

Bachelor of Business Administration (BBA)

Program Overview:

The Bachelor of Business Administration program, administered by the School of Business, is committed to preparing individuals who want to broaden their understanding of today's business topics, as well as leadership and management. Because the Bachelor of Business Administration does not include professional licensure requirements, students benefit from a more flexible academic path that can be tailored to their career goals and individual schedules.

Program Objective

The Bachelor of Business Administration program is a business-focused degree designed to prepare students for entry-level administrative and management roles in organizations competing in the global marketplace. The program's primary goal is to provide a comprehensive theoretical foundation in core business areas while fostering essential leadership, management, and administrative skills needed to develop capable, competitive professionals.

Program Description

This program is designed to equip students with the theoretical knowledge and practical skills needed to compete for administrative and management entry-level positions in the business world, focusing on providing a well-rounded education in: business and finance; marketing and accounting; economics and the legal environment of business; project management and human resources; management information systems; financial and business mathematics; computer applications for business.

The Bachelor of Business Administration

BIU University's Bachelor of Business Administration is designed to deliver a complete, accessible academic experience for students looking to prepare for entry-level management roles in today's business world.

This program, with a business-focused approach, provides students with a strong theoretical foundation in areas such as finance, marketing, accounting, project management, human resources, and economics. In addition, it supports the development of essential skills in leadership, management, and business decision-making. The curriculum—rigorous and well-balanced—totals 120 semester credit hours: 75 credits in core business courses and 45 in general education. Flexible learning options allow the program to fit both traditional students and working professionals who want to move forward in their careers without stepping away from their current responsibilities.

In addition to standing on its own as an undergraduate degree, the program is designed to support continued academic progress for students who complete the Associate Degree in Business Administration already offered by BIU. These students can transition smoothly into the bachelor's program, with the option to continue their education at the graduate level through one of the university's MBA programs.

Course Methodology

The curriculum for the Bachelor's in Business Administration (BS in Business Administration) is designed to provide a well-rounded education that blends core theory with hands-on, real-world application. Students explore essential areas such as accounting, finance, marketing, management, business law, and information systems. At the same time, they build critical people skills—including critical thinking, communication, teamwork, and ethical decision-making.

Practical learning experiences—such as case studies, projects, and internships—strengthen students' ability to apply concepts in professional settings, helping prepare them for long-term career success.

	Nombre del curso	Código	Créditos
1º Período Académico	English Composition I	BBA5011	3
	College Algebra	BBA5012	3
	Occupational Psychology	BBA5013	3
2º Período Académico	Diversity and Global Inclusion	BBA5021	3
	English Composition II	BBA5022	3
	Business Calculus	BBA5023	3
3º Período Académico	Introduction to Statistics	BBA5031	3
	Business and Literature	BBA5032	3
	Semiotics and Philosophy	BBA5033	3
4º Período Académico	Introduction to Ethics	BBA5041	3
	Environmental Science and Value Chain	BBA5042	3
	American Business History	BBA5043	3
5º Período Académico	Globalization History	BBA5051	3
	Introduction to Neurosciences	BBA5052	3
	Sustainability and Climate Change	BBA5053	3
6º Período Académico	Principles of Business	BBA5061	3
	Principles of Economics I	BBA5062	3
	Financial Accounting	BBA5063	3
7º Período Académico	Principles of Management	BBA5071	3
	Principles of Economics II	BBA5072	3
	Managerial Accounting	BBA5073	3
8º Período Académico	Principles of Finance	BBA5081	3
	Intermediate Accounting	BBA5082	3
	Principles of Marketing	BBA5083	3
9º Período Académico	Innovative Technologies in Business	BBA5091	3
	Introduction to Digital Marketing	BBA5092	3
	Organizational Behavior	BBA5093	3
10º Período Académico	Operations Management	BBA5101	3
	Leadership Fundamentals	BBA5102	3
	Managerial Finance	BBA5103	3
11º Período Académico	Human Resources Management	BBA5111	3
	International Business	BBA5112	3
	Consumer Behavior	BBA5113	3
12º Período Académico	Business Ethics and Social Responsibility	BBA5121	3
	Integrated Marketing Communications	BBA5122	3
	Digital Entrepreneurship	BBA5123	3
13º Período Académico	Strategic Management	BBA5131	3
	Business Research	BBA5132	3
	Degree Program Capstone	BBA5133	6
(*) General Education Course			



Core Requirements of the Program

BBA5011 – English Composition I

Course focused on the development of essential English writing skills, including grammar, sentence structure, and basic essay writing, with an emphasis on clarity, coherence, and critical thinking.

BBA5012 – College Algebra

Course focused on building skills in algebra, including equations, functions, graphs, and problem-solving, with an emphasis on logical reasoning and the practical application of mathematical concepts.

BBA5013 – Occupational Psychology

Course focused on the study of human behavior in the workplace, covering topics such as motivation, leadership, organizational climate, and well-being, with the goal of improving performance and job satisfaction.

BBA5021 – Diversity and Global Inclusion

Course focused on understanding cultural diversity and inclusion in global contexts, promoting respect, equity, and collaboration in multicultural environments.

BBA5022 – English Composition II

Course focused on advanced English writing skills, including crafting argumentative essays, critical analysis, and proper use of sources, with an emphasis on clarity, coherence, and academic rigor.

BBA5023 – Business Calculus

Course focused on the application of calculus to business problems, including functions, derivatives, and optimization, with an emphasis on decision-making and quantitative analysis.

BBA5031 – Introduction to Statistics

Course focused on the basic concepts of statistics, including collecting, analyzing, and interpreting data, with an emphasis on making informed decisions.

