



## GOALS AND COURSE TOPICS

Achieving your career goals requires more than willpower and hard work; you also need an understanding of how businesses operate in the global economy. Averett University's 45-credit online Bachelor of Business Administration (BBA) degree program gives you critical knowledge in marketing, accounting, management and more.

As a BBA graduate, you'll have a solid base of theoretical knowledge in business and management as well as practical skills in primary business administration functions. You will also develop strong professional communication and critical thinking skills.

### Concentrations

The BBA program emphasizes practical application of theories presented in course materials. Topics include:

- Accounting and finance
- Human resource management
- Economics
- Legal, regulatory and ethical issues
- Management theory
- Marketing
- Quantitative analysis and statistics

The program includes an independent study project in which you apply learned theories and concepts to a real-world business problem found through research or at your place of employment.

### Format

The BBA program is formatted for accelerated completion. You'll take courses sequentially to focus on each subject and build concepts over time. Small classes allow for productive discussions and personal attention from your instructors, who have industry backgrounds. You are expected to commit to 45 contact hours per academic credit.



## THE TIME TO APPLY IS NOW

### Who This Program Is For

The BBA program is for high school graduates with some college. We **do not** require full-time work experience to be accepted into the program. The program is formatted for working adults who may have career and family obligations.

Averett prefers candidates with at least 54 credits from prior college coursework and a cumulative GPA of 2.0 or better. You will need 120 credits total, including previous coursework and core business classes taken at Averett in order to graduate.

## CORE COURSES AND CREDITS

COURSE #	COURSE TITLE	CREDITS
IDS 104	INTRODUCTION TO ADULT LEARNING	3
BSA 206	BUSINESS COMMUNICATIONS	3
PHL 300	APPLIED ETHICS	3
BSA 305	PRINCIPLES OF MANAGEMENT	3
BSA 309	BUSINESS STATISTICS/RESEARCH	3
BSA 310	PRINCIPLES OF MARKETING	3
BSA 221	INTRO TO ACCOUNTING (PREREQ)	3
BSA 346	ACCOUNTING FOR MANAGERS	3
BSA 326	ORG BEHAVIOR, THEORY AND LEADERSHIP	3
ECO 307	ECONOMICS FOR MANAGERS	3
BSA 370	BUSINESS/CORPORATE FINANCE	3
BSA 354	HUMAN RESOURCE MANAGEMENT	3
BSA 480	INTERNATIONAL BUSINESS	3
BSA 444	MANAGEMENT STRATEGY	3
BSA 493	ENTREPRENEURSHIP – SMALL BUSINESS	3

**Business Core Courses** 45

**General Education Requirement** 30

**Electives** 45

**TOTAL CREDITS REQUIRED FOR GRADUATION** 120

*Transfer credits may impact general education/elective total requirements*

*Courses and requirements subject to change*



# Cougar Checklist

**1**

## Apply

Your next step on your educational journey starts NOW! Apply to Averett Graduate & Professional Studies [here!](#)



**2**

## Make an Appointment with Our Admissions Team

To get you started on your path to success, please make an appointment with our Admissions team. Our counselors will guide you through the application process. Make an appointment [here!](#)



**3**

## Submit Official Transcripts

Averett GPS will order and pay for all transcripts. All you need to do is fill out the Transcript Request Form. To do so, please go [here](#) and complete Step 1B.



**4**

## Submit Photo of Driver License or Govt Issued ID

To ensure your personal security, please submit a valid photocopy of your Driver License or Government Issued ID to [ready2beacougar@averett.edu](mailto:ready2beacougar@averett.edu)



**5**

## Pay Enrollment Deposit

Submit your \$50 tuition deposit online through our [secure payment center](#). For 'Select a Deposit Type', please choose 'Non-Traditional Enrollment Deposit'.



**6**

## Complete the Financial Agreement Form

This form will let us know how you intend to pay for the program. Please go [here](#) and follow Step 2B to fill out the electronic Financial Agreement Form.



**7**

## Financial Aid Forms

Please fill out the Financial Aid Information form, the Title IV Authorization Form and the FERPA form. To fill out these forms, please go [here](#) and follow Step 3C.



**8**

## Make an Appointment with our New Start Coordinator

With all steps completed, please make a [Schedule Review & Preparation for Success](#) and [Welcome Call](#) meeting. During these meetings, you will learn more about your program and Averett GPS.



If you choose to submit paper forms for any of the steps above, documents should be mailed or faxed to:



**Graduate Education Admissions**  
Averett University  
512 Bridge St.  
Danville, VA 24541



**(800) 504-7618**