



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION



WORLD
ADVANCED UNIVERSITY



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

The Bachelor of Science in Business Administration Program is designed to provide students with a broad understanding of business administration, as well as an in-depth understanding of the specific businesses of agriculture, human resources, and healthcare.

It provides students with a comprehensive understanding of business theories and models applicable to significant contexts, acquiring critical problem-solving skills considering the management of innovation projects, financial aspects, and empowering decision-making with the support of information technologies.

The program provides the opportunity to learn about business leadership, management techniques, conflict resolution, human talent management, ethical aspects applied to work environments, marketing, management, business logistics, and applied information technology.

Students learn to relate the concepts of business communication and public relations, emotional intelligence, knowledge management and innovation.

Students will have the opportunity to develop practical, theoretical, and leadership skills in these areas to prepare them for successful careers in the business world.

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PROGRAM OBJECTIVE

Upon completion of the program, students will be able to:

1. Demonstrate a comprehensive understanding of the strategic management process, including the ability to assess industry attractiveness and analyze the competitive environment.
2. Articulate how effective leaders employ interpersonal skills to drive change, communicate a compelling vision, provide clear direction, and inspire employees.
3. Effectively apply tools and techniques of managerial accounting for informed decision-making in both day to-day operations and long-term tactical and strategic planning.
4. Demonstrate proficiency in utilizing tools and methodologies essential for solving marketing problems, encompassing the development of marketing plans and the implementation of diverse marketing strategies.
5. Identify and analyze key concepts and theories of law, addressing ethical issues that may arise, and demonstrating a solid understanding of the principles of legal reasoning.
6. Apply fundamental processes, theories, and methods in business communication within the workplace and contribute to overall writing initiatives with competence.

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PROGRAM BREAKDOWN

GENERAL EDUCATION COURSES (30 credit)

Course Title	Credit Hours
English Composition I	3
College Algebra	3
General Psychology	3
Environmental Science	3
Introduction to Communication	3
English Composition II	3
Applied Probability and Statistics	3
Introduction to Philosophy	3
Principles of Public Speaking	3
Critical Thinking and Logic	3

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PROGRAM BREAKDOWN

CORE COURSES (66 credits)

Course Title

Credit Hours

Introduction to Administration	3
Ethics and Corporate Social Responsibility	3
Introduction to Economics	3
Organizational Behavior	3
Business Innovation Management	3
Financial Accounting	3
Business Sales and Marketing	3
Strategic Management	3
Business Information Systems	3
Operative Administration	3
E-commerce and Digital Marketing	3
Business Logistics and Supply Chain Management	3
Enterprise Quality Management	3
Human Resources Management	3
Business Finance	3
Leadership and Business Decision Making	3
Financial Analysis	3
Business Project Management	3
Communication and Business Public Relations	3
Emotional Intelligence and Managerial Skills	3
Negotiation Techniques and Conflict Resolution	3
Knowledge Management and Innovation	3

HUMAN RESOURCE MANAGEMENT (24 credits)

Strategic Planning of Human Resources	3
Recruitment and Staff Selection	3
Performance Evaluation	3
Training and Staff Development	3
Compensation and Benefits for	3
Design of Compensation Systems	3
Labor Relations and Conflicts at Work	3
Organizational Change Management	3



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