

Bachelor of Business Administration (BBA)

Completion Requirements

The Bachelor of Business Administration is a 120-credit program offered by FDU's Silberman College of Business. The degree will prepare you to become a leader in business and management — someone who will bring ethical perspectives to any professional environment.

Driven by the needs of global industry, our programming emphasizes professional development and enables our students to maximize their success while in school and long after they graduate. Employers increasingly seek students with a global mindset, who are entrepreneurial in their thinking and actions, and possess strong communication and analytical skills. Just ask those who have come before you and become prominent executives in the world of business.

Your business degree coursework will give you firsthand experience with the business community, providing you with proven methods in financial and strategic analysis, general business planning and implementation.

The requirements below are detailed on the Silberman College of Business's webpage. Any student with specific questions should contact the advisor on their home campus.

Curriculum (120 credits)

Business Foundational Courses General Education

- DSCI 1234 Mathematics for Business Decisions
- DSCI 2029 Intro to Statistics
- MIS 1045 Information Technology for Business
- ORGS 1100 Ethical Issues in Social Institutions

Business Foundational Courses Business Core

- ACCT 2021 Introduction to Financial Accounting
- ACCT 2022 Introduction to Managerial Accounting
- DSCI 2130 Business Statistics
- DSCI 3152 Operations Management
- ECON 2001 Introduction to Microeconomics
- ECON 2102 Introduction to Macroeconomics
- FIN 3250 Principles of Financial Analysis
- LAW 2276 Business and the Law
- MGMT 2600 Organizational Behavior

- MGMT 4160 Strategic Management Forum
- MIS 2001 Management Information Systems
- MKTG 2120 Principles of Marketing

Restricted Business Core

- ENTR 2710 Fundamentals of Entrepreneurship & Innovation

Major Required Courses (International Business)

- IBUS 3201 Fundamentals of International Business
- ECON 4208 International Trade
- MGMT 3371 International Management
- MKTG 3371 Principles of International Marketing
- MIS 4303 Spreadsheet Applications in Business or
MIS 4307 Introduction to E-Business

Major Elective Courses (2 courses)

- ENTR 3101 Small Business Management: An Entrepreneurial Perspective
- ENTR 3300 E-business for Entrepreneurs
- FIN 3330 Personal Financial Management
- MGMT 3620 Leadership and Personal Development
- MGMT 3700 Human Resources Management
- MKTG 3360 Digital Marketing
- MKTG 4272 Consumer Behavior
- MKTG 3383 Social Media Marketing
- MKTG 4365 Marketing Communications
- WMA 4350 Investment Planning
- WMA 4375 Risk Management & Insurance
- WMA 4267 Retirement Planning
- WMA 4380 Client Psyc/Financial Planning