



**NORTHERN ARIZONA
UNIVERSITY**

Paradise Valley Campus

Bachelor of Business Administration

Located on the

**Paradise Valley
Community College
Campus**

*We're everywhere you want to
learn!*



PROGRAM HIGHLIGHTS

- Students only attend class twice a week for a full time schedule or once a week with a part time schedule.
- Classes are small and will not exceed 25-30 students.
- Students can choose from 3 different emphasis areas: Global Management, Management, or Small Business Management.
- Local Northern Arizona University advisors available to assist you in understanding transfer issues and admission requirements.

NAU

18401 North 32nd Street
Phoenix, AZ 85032
www.extended.nau.edu

Phone: 602-493-2739
Fax: 602-493-2730

E-mail: erin.mc-gehean@nau.edu

The Bachelor of Business Administration (BBA) is designed as a foundation for professional growth or graduate education. You will acquire problem solving, leadership, and communications skills that will prepare you to work effectively in large or small organizations, start your own small business, or continue with a graduate level degree. Emphasis areas include ***small business, management, and global business***. Courses for this degree are relevant to today's business world, addressing issues such as ethics and social responsibility, environmental sustainability, profitability, and more.

In a *global context*, students will be able to:

- ▶ Think creatively; analyze and synthesize data.
- ▶ Engage others through effective interpersonal skills.
- ▶ Communicate effectively in oral and written formats.
- ▶ Work well in team settings.
- ▶ Discern the ethical issues, including social responsibility, environmental sustainability, and profitability.

Students will be able to demonstrate:

- ▶ Problem-solving and the use of decision-making tools and theories.
- ▶ Effective strategies for the global marketplace.
- ▶ Analysis and utilization of financial information.

Student Learning:

- ▶ Emphasis on practical skills
- ▶ Team projects and presentations
- ▶ Other active learning approaches
- ▶ Increasing levels of cognitive complexity

Students who successfully complete an Associate in Business (A-BUS) from a Maricopa Community College are eligible for admission to the BBA program, provided they have met all other Northern Arizona University entrance requirements.

To get started, please read through this entire packet and then contact the NAU office listed below to schedule an advisement appointment:

NAU-Paradise Valley
18401 N. 32nd Street
M-East Building, Room M-265
Phoenix, AZ 85032
(602) 493-2739 • paradisevalley@nau.edu

We look forward to meeting with you to discuss your education goals!

FREQUENTLY ASKED QUESTIONS

What is a Partnership Program?

The Bachelor of Business Admission Partnership Program is best explained as a partnership between Northern Arizona University and Maricopa Community Colleges wherein students complete their freshman and sophomore years of study at a Maricopa Community College and then transfer to NAU-Paradise Valley to complete their junior and senior years. Freshman and sophomore years are considered complete when students earn the Associate in Business (A-BUS).

Is earning the Associate's Degree required?

Yes, our partnership is set up so that students will graduate from both the community college and NAU. Students are expected to earn the Associate's degree prior to graduation from the Partnership Program. Exceptions to this rule are rare and require students to present evidence that earning an Associate's degree would be unrealistic. Students who have courses from other colleges or universities may use those credits (especially liberal studies credits) towards earning the Associate's degree. Please consult with an NAU advisor regarding transfer credits.

When should I apply to NAU?

Students should consult with their NAU advisor before applying for admission to NAU. Students typically apply to NAU, via the web, the semester before their anticipated graduation from the community college.

Is financial aid available?

Students interested in financial aid should apply sooner. Please contact our local financial aid advisor, Joi Grace, at (602) 728-9506 if you have questions about the financial aid application process.

Where and how are NAU courses held?

Required NAU course work is delivered in-person or via video conference on the Paradise Valley Community College campus or online. No travel to Flagstaff is required.

Can I transfer to the NAU-Flagstaff with this degree?

No, this program is not offered on the main Flagstaff campus. This is a distance learning degree and at this time can only be completed locally in Phoenix, Prescott, Signal Peak, Thatcher, Tucson, and Yuma.

STEPS FOR ADMISSION AND REGISTRATION

Admission into NAU:

Students should apply during their last semester at the community college and only after they have met with a NAU advisor. Complete the admissions application at <https://www.applyweb.com/apply/northaz/>.

