BACHELOR OF BUSINESS ADMINISTRATION

The bachelor of business administration (BBA) degree program offers general management preparation with an opportunity for specialization in a specific field of business. It represents a careful balance of structure and choice, with flexibility that allows students to tailor their programs to reflect their individual career goals. While each student takes the same basic business core classes, many of the general education courses and courses in the field of concentration may be selected to suit the individual student.

Visit the program website (https://business.gwu.edu/academics/programs/undergraduate/bba/) for additional information.

REQUIREMENTS

The following requirements must be fulfilled: 120 credits

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td><strong>General education and pre-business</strong></td>
<td></td>
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<tr>
<td>UW 1020</td>
<td>University Writing</td>
<td></td>
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<tr>
<td></td>
<td>One critical analysis course in the humanities</td>
<td>1</td>
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<tr>
<td></td>
<td>Two scientific reasoning with lab courses</td>
<td>1</td>
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<td></td>
<td>A sequence of math courses from the following:</td>
<td>2</td>
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<tr>
<td>MATH 1051</td>
<td>Finite Mathematics for the Social and Management Sciences</td>
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<tr>
<td>&amp; MATH 1252</td>
<td>and Calculus for the Social and Management Sciences</td>
<td></td>
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<tr>
<td>Or</td>
<td>MATH 1231 &amp; MATH 1232</td>
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<td></td>
<td>Single-Variable Calculus I &amp; Single-Variable Calculus II</td>
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<tr>
<td>BADM 1001 &amp;</td>
<td>First Year Development Course I &amp; First Year Development Course II</td>
<td>3, 4</td>
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<tr>
<td>BADM 1002</td>
<td>Or BADM 1003 Transfer Student Development Course</td>
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<tr>
<td>BADM 1004</td>
<td>The Age of Globalization</td>
<td>4</td>
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<tr>
<td>ACCY 2001</td>
<td>Introduction to Financial Accounting</td>
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<tr>
<td>ACCY 2002</td>
<td>Introductory Managerial Accounting</td>
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<tr>
<td>BADM 2001W</td>
<td>Markets and Politics</td>
<td>4</td>
</tr>
<tr>
<td>BADM 2301</td>
<td>Management Information Systems Technology</td>
<td></td>
</tr>
<tr>
<td>BADM 3001</td>
<td>Career Management Strategy</td>
<td>4, 6</td>
</tr>
<tr>
<td>BADM 3103</td>
<td>Human Capital in Organizations</td>
<td></td>
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<tr>
<td>BADM 3401</td>
<td>Basic Marketing Management</td>
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<tr>
<td>or BADM 3401W</td>
<td>Basic Marketing Management</td>
<td></td>
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<tr>
<td>BADM 3501</td>
<td>Financial Management and Markets</td>
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<tr>
<td>BADM 3601</td>
<td>Operations Management</td>
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<tr>
<td>BADM 4101</td>
<td>Business Ethics and the Legal Environment</td>
<td>4</td>
</tr>
<tr>
<td>or BADM 4101W</td>
<td>Business Ethics and the Legal Environment</td>
<td></td>
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<tr>
<td>BADM 4801</td>
<td>Strategy Formulation and Implementation</td>
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<tr>
<td>DNSC 1001</td>
<td>Business Analytics I: Statistics for Descriptive and Predictive Analytics</td>
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<tr>
<td>or STAT 1051</td>
<td>Introduction to Business and Economic Statistics</td>
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</table>

1 A list of approved courses can be found on the University General Education Requirement (http://bulletin.gwu.edu/university-regulations/general-education/) page.

2 Meet with a GWSB academic advisor to discuss other options for fulfilling the mathematics requirement.

3 Freshmen are required to take BADM 1001 and BDAM 1002; transfer students are required to take BADM 1003.

4 Signature Courses must be taken at GW.
Meet with a GWSB academic advisor to discuss which advanced statistics requirement is appropriate for your concentration.

BADM 3001 is offered with industry-specific sections and should be completed during the sophomore year, following BADM 1001 and 1002 or BADM 1003.

### Business concentration courses

A business concentration is required for all bachelor of business administration students. Students select a field of concentration from among accountancy; business analytics; business economics and public policy; finance; information systems and technology management; innovation and entrepreneurship; international business; marketing; real estate; sport, event, and hospitality management; or, with faculty approval, may structure an individualized field of concentration reflecting a specific interest in business. The concentration consists of five field courses plus an international field course designated by the department. The concentration must be selected no later than the second semester of the sophomore year; students should contact the advising center to declare a concentration. Students may declare two concentrations, but they should note that this may increase the number of credits required to complete the BBA. When double counting courses between concentrations (and other degree requirements such as the minor), each concentration must have at least four unique courses. Additionally, the maximum number of credits may transfer into each concentration, including study abroad credits, is two courses (six credits). In all cases, students must consult the academic advisor for an appropriate international focus field course. Concentration requirements are available at the School of Business website (http://business.gwu.edu/ugrad/) or at the Undergraduate Advising Center (http://business.gwu.edu/ugrad/advising-center/).

