
Business Administration

Bachelor of Business Administration (B.B.A.)

Business Administration is the science of running institutes, organizations, economic and service agencies and committees. Managers plan projects, and direct committees and staff, to reach assigned goals. They are often responsible for utilizing available knowledge and skills to maximize proficiency with minimum resources. Management requires courses in mathematics and statistics, computer, economics, law, psychology, and sociology.

The Bachelor of Business Administration (B.B.A.) has three concentrations: Human Resources Management, Marketing Management, and Management of Information Technology. It requires 135 credits over four years. The curriculum includes general university courses, accounting, economics, law, mathematics and statistics, and various topics in management.

As a result of completing this program, graduates will be able to:

- Use management theories to set goals and improve proficiency
- Conduct performance appraisals
- Manage organizational structures and systems
- Think and work systematically
- Run businesses
- Advance to graduate-level studies

Graduates of Business Administration can establish various careers, including starting or managing a business such as consumer behavior, advertising and promotion, marketing strategy, e-commerce, logistics and other specialized areas of business management.

Please click on the [Course List](#) link to view all the courses offered in this degree.