IMPORTANT:

- ▶ Select “**Paradise Valley**” as the campus
- ▶ Select “**Business Administration-Yuma**” as the program
- ▶ \$25.00 application fee should be paid online
- ▶ **Official transcripts** from all colleges attended must be received by NAU before admission is granted. If you are 24 years old or younger, you must send official high school transcripts as well.

You can fax, email or drop off your **unofficial** transcripts (all colleges attended) to NAU-Paradise Valley, our fax number is 602-493-2730. Transcripts are required before your initial meeting so that we can complete a transfer credit evaluation.

Admission requirements for BBA:

- ▶ Minimum 2.0 cumulative GPA and minimum grade of "C" in each individual course
- ▶ Minimum 2.50 GPA in English, math & lower division business courses*
- ▶ Minimum of 56 credit hours

*ENG 101/102; MAT 212; ACC 211/212; GBS 220/221/205; CIS 105; and ECN 211/212 must be completed **prior** to starting BBA program.

Once admitted to NAU you will meet with an academic advisor. At that time you will review the LOUIE system, set up your NAU e-mail account, complete the BBA application form, and register for classes.

Student Orientation:

It is required that students participate in an orientation to the university and an orientation to the BBA program. This will include skill-based expectations and recommendations for success in the program. Contact your advisor for dates and times.

Small Business Checklist

Lower Division Requirements: 33 Credits

Course	Req.	Comp.	Inst /YR	Grade
ENG 101	3	0		0
ENG 102	3	0		0
GBS 220 Quan. Bus.	3	0		0
MAT 212 Brief Calculus	3	0		0
GBS 205 Legal/Ethical	3	0		0
ACC 211 Fin. Acct. -OR- ACC 111/ACC 230	3	0		0
ACC 212 Man. Acct. -OR- ACC 111/ACC 240	3	0		0
CIS 105 Computer Survey	3	0		0
GBS 221 Bus. Statistics	3	0		0
ECN 211 Macro	3	0		0
ECN 212 Micro	3	0		0
TOTAL	33	0	GPA	#DIV/0!

Liberal Studies Distribution: 28 Credits

Science/Lab Science: 7 Credits				
	4	0		0
	3	0		0
Aesthetic & Humanistic Inquiry: 6 Credits				
	3	0		0
	3	0		0
Cultural Understanding: 6 Credits				
	3	0		0
	3	0		0
Social Political Worlds: 6 Credits				
	3	0		0
	3	0		0
Liberal Studies Elective: 3 Credits				
	3	0		0
TOTAL	28	0	GPA	#DIV/0!

Credit Summary	Req.	Comp.	Remaining
Lower Division Business	33	0	33
Liberal Studies/Electives	46	0	46
Business Core	33	0	33
Emphasis	12	0	12
Total	124	0	124

BBA CORE: 33 Credits

Course	Req.	Comp.	Inst/YR	Grade
BBA 300-Principles of Mgt.	3			
BBA 305W-Business Communication	3			
BBA 310-Principles of Mkt.	3			
BBA 320-Managerial Finance	3			
BBA 330-Supply Chain /Oper. Mgt.	3			
BBA 340-Mgt. Information Sys.	3			
BBA 360-Teams Management	3			
BBA 440-Human Resource Mgt.	3			
BBA 450-Leadership	3			
BBA 480-Business Plan Develop.	3			
BBA 490C-Strategic Management	3			
TOTAL	33	0		

BUSINESS MAJOR CURRICULUM: 12 Credits

Courses <u>May Not</u> Be Used Twice Within This Column				
BBA 405 Small Business Mgt.	3			
BBA 415 Small Business Mkt.	3			
BBA 425- Small Business Fin. Mgt.	3			
Small Business Internship	3			
TOTAL	12	0		

ELECTIVES: 14-18 Credits

	3			
	3			
University Elective	3			
University Elective	3			
University Elective	3			
University Elective	3			
TOTAL	18	0		

Diversity Requirement				
Global Diversity - AGEC will Satisfy	3			
Ethnic Diversity - AGEC will Satisfy	3			
Global/Ethnic Diversity can be double dipped with the Cultural Understanding Block. 120 credits required to graduate. 64 maximum transfer credits accepted from a community college. Must have 56 university credits, 30 of which must be completed at NAU.				

