THE CLEARY DEGREE COMPLETION PROGRAM

BUSINESS LEADERSHIP

PROGRAM DESCRIPTION

The Bachelor of Business Administration (BBA) in Business Leadership provides the student with a well-rounded education in general management and leadership principles. This program is best suited for students who have already completed at least 60 transfer credits and want a business degree or are looking to further their management career.

CAREER BENEFITS

The BBA in Business Leadership is a degree that provides diverse employment opportunities. These opportunities range from front line supervisory positions to C-suite positions. The program focuses on practical application of proven business management and leadership principles. The program is also intended to improve the student's leadership effectiveness and improve their career prospects by differentiating them from their peers by providing practical skill-based business education.

Students demonstrate their competencies in each course through a combination of analytical papers, tests, case analysis, and capstone projects. Each capstone project is a comprehensive application of the course's principles. Students will be encouraged to participate in networking events and internships during their education in order to develop the professional relationships needed to be successful in high level management positions.

LEARNING OUTCOMES

Upon completion of this degree, the graduate will be able to:

- Apply critical thinking to research, analysis, and resolution of business problems
- Demonstrate effective communication skills and the ability to work effectively in teams
- Recognize ethical, legal, and social concerns in complex business situations
- Understand the global, economic, ethical, and legal environment of contemporary business
- Identify and practice the leadership and motivational traits and qualities necessary to accomplish organizational goals

BBA BUSINESS LEADERSHIP

REQUIRED COURSES — 37 CREDITS

Required courses, which include the core subjects, major courses, and the project sequence, are completed at Cleary University at your selected pacing option. No substitutions are permitted.

Core Subjects, 22 Credits

ACC3200 Accounting for Decision Makers
BAC3000 Business and Research Communications
FIN4000 Financial Management
LAW3200 Business Ethics and Legal Issues
MGT4120 Leadership and Teams
MKT4150 Interactive Marketing
MTH2800 Business Statistics

Major Courses, 9 Credits

LED4000 Leadership and Skill Development
LED4010 Leadership Theories and Applications
STR4500 Strategic Management

BBA Project Sequence, 6 Credits

PJT4910 Professional Project I
PJT4920 Professional Project II

ASSOCIATE'S DEGREE — 60 CREDITS

Requires a cumulative GPA of 2.5 or higher in an associate's degree or a cumulative GPA of 2.5 in a minimum of 60 transfer semester credits (90 quarter credits) that satisfy a credit distribution (ACC 2411, CAS 1500, or equivalent courses) requirement.

GENERAL EDUCATION AND ELECTIVE COURSES — 23 CREDITS

Courses may be taken at Cleary University. Substitution permitted by transfer or Prior Learning documentation.

PROGRAM TOTAL CREDITS	120.0