Gateway to Worldwide Opportunities

Become a Well-Rounded Business Professional

Westcliff University’s Bachelor of Business Administration (BBA) program is tailored specifically for working adults. You can choose between our 100% online program with weekly virtual classes or our hybrid program which combines weekly online and on-campus classes. Each course is 5-weeks long, which provides you the opportunity to focus on one class at time while maintaining a full-time enrollment status. Westcliff University also offers general education courses, which means that students do not need an associate degree to start their journey towards a Westcliff University Bachelor degree.

Westcliff University Will Help You

• Apply theory to real life through professional business cases
• Advance your leadership and teaching potential
• Enhance your practical job skills for career advancement
• Be creative and innovative with an entrepreneurial mindset
• Learn through the vast experiences of our esteemed faculty

Imagine Where a Business Degree Can Take You

Possible career opportunities for professionals with a BBA include:

• Sales Management
• Retail Manager
• Account Executive
• Marketing Research Assistant
• Office Manager

Admissions Requirements

• Interview with the Admissions Committee
• High school diploma or equivalent (GED)
• Personal statement of professional goals
• Official transcripts from previously attended institutions
• Letters of recommendation from 2 professional sources

Required Business Courses

In addition to completing 60 credit hours of general education courses, the 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

For more information, please contact us:
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Accredited by
DEAC
Distance Education Accrediting Commission
BBA