

Business Administration

Degree Type

Bachelor of Business Administration (BBA)

Admission Requirements

General Undergraduate Admission Requirements

Note: Not all Online Program offerings are available to residents of all U.S. states. Please contact an admissions representative for further information.

To be admitted to any of the undergraduate programs at South University, the prospective student must provide proof of high school graduation as recognized by the state of residence on the date the degree was earned, or the equivalent (e.g. GED with no single test score below 145 or numeric score equivalent to 2.0 on old version or state-issued certificate designated as the equivalent of a High School Diploma) with a minimum CGPA of 2.0 on a 4.0 scale within 5 weeks of the start date (refer to Conditional Acceptance). The prospective student must also complete the university administered placement tests prior to the start of the first quarter for campus students and during the first session of attendance for online students. South University accepts the International Baccalaureate Program diploma as meeting the requirement for high school graduation. Credentials earned outside the United States must be evaluated by a NACES or AICE-member credential evaluation service. Please speak with an admissions representative for more information.

Students with less than the minimum CGPA of 2.0 on a 4.0 scale may meet admissions requirements by submitting a minimum combined SAT (Evidence-Based Reading and Writing, and Math) score of 700 or 900 on the old SAT, a combined ACT score of 18, or meet the criteria established for acceptance as a transfer student.

Students with less than the minimum CGPA of 2.0 on a 4.0 scale may be admitted provisionally for two quarters. Failure to achieve a 1.5 CGPA in the first two quarters of attendance will result in dismissal. Students may appeal the dismissal by following the Procedures for Appealing Academic/Financial Aid Dismissal Policy.

Acceptable verification of high school graduation or the equivalent would include a copy of the high school diploma, high school transcript (official or unofficial), GED certificate, or GED scores and state-authorized examination scores (ex. HiSET, TASC) or a state- issued certificate designated as the equivalent of a high school diploma. In states that maintain a database that serves as an official registry of high school and GED graduates, an excerpt from the official database documenting the student's graduation or GED completion may be used.

Campuses in South Carolina must be provided with official high school transcripts or GED scores or state-issued certificates designated as the equivalent of a high school diploma.

Please see the policy on GPA Calculation for Admission for additional information

Conditional Acceptance

Students may be conditionally accepted by submitting unofficial copies of documentation required for the admission requirements. Conditional acceptance is allowed for 5 weeks beyond the start of the student's first session. Failure to provide acceptable, official documentation, as stated in the admissions requirements, within 5 weeks from the start date will result in the following:

- Removal from class

- Cancellation of enrollment
- No final course grades
- No transcript

Students who do not provide acceptable documents for full, unconditional acceptance within the 5 week period will not be responsible for tuition and related fees. South University may grant exceptions to the 5 week period for unusual situations or circumstances. All exceptions must be submitted to the Office of the University Registrar for approval.

Admission of Transfer Students

Note: Not all Online Program offerings are available to residents of all U.S. states. Please contact an admissions representative for further information.

To be eligible for admission, transfer students must complete the application procedures and satisfy the following criteria:

1. Submit a completed application for admission.
2. Have earned 24 or more credit hours, or the equivalent (e.g. 16 semester hours), with a cumulative GPA of 2.00 from an acceptable accredited collegiate institution.
3. Submit official transcripts (including verifiable faxed transcripts) from all colleges and universities attended.
4. Submit self-certification of high school graduation or GED completion.

For transfer of credit practices refer to the applicable section under the [Academic Affairs](#) section of this catalog.

To be admitted as a Transfer student into South University the prospective student must have earned 24 or more quarter credit hours or the equivalent (e.g. 16 semester hours), with a cumulative GPA of 2.00 from an acceptable accredited collegiate institution. Official transcripts from the collegiate institution(s) must be received within 5 weeks of the start date (refer to Conditional Acceptance), and who are not required to take ENG0099 and/or MAT0099, will be exempt from taking the UVC1000 Strategies for Success. Students will select another 4 credit course in consultation with their Academic Advisor or Academic Counselor to fulfill the degree requirements.

Students with 24 or more quarter credits with less than a 2.0 GPA may be admitted provisionally for two quarters. Failure to achieve a 1.5 GPA in the first two quarters of attendance will result in dismissal. Students may appeal the dismissal by following the Procedures for Appealing Academic/Financial Aid Dismissal Policy.

Students who are citizens of countries other than the United States should refer to the section entitled International Student Admissions Policy.

Students who are transferring from or to a school within the University of North Carolina or the North Carolina Community College System should be aware of the Comprehensive Articulation Agreement approved by both governing Boards on March 1, 1996 and revised in September of 2008. This agreement may be found in its entirety at the following [website](#).

For additional admissions information please see the admissions section [here](#).

Program Overview and Outcomes

Offered at Austin, Columbia, Montgomery, Online Programs, Richmond, Savannah, Tampa, Virginia Beach, and West Palm Beach.

