A BUSINESS PROGRAM THAT INVESTS IN YOU



Bachelor of Business Administration

Explore your ideas. Find your passion. Unlock your purpose. At Mercer, our job is to help you do your job in the best way possible. We'll help you power a career that will take you in every possible direction.

SIX MAJORS

- Accounting
- General Business
- Human Resource Management
- Management
- Marketing
- Supply Chain Management

BENEFIT FROM FLEXIBILITY AND CONVENIENCE

Online: Complete your Mercer business degree fully online.

Blended: Complete your degree through a combination of synchronous and asynchronous online coursework and on-campus, evening classes at our Atlanta and Henry County locations.

Start Terms: Begin classes in January, March, May, August, or October.

WE POWER BUSINESS

MERCER UNIVERSITY
SCHOOL OF BUSINESS

TAP INTO THE POWER OF PERSONAL

Choose from six majors and personalize your path to a successful business career.

Major	Overview	Major Requirements	Career Goals
General Business	Gain a comprehensive understanding of essential business principles that are tailored to your specific personal and professional goals.	Students create their own area of study by selecting six courses from one or more business disciplines.	· Business Development Manager · Entrepreneur · Financial Analyst · Insurance Adjustor · Lead Generation Coordinator · Territory Manager
Accounting	Expand your knowledge in all facets of the accounting field, including audit, cost, financial, governmental, not-for-profit, and taxation accounting.	· Advanced Accounting · Auditing · Intermediate Financial Accounting I · Intermediate Financial Accounting II · Tax Accounting · Two additional accounting courses	· Accounting Manager · Auditor · Financial Analyst · Forensic Accountant · Personal Financial Planner · Tax Accountant
Human Resource Management	Cultivate the critical knowledge and skill set to effectively build and grow an organization's most important asset: its people.	· Employment Law · Human Resource Management · Labor-Management Relations · Organizational Behavior · Two additional courses from any business discipline	· Benefits Director · Director of Human Resources · Director of Retirement · Retention Manager · Talent Management Director · Training Manager
Management	Develop the analytical, interpersonal, collaborative, and motivational skills that will set you apart as an influential business manager who delivers results.	· Entrepreneurship · Human Resource Management · International Management and Marketing · Leadership · Organizational Behavior OR Organizational Theory · Two additional courses with advisor approval	· Management Consultant · Manager/Supervisor · Talent Developer
Marketing	Master the data interpretation, communication, research, and planning skills needed to manage marketing initiatives that yield favorable results and foster brand trust among consumers.	· Consumer Behavior · Marketing and Data Analytics · Marketing Management · Marketing Research · Three additional courses with advisor approval	· Brand Manager · Market Research Analyst · Marketing Manager · Sales Manager · Social Media Manager
Supply Chain Management	Learn the ins and outs of how to manage the logistical functions of a business, including receiving and handling, internal allocation of resources, operations units, and distribution of finished products to customers.	· Global Operations Management · Logistics Management · Production Planning and Control · Supply Chain and Logistics · Two additional courses from a selection of industrial engineering and management course options	· Supply Chain Manager for employers such as: – Consumer products firms and retailers – Government defense agencies – Logistics specialists

Maximize Your Credits

For a seamless transition, Mercer accepts transfer credits from most colleges or universities accredited by an institutional accreditor recognized by the U.S. Department of Education, as well as some international institutions. Students with an associate degree in business may choose to maximize their transfer credits through the **General Business** major and earn a Bachelor of Business Administration degree in as little as 24 months.

Bachelor of Business Administration Degree Requirements

Major Requirements: 18–21 hours
Business Core Curriculum: 36 hours
Business Quantitative Analysis
Introductory Financial Accounting
Introductory Managerial Accounting
The Legal, Ethical, and Regulatory Environment of Business I
Management Information Systems
Principles of Finance
Principles of Macroeconomics
Principles of Management
Principles of Marketing
Principles of Microeconomics
Production/Operations Management
Strategic Management and Business Policy

General Education Requirements: 48 hours
Electives: 15–18 hours
Total Degree Requirements: 120 hours

Add a Graduate Degree

Your next power move? Leverage Mercer's **Special Consideration Program** to become a **Double Bear**. Seamlessly transition into a graduate program and continue building the skills, knowledge, and experience to become a purposeful leader who powers business forward. Students can take advantage of a 30% tuition benefit and waive the application fee.

Graduate programs include:
- Master of Accountancy (MAcc)
- Master of Business Administration (MBA)
- Combined MBA/MAcc
- Master of Science in Business Analytics
- Master of Science in Integrative Business
- Stackable graduate certificates in areas such as business and data analytics, entrepreneurship and innovation, and healthcare management and analytics

Program can be completed in as little as 12 months

96%

of the School of Business graduating Class of 2022 was employed or in graduate school six months after earning a Mercer degree.*

*See methodology at mercer.edu/post-graduate.

Employers

Mercer business students land internships and careers with leading organizations like:

- **Accenture**
- **Aerotek**
- **AFLAC**
- **AT&T**
- **Atlanta Braves**
- **Atlanta Hawks**
- **Bank of America**
- **Bennett Thrasher LLP**
- **Blue Bird Corporation**
- **Cisco**
- **Enterprise Holdings**
- **ESPN**
- **Fidelity Investments**
- **GEICO**
- **The Home Depot**
- **Kaiser Permanente**
- **Koch Industries, Inc.**
- **Morgan Stanley**
- **PricewaterhouseCoopers (PwC)**
- **Southern Company**
- **Synovus**
- **Truist**





Admission Requirements

Applicants seeking undergraduate admission must have a cumulative grade point average (GPA) of at least 2.5 on a 4.0 scale, and must be in good standing at the college or university most recently attended. Applicants may be eligible to transfer credits toward the degree. Learn more and apply at **workingadults.mercer.edu**.

REQUIRED APPLICATION MATERIALS INCLUDE:

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

International applicants should consult the University catalog for additional requirements and program eligibility.

CONTACT US

Office of University Admissions
877.840.8599
enroll@mercer.edu
workingadults.mercer.edu

LEARN MORE
business.mercer.edu

A Top-Ranked Business School

Founded in 1833, Mercer University is one of America's most distinctive universities. *U.S. News & World Report* consistently ranks Mercer among the leading universities in the nation—including a **Best Value**—and The Princeton Review annually ranks Mercer in the **Top 15%** of colleges and universities nationwide. Mercer's School of Business has been named to the national list of "**Best Business Schools**" by *U.S. News & World Report* and The Princeton Review, including specific recognition for its full-time, part-time, and online MBA programs.

Membership in AACSB places Mercer in the

TOP 5% OF BUSINESS SCHOOLS WORLDWIDE

AACSB ACCREDITED

MILITARY FRIENDLY '23-24 GOLD #1 SCHOOL

MERCER UNIVERSITY
SCHOOL OF BUSINESS