
MKT 430	Intro to Global Marketing <i>Prerequisite: MKT 302A</i>
MKT 434	Intro to Market Research <i>Prerequisite: MKT 302A</i>
MKT 443	Introduction to Advertising <i>Prerequisite: MKT 302A</i>

Plus any two (2) of the following courses:

MKT 440A	Sales Techniques & Methodology <i>Prerequisite: MKT 302A</i>
MKT 441	Channel and Value Networks <i>Prerequisite: MKT 302A</i>
MKT 442A	Intro to Public Relations
MKT 445	e-Marketing <i>Prerequisite: MKT 302A</i>
MKT 446	Introduction to Services Mkt. <i>Prerequisite: MKT 302A</i>
MKT 447	Marketing for Entrepreneurs <i>Prerequisite: MKT 302A</i>

### Concentration in Project Management

Academic Program Director: Michael Pickett; (909) 919-7631; mpickett@nu.edu

This concentration is designed for students who seek specialized knowledge in the field of project management by preparing them for careers in industry. The undergraduate curriculum prepares people who choose a career in the discipline and elect to go on to their professional certification in Project Management and/or their MBA.

Project Management is one of the most emphasized management roles by organizations as a career path. The concentration can position a student to realize job opportunities that increase his or her potential for future earnings.

### **Program Learning Outcomes**

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

- Demonstrate the ability to utilize project management tools and techniques to best satisfy project requirements.
- Effectively apply the principles of scope management, risk management, cost planning and control, quality planning and management, resource allocation and management, time management and project scheduling, and change management in the project environment.

### **Requirements for the Concentration**

(6 courses; 27 quarter units)

Students must successfully complete the following courses for a concentration in Project Management. Students must complete at least five of the courses in residence at National University (two of which must be PMB 400 and PMB 410). It is recommended that students take the courses needed for the Concentration in Project Management at or near the end of their program.

### **Prerequisite**

(1 course; 4.5 quarter units)

MGT 451 Production & Ops Management I

### **Concentration Core Requirements**

(6 courses; 27 quarter units)

MGT 422 Team Bldg., Interpers. Dynamics

PMB 400 Project Management Essentials

*Prerequisite: MGT 451*

PMB 410 Project Planning and Control

*Prerequisite: MGT 451 and PMB 400*

PMB 420 Program Management

*Prerequisite: MGT 451 and PMB 400*

PMB 430 Project Accting Fundamentals

*Prerequisite: MGT 451 and PMB 400*

PMB 440 Contract Management

*Prerequisite: MGT 451 and PMB 400*