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The Bachelor of Business Administration degree program focuses on preparing students with the knowledge and skills they will need to pursue entry-level positions in business. With courses such as Strategic Management (MGT4070), Operations Management (MGT3059) and Business Simulation (BUS4098) students can discover how to adapt business strategies to accommodate changing marketplace conditions. Courses that include Project Management (MGT3035), Organizational Behavior (MGT3002) and Leadership (MGT3102) are designed to provide students with opportunities to understand and apply effective leadership skills. Through case studies and intensive projects, students will have the opportunity to gain the ability to assess organizational needs and implement effective improvement scenarios.

Program Student Learning Outcomes

Graduates will be able to:

1. Demonstrate the ability to determine the extent of information needed, assess the needed information, evaluate information and its sources critically, use information effectively to accomplish a specific purpose, and access and use information ethically and legally.
2. Demonstrate an ability to communicate clearly, both orally and in writing, their understanding of and solutions for common business problems.
3. Demonstrate effective teamwork and communication skills when working with team members with diverse backgrounds and abilities to realize important business objectives.
4. Demonstrate an ability to apply quantitative analysis and critical thinking skills to analyze business problems within and across functional business disciplines to positively affect financial performance.
5. Demonstrate attainment of discipline-specific knowledge and the practical skills to be effective in entry-level positions.

Bachelor of Business Administration: 180 Credits

Area I General Education Requirements: 48 Credits

Professional Development

Course Code	Title	Credits
ITS1000	Computer and Internet Literacy	4.0
UVC1000	Strategies for Success	4.0

Basic Communications

Course Code	Title	Credits
ENG1100	Composition I	4.0
ENG1200	Composition II	4.0

Choose one additional course from the list below:

Course Code	Title	Credits
COM2006	Interpersonal Communication	4.0
SPC1026	Public Speaking	4.0

Mathematics and Statistics

Course Code	Title	Credits
MAT1001	College Algebra I	4.0
MAT1005	College Algebra II	4.0
MAT2058	Statistics	4.0

Natural Sciences (choose one)

Course Code	Title	Credits
BIO1020	Biology I	4.0
CHM1010	General Chemistry	4.0

Arts and Humanities

Course Code	Title	Credits
HUM1200	Introduction to Diversity, Equity and Inclusion	4.0

Social and Behavioral Sciences

Course Code	Title	Credits
ECO2071	Principles of Microeconomics	4.0
ECO2072	Principles of Macroeconomics	4.0

Area II Foundation Requirements: 36 Credits

Course Code	Title	Credits
ACC1001	Accounting I	4.0
ACC1002	Accounting II	4.0
ACC1003	Accounting III	4.0
BUS1038	Business Law I	4.0
BUS1101	Introduction to Business	4.0
BUS2023	Business Communications	4.0
FIN2030	Introduction to Finance	4.0
MGT2037	Principles of Management	4.0
MKT2010	Principles of Marketing	4.0

Area III Major Requirements: 48 Credits

Core

Course Code	Title	Credits
BUS3001	Ethics in Organizations	4.0
BUS3055	Business Law for Commercial Transactions	4.0
BUS3059	Quantitative Business Analysis	4.0
BUS4098	Business Simulation	4.0
FIN4060	Financial Statement Analysis	4.0
MGT3002	Organizational Behavior	4.0
MGT3035	Fundamentals of Project Management	4.0
MGT3059	Operations Management	4.0
MGT3102	Leadership	4.0
MGT4070	Strategic Management	4.0
MIS3101	Application of Management Information Systems	4.0
MKT3010	Marketing Management	4.0

Elective Pool (twelve courses or 48 credit hours)

Transfer students may transfer any course to help fulfill the elective pool requirements, provided the course meets the standards of the Credit for Transcribed and Non-transcribed Work policy found in the Academic Affairs section of this catalog.

Non-transfer students, with their advisor's consultation and approval may choose courses from any department recommended and listed course or more broadly from any course offered by South University. Work from other fields must include any required prerequisite courses in the elective field.

A course can be used to meet only one requirement in Area I, Area II, or Area III, but not simultaneously in two areas. Students should work with their academic advisor or counselor to be sure they are making appropriate course choices.

Choose eight courses from the following list:

Suggested Electives:

Course Code	Title	Credits
ACC3010	Accounting Information Systems	4.0
BUS3041	Managerial Communications	4.0
BUS4101	Quality Management	4.0
FIN3030	Corporate Finance	4.0
HCM2004	Introduction to Healthcare Management	4.0
HCM3046	Managing the Healthcare Workforce	4.0
ITS1101	Foundations of Information Technology	4.0
ITS1103	Ethics and Information Technology	4.0
MGT3045	Human Resources Management	4.0
MGT4027	Global Business Management	4.0
MGT4059	Advanced Operations Management	4.0
MKT4106	Advertising and Promotion	4.0
Total Credits		180