

# 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 campus and online program. Each course is 8-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 bachelor's 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 include:

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

### Admissions Requirements

- Interview with an Admissions Representative
- High school diploma or equivalent (GED)
- Personal statement of professional goals
- Official transcripts from previous institutions



### 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:**  
**Call 949-825-5566 or visit [www.westcliff.edu](http://www.westcliff.edu)**

**Email: [admissions@westcliff.edu](mailto:admissions@westcliff.edu)**

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