



WESTCLIFF
UNIVERSITY
College of Business

Bachelor in Business Administration

Build a strong foundation for your career in the ever-changing business economy



The Bachelor of Business Administration (BBA) degree prepares graduates to seek employment in industries such as management, accounting, human resources, marketing, business law, and finance. Students will learn core fundamental concepts and be prepared for real-world business challenges. The program empowers students to use relevant business knowledge, think critically, solve problems, communicate, and make decisions in an ethical and professional manner.

BBA Program Overview

Required Courses

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

Key Learning Outcomes

- Differentiate and understand all the functional business components
- Effectively conduct oral presentation of business analysis
- Develop critical thinking, reasoning, and problem-solving skills
- Illustrate the value of diversity when developing a global perspective
- Analyze business problems through quantitative reasoning and data

Career Opportunities

- Entrepreneur
- Accountant
- Financial Advisor
- Marketing Research Analyst
- Human Resource Generalist
- Office Manager

Why Westcliff University for BBA?



Regional Accreditation



Candidate for Global Accreditation



Affordable Tuition



Accelerated Programs



No SAT



Live Online Classes



10:1 Student:Faculty



Flexible Schedule



Mentorship Program



Dedicated Career Services Team

General Education

The General Education courses at Westcliff are structured to provide a coherent, integrated introduction to the breadth of knowledge students will need to help them develop intellectual skills that will enhance their professional, civic, and personal life for years to come. Students will learn how to analyze the world around them from different perspectives, how to communicate their ideas and understand the ideas of others, how to solve problems, and how to apply their knowledge to real-world projects.

Westcliff University offers 20 General Education courses, which students may take to fulfill the 60 credit hour requirement. Should students wish to transfer in General Education credits from another accredited school, the following requirements must be met:

Arts and Humanities

2 equivalent courses (6 credits hours) required

- ART 100 Art History
- HUM 165 Human Geography
- HUM 170 Human Civilizations
- HUM 180 World Religions

Communications

1 equivalent course (3 credits hours) required

- COM 115 Introduction to Communication
- PHL 190 Critical Thinking and Problem Solving

English

2 equivalent courses (6 credits hours) required

- ENG 110 Academic English
- ENG 120 English Composition
- LIT 121 World Literature

Math

1 equivalent course (3 credits hours) required

- MAT 135 College Algebra

Natural Sciences

1 equivalent course (3 credits hours) required

- BIO 260 General Biology
- SCI 275 Introduction to Ecology
- SCI 280 Environmental Science
- GEO 290 Physical Geography

Social and Behavioral Sciences

3 equivalent courses (9 credits hours) required

- HIS 141 World History
- POL 205 International Relations
- POL 210 American Government
- POL 220 World Politics
- PSY 235 Introduction to Psychology
- PSY 240 Human Development
- SOC 245 Introduction to Sociology