#### REQUIRED BBA CONCENTRATION OPTIONS:

- Accountancy (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/accountancy/)
- Business analytics (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/business-analytics/)
- Business economics and public policy (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/business-economics-public-policy/)
- Innovation and entrepreneurship (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/innovation-entrepreneurship/)
- Finance (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/finance/)
- Information systems and technology management (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/information-systems-technology-management/)
- International business (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/international-business/)
- Marketing (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/marketing/)
- Real estate (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/real-estate/)
- Sport, event, and hospitality management (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/sport-event-hospitality-management/)
- Individualized field of concentration (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/individualized/)

Individualized field of concentration—A BBA student with a minimum GPA of 3.2 and a specific interest in an area of management not reflected by the standard BBA concentrations may design and seek approval for an individualized concentration drawing upon courses across the University. Such a concentration consists of five field courses and one international focus field course selected with the guidance of a GWSB faculty member with expertise in the area of interest. All individualized concentration proposals must be submitted by the end of the junior year and must be approved in advance by the individualized concentration faculty review committee. Interested students should discuss their proposed concentration with their academic advisor in the GWSB Advising Center (https://business.gwu.edu/current-students/undergraduate/advising-center/).

#### Minor courses

A minor outside of the School of Business is required for this degree. Courses vary by minor and typically require a minimum of 18 credits. When double counting courses between concentrations (and other degree requirements such as the minor), each concentration must have at least four unique courses. Students should reference this Bulletin and consult their academic advisor for assistance and additional information.

#### Elective courses

Elective courses may be numbered 1000 to 4999; at least 6 credits must be upper-level (numbered 2000 to 4999). Electives may not include LSPA (Lifestyle, Sport, and Physical Activity) courses and may include a maximum of one HLWL (Health and Wellness) course. In general, students complete 18 credits of electives, or the minimum necessary to reach 120 credits for the degree.
COURSES

Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-division undergraduate courses that can also be taken for graduate credit with permission and additional work
- Those in the 6000s and 8000s are for master’s, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

BADM 1001. First Year Development Course I. 1 Credit.
First in a two-course sequence of developmental experiences designed to enhance the educational experience and assist with career preparation. Focus on understanding strengths, values, and interests, and managing one’s own academic and career goals. No alternative to this course will be accepted to fulfill the GWSB Signature course requirement. Restricted to first-year students in the School of Business. Prerequisite: n/a.

BADM 1002. First Year Development Course II. 1 Credit.
Continuation of BADM 1001. Students develop as leaders through networking opportunities and community engagement, and perform service within the District of Columbia. No alternative to this course will be accepted to fulfill the GWSB Signature course requirement. Restricted to first-year students in the School of Business.

BADM 1003. Transfer Student Development Course. 1 Credit.
Designed to help transfer students in the School of Business succeed both in and outside of the classroom. Developmental experiences designed to enhance the educational experience and assist with career preparation. Focus on understanding strengths, values, and interests, managing one’s own academic and career goals, and developing leadership skills. No alternative to this course will be accepted to fulfill the GWSB Signature course requirement. Restricted to transfer students in the School of Business.

BADM 1004. The Age of Globalization. 3 Credits.
A multidisciplinary foundation in the globalization of people, markets, and firms. Required for all School of Business students. No alternative to this course will be accepted to fulfill the GWSB Signature course requirement.

BADM 1900. Special Topics. 1-3 Credits.

BADM 2001. Markets and Politics. 3 Credits.
Economic and political resource allocation; social and political influences on business organizations; contemporary problems and issues. No alternative to this course will be accepted to fulfill the GWSB Signature course requirement.

BADM 2001W. Markets and Politics. 3 Credits.
Economic and political resource allocation; social and political influences on business organizations; contemporary problems and issues. No alternative to this course will be accepted to fulfill the GWSB Signature course requirement. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement.

BADM 2301. Management Information Systems Technology. 3 Credits.
An introduction to data and information processing concepts and systems viewed from a contemporary management perspective. Emphasis on uses and applications as well as emerging managerial issues with the potential to reshape the form and function of information systems. Lab required. Prerequisites: Basic knowledge of Microsoft Word, Excel, and PowerPoint.