Management Checklist

Lower Division Requirements: 33 Credits

Course	Req.	Comp.	Inst /YR	Grade
ENG 101	3	0		0
ENG 102	3	0		0
GBS 220 Quan.	3	0		0
MAT 212 Brief Calculus	3	0		0
GBS 205 Legal/Ethical	3	0		0
ACC 211 Fin. Acct. -OR- ACC 111/ACC 230	3	0		0
ACC 212 Man. Acct. -OR- ACC 111/ACC 240	3	0		0
CIS 105 Computer Survey	3	0		0
GBS 221 Bus. Statistics	3	0		0
ECN 211 Macro	3	0		0
ECN 212 Micro	3	0		0
TOTAL	33	0	GPA	#DIV/0!

Liberal Studies Distribution: 28 Credits

Science/Lab Science: 7 Credits				
	4	0		0
	3	0		0
Aesthetic & Humanistic Inquiry: 6 Credits				
	3	0		0
	3	0		0
Cultural Understanding: 6 Credits				
	3	0		0
	3	0		0
Social Political Worlds: 6 Credits				
	3	0		0
	3	0		0
Liberal Studies Elective: 3 Credits				
	3	0		0
TOTAL	28	0	GPA	#DIV/0!

Credit Summary	Req.	Comp.	Remaining
Lower Division Business	33	0	33
Liberal Studies/Electives	46	0	46
Business Core	33	0	33
Emphasis	12	0	12
Total	124	0	124

BBA CORE: 33 Credits

Course	Req.	Comp.	Inst/YR	Grade
BBA 300-Principles of Mgt.	3			
BBA 305W-Business Communication	3			
BBA 310-Principles of Mkt.	3			
BBA 320-Managerial Finance	3			
BBA 330-Supply Chain /Oper. Mgt.	3			
BBA 340-Mgt. Information Sys.	3			
BBA 360-Teams Management	3			
BBA 440-Human Resource Mgt.	3			
BBA 450-Leadership	3			
BBA 480-Business Plan Develop.	3			
BBA 490C-Strategic Management	3			
TOTAL	33	0		

BUSINESS MAJOR CURRICULUM: 12 Credits

Courses <u>May Not</u> Be Used Twice Within This Column				
BBA 400- Adv. Global Mgt. -OR- BBA 405- Small Business Mgt.	3			
BBA 380- Mgt. Environ. Sustainability	3			
BBA 420- Global Finance Mgt. -OR- BBA 425- Small Business Fin. Mgt.	3			
UD Business Elective	3			
TOTAL	12	0		

ELECTIVES: 18 Credits

	3			
	3			
University Elective	3			
University Elective	3			
University Elective	3			
University Elective	3			
TOTAL	18	0		
Global Diversity - Met with AGECE				
Ethnic Diversity - Met with AGECE				
Global/Ethnic Diversity can be double dipped with the Cultural Understanding Block. 120 credits required to graduate. 64 maximum transfer credits accepted from a community college. Must have 56 university credits, 30 of which must be completed at NAU.				

Global Management Checklist

Lower Division Requirements: 33 Credits

Course	Req.	Comp.	Inst /YR	Grade
ENG 101	3	0		0
ENG 102	3	0		0
GBS 220 Quant. Bus.	3	0		0
MAT 212 Brief Calculus	3	0		0
GBS 205 Legal/Ethical	3	0		0
ACC 211 Fin. Acct. -OR- ACC 111/ACC 230	3	0		0
ACC 212 Man. Acct. -OR- ACC 111/ACC 240	3	0		0
CIS 105 Computer Survey	3	0		0
GBS 221 Bus. Statistics	3	0		0
ECN 211 Macro	3	0		0
ECN 212 Micro	3	0		0
TOTAL	33	0	GPA	#DIV/0!