BBA5032 – Business and Literature

This course explores the connection between business and literature, examining texts that address organizational, ethical, and social issues, with the goal of building critical thinking and a stronger understanding of the organizational environment.

BBA5033 – Semiotics and Philosophy

This course focuses on the study of signs, meaning-making systems, and their relationship to philosophical thought, encouraging critical analysis of discourse and the creation of meaning.

BBA5041 – Introduction to Ethics

This course focuses on the core principles of ethics, covering moral theories and contemporary dilemmas, with the aim of strengthening critical judgment and responsible decision-making.

BBA5042 – Environmental Science and Value Chain

Course focused on the relationship between the environment and the value chain, examining the impact of business activities and promoting sustainable practices in organizational management.

BBA5043 – American Business History

Course focused on the historical evolution of business in the United States, examining the growth of companies, industries, and economic conditions that have shaped today's business landscape.

BBA5051 – Globalization History

Course focused on the historical study of globalization, examining the economic, political, and cultural forces that have connected the world, as well as their impact on contemporary societies.

BBA5052 – Introduction to Neurosciences

Course focused on the core foundations of neuroscience, exploring the structure and function of the nervous system and how it relates to behavior, cognition, and emotions.

BBA5053 – Sustainability and Climate Change

Course focused on sustainability and climate change, analyzing its causes, impacts, and solutions, with an emphasis on environmental responsibility and sustainable decision-making.

BBA5061 – Principles of Business

Course focused on business fundamentals, covering key concepts such as management, marketing, finance, and operations, with an emphasis on understanding the business environment and making informed decisions.

BBA5062 – Principles of Economics I

Course focused on core economic principles, including supply and demand, consumer behavior, and how markets function, with an emphasis on analyzing economic decisions.

BBA5063 – Financial Accounting

Course focused on financial accounting principles, including the recording, analysis, and interpretation of financial statements, with an emphasis on business decision-making.

BBA5071 – Principles of Management

Course focused on the core principles of management, covering planning, organizing, leading, and controlling, with an emphasis on effective leadership and organizational decision-making.

BBA5072 – Principles of Economics II

Course focused on intermediate principles of economics, exploring topics such as macroeconomics, economic policy, and analysis of aggregate variables, with an emphasis on understanding the global economic environment.

BBA5073 – Managerial Accounting

Course focused on managerial accounting, including cost analysis, budgeting, and internal decision-making, with an emphasis on organizational planning and control.

BBA5081 – Principles of Finance

Course focused on the core principles of finance, covering financial analysis, valuation, and resource management, with an emphasis on strategic decision-making.

BBA5082 – Intermediate Accounting

Course focused on the intermediate study of financial accounting, taking a deeper look at the recognition, measurement, and reporting of transactions, with an emphasis on accounting standards and the analysis of financial statements.

BBA5083 – Principles of Marketing

Course focused on the fundamentals of marketing, including market analysis, consumer behavior, and strategies for product, price, place, and promotion, with an emphasis on value creation.

BBA5091 – Innovative Technologies in Business

A course focused on the use of innovative technologies in business, exploring digital tools, technology transformation, and their impact on competitiveness and business decision-making.

BBA5092 – Introduction to Digital Marketing

A course focused on the fundamentals of digital marketing, including social media strategies, content, SEO, and online advertising, with a focus on brand positioning and building strong connections with digital audiences.

BBA5093 – Organizational Behavior

A course focused on the study of organizational behavior, examining individual and group dynamics within companies, with an emphasis on motivation, leadership, and organizational culture.

BBA5101 – Operations Management

A course focused on operations management, covering the planning, organization, and control of production and service processes, with an emphasis on efficiency, quality, and continuous improvement.

BBA5102 – Leadership Fundamentals

A course focused on the fundamentals of leadership, building skills to influence, motivate, and guide teams, with an emphasis on effective communication and decision-making.

BBA5103 – Managerial Finance

A course focused on corporate financial management, including investment analysis, financing, and capital management, with an emphasis on strategic decision-making and value creation.

BBA5111 – Human Resources Management

A course focused on human talent management, covering processes such as recruiting, selection, training, and development, with an emphasis on organizational well-being and employee performance.

BBA5112 – International Business

A course focused on international business, examining global trade, market expansion, and business strategies in multicultural contexts, with an emphasis on global competitiveness.

BBA5113 – Consumer Behavior

Course focused on consumer behavior, examining the psychological, social, and cultural factors that shape purchasing decisions, with an emphasis on designing effective marketing strategies.

BBA5121– Business Ethics and Social Responsibility

Course focused on business ethics and social responsibility, exploring the principles, values, and practices that guide responsible decision-making, with an emphasis on social impact and sustainability.

BBA5122– Integrated Marketing Communications

Course focused on integrated marketing communications, covering the strategic coordination of advertising, public relations, promotions, and digital media, with an emphasis on message consistency and brand positioning.

BBA5123– Digital Entrepreneurship

Course focused on digital entrepreneurship, addressing the creation and management of businesses in digital environments, with an emphasis on innovation, business models, and the use of emerging technologies.

BBA5131– Strategic Management

Course focused on strategic management, analyzing the development, implementation, and evaluation of business strategies, with an emphasis on competitiveness and achieving organizational goals.

BBA5132– Business Research

Course focused on business research methods, including data collection, analysis, and interpretation, with an emphasis on informed decision-making and methodological rigor.

BBA5133– Degree Program Capstone

Final integrative course that brings together the knowledge and skills gained throughout the program through the development of an applied project, with an emphasis on analysis, problem-solving, and decision-making.