

BACHELOR OF BUSINESS ADMINISTRATION MANAGEMENT



PROGRAM DESCRIPTION

The Management concentration prepares students to think and act like effective decision-makers in today's complex business environment. Students learn how to plan strategically, solve problems, lead teams, and communicate decisions that drive organizational success. Through courses in management policy, negotiation, change and leadership, financial management, and decision communication, students build the critical thinking, interpersonal, and analytical skills needed to manage people, projects, and processes in any industry.

This concentration is designed for students seeking a versatile and career-relevant business pathway. It provides a strong foundation for individuals pursuing supervisory or managerial roles and serves as an ideal option for students who are still exploring their specific career interests. The Management concentration also offers a flexible platform for further specialization—serving as a valuable complement to other major concentrations or as a solid base for advanced study in areas such as leadership, strategy, or organizational development.

LEARNING OUTCOMES

- Analyze strategic goals, financial considerations, and operational realities to determine effective managerial responses.
- Apply structured problem-solving and decision-communication frameworks to justify and communicate recommendations to diverse stakeholders.
- Develop strategies that strengthen team performance, support organizational adaptability, and enhance decision quality.

Graduates with a Bachelor of Business Administration — Management are prepared for careers such as:

- General Manager
- Business Unit Director
- Business Analyst
- Sales Manager
- Operations Manager
- Department Manager
- Department Manager
- Project/Program Coordinator
- Account Manager
- Change Management Consultant
- Client Relations Manager

THE EIGHT ATTRIBUTES OF THE CLEARY MIND™

The Cleary Mind™ defines who we are and sets us apart from other universities. Students, whether online or on campus, embrace its principles throughout their studies, shaping their approach to thinking, leading, and living. By graduation, they're not only job-ready but also excel as critical thinkers, problem solvers, communicators, and ethical leaders. Employers value Cleary graduates for exceeding expectations!



COMMUNICATION



LEADERSHIP



PROBLEM SOLVING



CREATIVE THINKING



PERSUASION



ETHICS



ENTREPRENEURSHIP



CRITICAL THINKING

* The Key Attributes Employers Seek on Students' Resume, NACE Center, 11/30/17. The Top 10 Traits Employers Want in Business School Graduates, GoodCall, 8/17/18. College vs Business Training: What Do Employers Want?, Wharton, University of Pennsylvania, 2/11/16. 8 Essential Skills Every Employer Looks For In Recent Graduates, Inc 10/13/15. What Employers Really Look For in Recent College Graduates, USA Today, 7/22/15. What Employers Are Looking For When Hiring Recent College Grads, Forbes, 7/6/15. New College Grads: Who employers want to hire, CBS News Money Watch, 1/20/15. What Employers Want From MBAs This Year, Poets & Quants, 5/19/14. The 10 Skills Employers Most Want In 2015 Graduates, Rorbes, 11/12/14. What Employers Want, GraduateOpportunities.com



MANAGEMENT CURRICULUM PATHWAY - SINGLE MAJOR BACHELOR OF BUSINESS ADMINISTRATION (BBA)

		COURSE	CATEGORY	CREDITS
YEAR ONE	FALL	ENG 1000 English Composition PHL 1200 Critical Thinking in an Illogical World BUS 1100 Introduction to Organizations TCM 1000 The Cleary Mind: Introduction to Human Behavior and Leadership MIS 1000 Applied Business Tools Total Credits	GE ENG/COM GE HUM BBA Core GE SS BBA Core	3 3 3 3 3 15
	SPRING	ENG 1100 Discourse and Delivery ECO 1000 Introduction to Macroeconomics COM 1400 Speech Communications QLR 1000 Data Foundations SCI 1500 The Science of Well-Being Total Credits	GE ENG/COM GE SS GE HUM GE MTH GE NS	3 3 3 3 3 15
YEAR TWO	FALL	ECO 2000 Introduction to Microeconomics OPM 2000 Operations Management ACC 1000 Introduction to Financial Accounting MKT 2200 Introduction to Marketing ELE Elective Course Total Credits	GE ELE SS BBA Core BBA Core BBA Core ELE	3 3 3 3 3 15
	SPRING	LAW 2900 Business Law HRM 2800 Introduction to Human Resource Mgmt ACC 2000 Introduction to Managerial Accounting NTR 2000 Nutrition for the Active Adult with Lab ELE Elective Course CAR 1050 Navigating Academic and Life Challenges Total Credits	BBA Core BBA Core BBA Core GE NS ELE Prog Course	3 3 3 3 3 1 16
YEAR THREE	FALL	COM 3200 Organizational Communication in a Global Environment MGT 3400 Managing Projects and Processes in Organizations DMA 4200 Data Analysis in Business FIN 3000 Introduction to Corporate Finance ELE Elective Course Total Credits	BBA Core BBA Core BBA Core BBA Core ELE	3 3 3 3 3 15
	SPRING	BUS 3500 Strategic Management PHL 4010 Culture of Ethics BUS 3000 Emerging Business Technologies MGT 4790 Management Policy Elective Course Total Credits	BBA Core BBA Core BBA Core Course Major ELE	3 3 3 3 3 15
YEAR FOUR	FALL	MGT 4071 Organizational Behavior LED 4010 Leadership Theories and Applications BUS 4200 Successful Negotiation Skills LED 4120 Change and Leadership CAR 3060 Navigating Future Career and Life Challenges Total Credits	BBA Core BBA Core Course Major Course Major Prog Course	3 3 3 3 2 14
	SPRING	LED 4900 Leadership Seminar FIN 4000 Financial Management MGT 4800 Managerial Problem Solving and Decision Communication Elective Course Elective Course Total Credits	Prog Course Course Major Course Major ELE ELE	3 3 3 3 3 15
TOTAL CREDITS				120