Keiser University's Bachelor of Arts degree in Business Administration prepares students for a career in the modern business world. Students are offered a well-rounded business education with management, marketing, finance, accounting, statistics, and law courses.

**Program Objectives**

- Assist students in becoming more proficient in analysis, decision making, and management.
- Develop students' abilities to understand business concepts, terms, and theories.
- Develop students' understanding of international business and the effects of globalization.
- Prepare students for jobs in the fields of management, marketing, human resources, international business, and finance.

**Skills You Will Develop**

- Being an effective problem solver and develop analytical skills.
- Having a global business orientation.
- Strategic thinking and planning abilities.
- Adapt to change in a globalized world.
- Turning individuals into teams.
- Proficiency in fast decision making environments.

**Concentrations**

- Management
- International Business
- Marketing
- Finance
- Human Resources

**Meet Your Department Chair**

Professor Leopoldo López, MBA  
Harvard University

**Our Faculty**

The Latin American Campus of Keiser University has a roster of qualified faculty with Ph.D. and Master degrees from prestigious universities in the U.S. and Europe who, in addition to being student-centered, have extensive teaching experience.
General Education Requirements (37 credits)

LOWER DIVISION REQUIREMENTS

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

UPPER DIVISION REQUIREMENTS:

Major Courses
- Managerial Accounting
- Legal/Ethical Environment of Bus
- Money and Banking [*]
- Principles of Managerial Finance
- Introduction to Mgt/Org Behavior
- Industrial/Organizational Psychology [*]
- Leadership
- Project Management
- International Business
- Integrated Capstone Course
- Quantitative Approach to Business

Management Concentration
- Operations Management
- Cross-Cultural Management
- Business Ethics
- Managing Diversity
- Global Strategy and Policy
- Sales and Sales Management

Human Resource Mgt Concentration
- Managing Diversity
- Performance Management
- Recruitment, Selection and Staffing
- Training and Development
- Mgt Law and Employee Relations
- Labor Relations

International Business Concentration
- International Finance
- International Competitiveness
- Intl Negotiations and Transactions
- Cultural Environ of Intl Business
- International Entrepreneurship
- Global Strategy and Policy

Marketing Concentration
- Advertising/Promotion Mgt
- Sales and Sales Management
- Consumer Behavior
- E-Marketing
- Marketing Strategy
- Service Marketing

Finance Concentration
- Financial Decision-Making-Planning
- Commercial Bank Management
- Case Studies in Finance
- Financial Policy and Strategy
- Investment
- International Finance

UPPER DIVISION GENERAL EDUCATION REQUIREMENTS:

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

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

About Keiser University

Founded in 1977, Keiser University is Florida’s second largest independent private not-for-profit university serving approximately 20,000 students earning doctoral, masters, bachelors, and associates degrees in about 100 career fields.

Bachelor of Arts (124 Total Credits)

FINANCIAL AID

- Federal Aid for U.S. citizens or residents
- Institutional Aid
- Aid for Canadians

STEPS TO APPLY

1. Complete an Admissions’ application at:
   http://www.keiseruniversity.edu/online-application/
2. Pay the $50.00 Admissions’ fee:
   http://www.keiseruniversity.edu/sanmarcos-pay.php

Scan this code and get more information

*Keiser University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and degrees at the associate, baccalaureate, masters, specialist, and doctoral levels. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Keiser University.