



Undergraduate Programs

Latin American Campus

Bachelor's Degrees and Engineering Programs

San Marcos (In English):

- Business Administration
 - Concentrations: Management, Marketing, Finance, and International Business
- Management Information Systems
- Software Engineering
- Psychology
- Global Affairs and International Relations
- Integrated Marketing Communications
- Interdisciplinary Studies

Managua (In Spanish):

- Integrated Marketing Communications
- Psychology

2-Year Programs

- Business Administration
- Graphic Arts and Design

Online Education

More than 50 online programs offered by the Latin American Campus and our online platform from Keiser University in the United States.

Benefits



American Degree



Prestigious Faculty



Residential Campus in San Marcos



Successful Graduates



Safe and Multicultural Environment

Bachelor of Arts in Business Administration

This program is designed to prepare students for a successful career in the modern business world.



It offers comprehensive education in

- Business Management
- Business Law
- Marketing
- Finance
- Accounting
- Statistics



Skills You Will Develop

- Critical thinking
- Responsible global citizenship mindset
- Strategic and structured thinking
- Adaptability to change in a globalized world
- Teamwork



Program Objectives



Develop students' analytical thinking and strong managerial and decision-making skills.



Strengthen mastery of concepts, terminology, and theories of the business world.



Enhance knowledge of international business and the effects of globalization.



Prepare students for careers in management, marketing, international business, and finance.



Courses:*

Basic and Advanced Course Requirements

Basic Courses:

- Principles of Accounting I and II
- Business Law
- Financial Management
- Entrepreneurship
- Principles of Management
- Human Resources Management
- Introduction to Marketing

Advanced Courses:

- Managerial Accounting
- Legal/Ethical Business Environment
- Banking and Finance (*)
- Principles of Financial Management
- Introduction to Management / Organizational Behavior
- Industrial / Organizational Psychology (*)
- Leadership
- Project Management
- International Business
- Capstone Course
- Quantitative Business Analysis

Concentrations:

Management:

- Operations Management
- Intercultural Management
- Business Ethics
- Diversity Management
- Global Strategy and Policy
- Sales and Sales Management

International Business:

- International Finance
- International Competitiveness
- International Negotiations and Transactions
- Cultural Environment in International Business
- International Entrepreneurship
- Global Strategy and Policy

Marketing:

- Advertising and Promotion Management
- Sales and Sales Management
- Organizational Behavior
- Digital Marketing
- Services Marketing

Finance:

- Financial Planning and Decision-Making
- Commercial Banking Management
- Finance Case Studies
- Financial Strategy and Policy
- Investment
- International Finance

General Education Requirements

- Management Information Systems
- Professional Writing
- Critical Thinking
- Intermediate Statistics

* Some courses are subject to change by Keiser University's internal policies.



**Develop the leader
within you!**



Admission Requirements:

- Completed application form.
- Original high school transcripts for the last two years.
- Copy of high school graduation diploma.
- Logic test: Wonderlic.
- Copy of identification.
- Full-face photograph.

Steps to enroll at Keiser University

- 1 Complete the admission application form and pay the \$50 USD non-refundable application fee.
- 2 Submit all admission documents.
- 3 Complete the Financial Aid Package Application form with all required supporting documentation (if applicable).
- 4 Take the English and Math placement tests (required for English-language programs).
- 5 Accept and sign the payment plan.
- 6 Submit the dormitory application and reservation fee (required for San Marcos campus).
- 7 Pay the first installment or the full semester tuition to receive a 5% discount.
- 8 Register for classes.
- 9 Attend classes.

KEISER UNIVERSITY

Contact Us!

Admissions Office – Nicaragua

UNO Gas Station, two blocks south, San Marcos, Carazo
Phone: (505) 2535-2314 / 2278-6911

