

BACHELOR OF BUSINESS ADMINISTRATION IN **GENERAL BUSINESS**

Mercer University's **Bachelor of Business Administration (BBA) in General Business** focuses on broad business knowledge, technical expertise, and management skills required for success in business today.

Tailor Your Degree to Meet Your Goals

This curriculum allows students to design their own academic track by choosing upper-level courses in popular business concentrations, such as accounting, economics, finance, management, and marketing, that suit their personal and professional goals. Students develop an understanding of key business functions and hone skills needed to establish themselves as valuable leaders for organizations in various industries.

Advance Your Career in Business

Our business students have access to job opportunities with influential organizations, both locally and around the world. Whether you choose to pursue opportunities in finance, manufacturing, big data, retail, or any other industry, your business degree will be a stepping stone toward leadership positions that will help build your career.

Become an Entrepreneurial Leader

At Mercer, we build leaders by empowering our students and providing the necessary skills to implement new ideas, create dynamic products, or improve existing services. We focus on innovation, which is a catalyst for the growth and success of any business, ensuring adaptability in the marketplace.

MERCER'S BBA PROGRAM

Mercer recognizes the needs of busy adults by providing a top-ranked business program, combined with small class sizes, flexible schedules, and the personal attention necessary for academic success. Many students in the program are currently employed and find that the convenient online and evening class formats work well with their busy schedules. Small classes ensure individual attention from our world-class professors so no one gets lost in the crowd.

CAREER DEVELOPMENT

At Mercer, we pride ourselves on supporting our students to achieve success and meaningful outcomes. Our Office of Career Management Services provides tailored support to meet our students' professional goals. Our students are prepared to pursue top job opportunities through internships and career coaching. Mercer Business alumni can be found working at leading organizations like the Atlanta Falcons, The Coca-Cola Company, Deloitte, Delta Air Lines, Ernst & Young, the Federal Reserve Bank of Atlanta, The Home Depot, Koch Industries, KPMG, PricewaterhouseCoopers, and UPS.

ONLINE AND ON-CAMPUS OPTIONS

The BBA in General Business is offered fully online and at Mercer's Atlanta and Henry County locations. Students have the flexibility to enroll in a blended combination of online classes and evening, in-person classes. Courses are delivered in eight-week sessions. On-campus classes meet one night per week, and students can comfortably take two classes per week while maintaining a work-life balance.



PROGRAM OF STUDY

BBA in General Business

Foundations in Major (18 hours)

Students will select six 300–400 level courses from one or more of the following disciplines: Accounting, Business, Economics, Finance, Management, and Marketing.

Business Core (36 hours)

ECN 150	Principles of Microeconomics
ECN 151	Principles of Macroeconomics
ACC 204	Introductory Financial Accounting
ACC 205	Introductory Managerial Accounting
BUS 346	The Legal, Ethical, and Regulatory Environment of Business I
BUS 349	Management Information Systems
BUS 350	Business Quantitative Analysis
MKT 361	Principles of Marketing
FIN 362	Principles of Finance
MGT 363	Principles of Management
MGT 382	Production/Operations Management
MGT 498	Strategic Management and Business Policy

General Education: 48 hours

Electives: 18 hours

Total Degree Requirements: 120 hours

ADMISSION REQUIREMENTS

Applicants seeking undergraduate admission must have a cumulative grade point average of at least 2.5 on a 4.0 scale, and must be in good standing at the last regionally accredited college or university attended. **The program admits students five times per year in January, March, May, August, and October.**

Required Application Materials Include:

- Completed application
- \$25 non-refundable application fee (\$100 for international students)
- Official transcripts from each college attended
- High school or GED transcript (if applicable)

International applicants should consult the University catalog for additional requirements.



A TOP-RANKED BUSINESS SCHOOL

Founded in 1833, Mercer University is one of America's most distinctive universities. For almost two decades, *U.S. News & World Report* has ranked Mercer among the leading universities in the nation—including a “**Best Value**” school—and The Princeton Review consistently ranks Mercer in the **Top 15%** of colleges and universities nationwide.

Mercer's Stetson-Hatcher School of Business delivers career-focused business education to develop entrepreneurial leaders and responsible global citizens. Widely recognized for innovative academic programs and accomplished faculty, the Stetson-Hatcher School of Business is an accredited member of AACSB International—the Association to Advance Collegiate Schools of Business, placing Mercer among the **Top 5%** of business schools worldwide. The School's MBA programs have received recognition among the **Tier One rankings** by *CEO Magazine* as well as the “**Best Online MBA Programs**” by *U.S. News & World Report*. The Stetson-Hatcher School of Business has also been named to the national list of “**Best Business Schools**” by The Princeton Review and *U.S. News & World Report*.



CONTACT US

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SCHOOL OF BUSINESS