

BA in Business Management

60 units

Preparation for a business career requires a deep appreciation and sound understanding of the marketplace. Thus, the business management (<https://www.apu.edu/business/programs/business-management-major/>) major program is designed for those who seek a broad spectrum of business courses or wish to combine several fields, preparing students to pursue work and lead in a vast range of industries. 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.

This major equips students with the leadership, management, and analytical skills of planning, decision making, problem solving, communication, and delegation, preparing them to advance their career, achieve their goals, and help shape the future of business. Coursework in general business management and leadership includes a fundamental system of values that serves as the basis for decision making, and the program also emphasizes effectiveness and efficiency. A focus project and other experiences in project/people management give students the knowledge and skills to become leaders in a broad spectrum of industries, including how to ensure employee commitment, engagement, and satisfaction.

Experiential Learning Opportunities

Students have the option to acquire practical skills and experience in leadership, management, decision making, and teamwork through internships, student clubs, honor societies, and study-away opportunities. For example, in the International Business Global Colloquium, students study various aspects of international business and international differences with students from different countries, schools, and programs for a significant social/international experience.

Students participating in study-away opportunities engage with topics of globalization, trade, culture, and global management and leadership as they travel the world. Typically, study-away trips include visiting global and international organizations and learning from universities and business leaders around the world.

Numerous School of Business and Management student clubs and honor societies also provide opportunities for students to build their résumé as well as their skills in leadership, project management, teamwork, event planning, and marketing.

Certificates, Credentials, and Microcredentials

Today, employers are looking for new hires with technical skills and leadership abilities such as decision making and teamwork. This program gives students the opportunity to earn industry-valued, internationally recognized certificates, credentials, and microcredentials that can be added to résumés and uploaded to online portfolios, certifying and showcasing their mastery of these skills to potential employers.

Career Opportunities

Good managers and leaders are in demand with global, international, and national organizations, and our students are prepared upon graduation for first-line management positions such as supervisor and team or shift leader. This program 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, supply chain management, logistics, 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 60 units. Students must achieve an average GPA of 2.5 or higher in their major courses (including the Business Core).

Code	Title	Units
Business Core Courses		
ACCT 120	Principles of Accounting I	3
ACCT 121	Principles of Accounting II	3
BUSI 111	Business Statistics ¹	3
BUSI 240	Introduction to Information Systems and Business Applications	3
BUSI 244	Data Analytics, Spreadsheets, and Data Visualization	3
BUSI 296	Business Law	3
BUSI 370	International Business ²	3
ECON 200	Survey of Economics ³	3
FIN 300	Business Finance for Managers	3

MGMT 210	Principles of Management ⁵	3
MGMT 211	Organizational Leadership ³	3
MGMT 448	Organizational and Administrative Behavior ⁴	3
MGMT 450	Strategic Management ⁵	3
MKTG 260	Principles of Marketing ²	3
Business Management Courses		
MGMT 212	Managing Diverse Teams and Groups ³	3
MGMT 410	Production Management	3
MGMT 445	Human Resource Management	3
Business Management Electives		
Select three of the following:		9
BUSI 100	Personal Finance ⁴	
BUSI 110	Business and Entrepreneurship ⁴	
BUSI 213	Negotiation Strategies and Skills	
IBUS 374	Topics in International Management and Strategy	
MGMT 335	Real Estate Management	
MGMT 350	Business Management Internship ⁵	
MKTG 364	Sales and Sales Management	
MKTG 368	Retail Management	
MKTG 373	Global Marketing Management	
MGMT 440	Business Process Management	
MGMT 446	Introduction to Organizational Theory and Design	
MGMT 467	Introduction to Organizational Development and Change	

Total Units
60

- ¹ Meets the General Education Quantitative Literacy requirement.
² Meets the General Education Intercultural Competence requirement.
³ Meets the General Education Social Sciences requirement.
⁴ Meets the General Education Civic Knowledge and Engagement requirement.
⁵ Meets the General Education Integrative and Applied Learning requirement.