Liberal Studies Distribution: 30 Credits

Science/Lab Science: 7 Credits				
	4			
	3			
Aesthetic & Humanistic Inquiry: 6 Credits				
	3			
	3			
Cultural Understanding: 8 Credits				
	4			
	4			
Social Political Worlds: 6 Credits				
	3			
	3			
Liberal Studies Elective: 3 Credits				
	3			
TOTAL	30	0		

Credit Summary

	Req.	Comp.	Remaining
Lower Division Business	33	0	33
Liberal Studies	30	0	30
Business Core	33	0	33
Emphasis	25	0	25
Total	121	0	121

BBA CORE: 33 Credits

Course	Req.	Comp.	Inst/YR	Grade
BBA 300-Principles of Mgt.	3			
BBA 305W-Business Communication	3			
BBA 310-Principles of Mkt.	3			
BBA 320-Managerial Finance	3			
BBA 330-Supply Chain /Oper. Mgt.	3			
BBA 340-Mgt. Information Sys.	3			
BBA 360-Teams Management	3			
BBA 440-Human Resource Mgt.	3			
BBA 450-Leadership	3			
BBA 480-Business Plan Develop.	3			
BBA 490C-Strategic Management	3			
TOTAL	33	0		

BUSINESS MAJOR CURRICULUM: 9 Credits

Courses <u>May Not</u> Be Used Twice Within This Column				
BBA 400- Adv. Global Mgt.	3			
BBA 420- Global Finance Mgt.	3			
BBA 410- Adv. Global Marketing	3			

INTERNATIONAL REQUIREMENT: 16 Credits

4 semesters of the same verbal Foreign Language or Approved Study Abroad Placement				
	4			
	4			
	4			
	4			
TOTAL	25	0		

ELECTIVES: 9 Credits

	3			
	3			
	3			
TOTAL	9	0		

Diversity Requirement

Global Diversity - Met with AGECE				
Ethnic Diversity - Met with AGECE				

120 credits required to graduate. 64 maximum transfer credits accepted from a community college. Must have 56 university credits, 30 of which must be completed at NAU. With this emphasis 14 additional credits outside of Business Major will need to be completed at a 4 year institution.

BBA Course Descriptions

BBA 300 PRINCIPLES OF MANAGEMENT IN A GLOBAL ECONOMY (3)

The environment of organizations, planning, organizing, leading, and reviewing processes and systems, with emphasis on strategic planning, teamwork, and process design. Letter grade only.

BBA 305W EFFECTIVE BUSINESS COMMUNICATIONS (3)

Written and oral communication in organizations. Emphasis on writing letters, memos, and reports; speaking and listening skills; nonverbal communication; communication theory; precise word usage; common communication pitfalls; interpersonal communication and human relation skills; and cross-cultural communication. Letter grade only.

BBA 310 PRINCIPLES OF MARKETING IN A GLOBAL ECONOMY (3)

An orientation to basic marketing concepts and practices. Topics include the impact of external forces on marketing decisions; marketing strategies, marketing aspects of business ethics and social responsibility. Letter grade only.

BBA 320 MANAGERIAL FINANCE (3)

Survey of the major areas of financial operations in business and their relationship to other business functions; internal financial activities, sources of funds, and the firm's involvement with money and capital markets; basic techniques of financial analysis and their application to financial decision making; development of an understanding of the financial system. Letter grade only.

BBA 330 SUPPLY CHAIN & OPERATIONS MANAGEMENT (3)

Introduces the supply chain and operations management function. The course is organized around the dual concepts of building and managing world-class operations. Letter grade only.
Corequisite: BBA 300

BBA 340 MANAGEMENT INFORMATION SYSTEMS (3)

This course presents information systems used by organizations and work groups with an emphasis on system development, management and effective use. Letter grade only.

BBA 360 TEAMS AND PROJECT MANAGEMENT (3)

Effective meetings; interpersonal and group processes; development of effectively functioning project teams, empowered teams and total quality management (TQM); and effective project management. Letter grade only.

BBA 380 MANAGEMENT FOR ENVIRONMENTAL SUSTAINABILITY AND DURABLE COMPETITIVE ADVANTAGE (3)

An introduction to the development of environmentally friendly business practices and strategies and the ways in which those practices and strategies can be utilized to develop competitive advantage. Topics include strategy formulation, environmentalism, environmental regulation, environmental management, and sustainable development.

