

# BACHELOR OF BUSINESS ADMINISTRATION IN **MANAGEMENT**

Mercer University's **Bachelor of Business Administration (BBA) in Management** prepares individuals to become business leaders who effectively drive growth and success for their companies and organizations.

## **Drive Growth and Success as a Business Leader**

Effective leaders are crucial to today's complex businesses. Mercer's BBA in Management equips students with the critical skills needed to successfully manage teams and facilitate growth. The range of content explored in the management major will prepare graduates to work effectively through workforce and organizational issues while implementing key business objectives.

## **Advance Your Career in Management**

Upon completion of the management program, students are prepared for advancement within their current organization, or for professional opportunities that may be on the horizon of a new career path. Management students can go on to serve in positions such as account manager, sales representative, product or project manager, supervisor, or director.

## **Join a Culture of Mentorship**

Our faculty work and consult at Fortune 500 companies, have founded and operated multi-million dollar organizations, and maintain connections to industry leaders. Our small classes encourage close student-professor collaboration and mentorship, allowing business students to gain valuable insight and industry knowledge from some of the most experienced faculty.

## **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 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 Management 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 Management

### Foundations in Major (21 hours)

MGT 423	Organizational Behavior OR
MGT 424	Organizational Theory
MGT 427	Entrepreneurship
MGT 428	Leadership
MGT 429	Human Resource Management
MGT 472	International Management and Marketing

Students will complete two additional courses from the following: 300–400 level MGT courses, BUS 348 Employment Law, FIN 471 Mergers and Acquisitions, MKT 475 Marketing Management, or additional courses as approved by their academic advisor.

### 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: 15 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

Office of University Admissions  
877.840.8599  
enroll@mercer.edu  
[business.mercer.edu](https://business.mercer.edu)

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SCHOOL OF BUSINESS