BADM 2301W. Management Information Systems Technology. 3 Credits.
An introduction to data and information processing concepts and systems viewed from a contemporary management perspective. Emphasis on uses and applications as well as emerging managerial issues with the potential to reshape the form and function of information systems. Lab required. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement. Prerequisites: Basic knowledge of Microsoft Word, Excel, and PowerPoint.

BADM 3001. Career Management Strategy. 1 Credit.
The career development process, including job search strategies and formulation of a career management plan, with practice in producing a resume and interviewing for a position. No alternative to this course will be accepted to fulfill the GWSB Signature course requirement. Restricted to School of Business students in their junior year.

BADM 3101. Human Resource Management. 3 Credits.
Global and strategic implications of human capital policies and practices, including human resource planning, recruitment, selection, training, development, compensation, and collective bargaining. Prerequisite: PSYC 1001.

BADM 3102. Business and Government Relations. 3 Credits.
Economic and legal environment of business enterprise; social and political influences; contemporary problems and issues.

BADM 3102W. Business/Government Relations. 3 Credits.
Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement.

BADM 3103. Human Capital in Organizations. 3 Credits.
An introduction and integration of concepts drawn from human resource management and organizational behavior. Application of these concepts to individual, group/team, and organizational scenarios through experiential exercises, cases, and projects. Development of skills in analyzing and evaluating human capital problems and determining appropriate solutions.
BADM 3401. Basic Marketing Management. 3 Credits.
Consumer and organizational buying behavior. Strategic marketing processes (market research, segmentation, targeting, positioning, and relationship-building). Product development and brand management, valuation and pricing, channel and logistics management, integrated marketing communications, e-commerce. Prerequisite: ECON 1012 or HONR 2044.

BADM 3401W. Basic Marketing Management. 3 Credits.
Consumer and organizational buying behavior. Strategic marketing processes (market research, segmentation, targeting, positioning, and relationship-building). Product development and brand management, valuation and pricing, channel and logistics management, integrated marketing communications, e-commerce. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement. Prerequisites: ECON 1012 or HONR 2044.

BADM 3501. Financial Management and Markets. 3 Credits.
Introduction to financial markets, investment analysis, and financial management. Financial analysis, risk management, working capital management, capital budgeting, financial structure, cost of capital, and dividend policy. Prerequisites: ECON 1012 or HONR 2044; MATH 1221 or MATH 1231 or MATH 1252; and APSC 3115 or DNSC 1001 or STAT 1051 or STAT 1053 or STAT 1111.

BADM 3601. Operations Management. 3 Credits.
Production planning concepts and analytical tools. Designing and managing production processes: facilities, equipment, process control systems. Design issues, demand forecasting, material planning, acquisition techniques. Managing the factory floor: scheduling, total quality management, continuous improvement concepts and methods. Prerequisites: STAT 1051, STAT 1053, STAT 1111 or APSC 3115 or DNSC 1001.

BADM 4101. Business Ethics and the Legal Environment. 3 Credits.
Introduction to practical reasoning at the intersection of business and society. Emphasis on application of ethics frameworks and key dimensions of the legal environment to problems of individual, organizational, and social responsibility in business. Restricted to School of Business students in their junior year. Restricted to School of Business students in their junior year.

BADM 4101W. Business Ethics and the Legal Environment. 3 Credits.
An introduction to practical reasoning at the intersection of business and society. Emphasis on application of ethics frameworks and key dimensions of the legal environment to problems of individual, organizational, and social responsibility in business. No alternative to this course will be accepted to fulfill the GWSB Signature course requirement. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement.

BADM 4801. Strategy Formulation and Implementation. 3 Credits.
An integrative capstone course to develop skills in diagnosing organizational problems, formulating and selecting strategic alternatives, and recognizing problems inherent in strategy implementation. BA, BAccy, and SEAS business concentration programs. Recommended for juniors and seniors. Prerequisites: ACCY 2001 and BADM 3501 and (BADM 3103 or BADM 3401/3401W, or BADM 4101 or IBUS 3001).

BADM 4900. Special Topics. 0-3 Credits.
Experimental offering; new course topics and teaching methods.

BADM 4900W. Special Topics. 0-3 Credits.
Experimental offering; new course topics and teaching methods. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement.

BADM 4950. Internship. 0 Credits.
School of Business undergraduates may register for this course when they wish to have an internship recorded on the transcript. The supervisor must verify that the internship has been completed for a minimum of six hours per week. An administrative fee is charged. May be repeated each semester if desired.

BADM 4995. Independent Study. 1-6 Credits.
Assigned topics with interdisciplinary focus. Admission by prior permission of advisor. May be repeated once for credit but in a separate semester.