

B.A. in Business Management

55 units

Introduction

Preparation for a business career requires a deep appreciation for and a sound understanding of the marketplace. Thus the Bachelor of Arts in Business Management (<https://www.apu.edu/business/programs/business-management-major>) program is designed for those who seek a broad spectrum of business courses or wish to combine several fields. This program develops competence in conceptual, human, and technical skills, and these skills—developed through a well-chosen sequence of electives—make those completing the program well prepared for employment in public- and private-sector organizations.

Career Opportunities

Coursework in general business management includes a fundamental system of values that serves as the basis for decision making. Students are prepared upon graduation for first-line management positions such as supervisor and team or shift leader. This degree also prepares and equips students for staff specialist or general administration positions. Students may enter into a wide range of industries, including retail and sales, commercial banking, real estate, savings and loan associations, entertainment, and more. Some graduates begin new ventures, operate small businesses, develop new products, or return to the family business.

Requirements

The Bachelor of Arts in Business Management comprises 55 units. Students must achieve an average GPA of 2.5 or higher in their major courses (this includes the Business Core).

Code	Title	Units
Business Core Courses		
ACCT 120	Principles of Accounting I	4
ACCT 121	Principles of Accounting II	3
MATH 130	Introduction to Statistics ¹	3
MGMT 210	Principles of Management	3
BUSI 240	Introduction to Information Systems	3
ECON 250	Principles of Macroeconomics ²	3
ECON 251	Principles of Microeconomics	3
MKTG 260	Principles of Marketing	3
BUSI 296	Business Law	3
FIN 300	Business Finance for Managers	3
or FIN 320	Principles of Corporate Finance	
BUSI 370	International Business ³	3
MGMT 448	Organizational and Administrative Behavior ⁴	3
MGMT 450	Strategic Management ⁵	3
Business Management Courses		
MGMT 410	Production Management	3
MGMT 445	Human Resource Management	3
Business Management Electives		
Select three of the following:		9
BUSI 100	Personal Finance	
BUSI 110	Business and Entrepreneurship	
BUSI 350	Business Internship ⁵	
MGMT 311	Leadership In Management	
MGMT 312	Managing Teams and Groups	
MGMT 335	Real Estate Management	

Total Units

55

¹ Meets the General Education Quantitative Literacy requirement.

² Meets the General Education Social Science requirement

2 *B.A. in Business Management*

3 Meets the General Education Intercultural Competence requirement

4 Meets the General Education Civic Knowledge and Engagement requirement

5 Meets the General Education Integrative and Applied Learning requirement