BBA 400 ADVANCED GLOBAL MANAGEMENT (3)

This course provides an introduction to the cultural, legal, economic, and political environments of multinational firms. Topics include managing in the global environment and strategic planning in a multicultural environment. Letter grade only. Prerequisite: BBA 300, BBA 305W, and Admission to BBA program

BBA 405 SMALL BUSINESS MANAGEMENT (3)

Concepts and techniques of organizing and managing small enterprises. Emphasis on practical problems, especially the analysis of practical business case studies and interviews with local and regional businesses that will help the student identify the key steps in successfully managing an ongoing business for profitability and long term enterprise survival. Letter grade only. Prerequisite: BBA 300 and Admission to BBA program

BBA 408 FIELD WORK EXPERIENCE (INTERNSHIP) (3)

The role of the general manager in dealing with strategic business challenges and providing leadership to the organization; integration of functional areas, policy formulation and implementation, multinational and ethical issues. Pass-fail only. Prerequisite: BBA 300, 305W, 310, 320, 330, 340, Senior status, and Admission to BBA program

BBA 410 ADVANCED GLOBAL MARKETING (3)

Marketing opportunities and strategies for firms involved in marketing across national borders and in other countries. Special attention given to planning and implementing marketing mix variables in multicultural, international settings. Within this context, this course will emphasize all the environmental factors that make international marketing more interesting and challenging than purely domestic operations. Priority will be given to the impact of diverse cultures on the marketing task in the international context. Letter grade only. Prerequisite: BBA 305W, BBA 310, and Admission to BBA program

BBA 415 SMALL BUSINESS MARKETING (3)

Marketing opportunities and strategies for small firms. Special attention given to planning and implementing marketing mix variables in small business settings. Within this context, this course will emphasize all the environmental factors that make small business marketing more interesting and challenging than for larger competitors. Consideration will be given to the impact of the marketing task for small businesses also operating in the global context. Letter grade only. Prerequisite: BBA 310 and Admission to BBA program

BBA 420 GLOBAL FINANCE AND FINANCIAL ANALYSIS (3)

Financial decision making for the multinational firm, focusing on financial issues resulting from operating across national borders such as currency exchange, direct foreign investment and country-related risk. Letter grade only. Prerequisite: BBA 300, 305W, 320, and Admission to BBA program

BBA 425 SMALL BUSINESS FINANCE AND FINANCIAL ANALYSIS (3)

Analysis of financial statements for decision making. Management of current assets and liabilities emphasizing small business application. Letter grade only. Prerequisite: BBA 320 and Admission to BBA program.

BBA 440 HUMAN RESOURCE MANAGEMENT (3)

Principles, functions, and practices relating to managing human resources in organizations.

Describes the basic human resources management processes of selection, training, appraisal, compensation, labor relations, and legal compliance. Letter grade only. Prerequisite: BBA 300, BBA 305W, and Admission to BBA program

BBA 450 LEADERSHIP (3)

Effective leadership; traits, behaviors, including power and influence; effect of situations and contingencies; leader styles; transformational and charismatic leadership; socio-cultural issues;

and ethical behavior. Letter grade only. Prerequisite: BBA 305W and Admission to BBA program

BBA 470 BUSINESS ETHICS (3)

Analyzes business and its environment, considering such things as the natural environment, business ethics, governmental policies, impact of technology, and cultural diversity. Letter grade only. Prerequisite: BBA 300, BBA 305W, and Admission to BBA program

BBA 480 BUSINESS PLAN DEVELOPMENT (3)

Design, development, and evaluation of a business plan for existing and new businesses. Includes consideration of marketing, industry, financial, management, competitive, and strategic issues relating to the feasibility and operation of new and ongoing businesses. Letter grade only.

Prerequisite: BBA 300, 305W, 310, 320, 330, 340, Senior status, and Admission to BBA program

BBA 490C STRATEGIC MANAGEMENT (3)

The role of the general manager in dealing with strategic business challenges and providing leadership to the organization; integration of functional areas, policy formulation and implementation, multinational and ethical issues. Letter grade only. Prerequisite: BBA 300, 305W, 310, 320, 330, 340, Senior status, and Admission to BBA program CAP

