

Bachelor of Arts in **Business Administration**

0918



WHAT DO STUDENTS LEARN?

Our Bachelor of Arts in Business Administration is a fully-online program designed to provide a general foundation of business knowledge that can be applied to almost any industry. You'll begin with a set of core courses that cover the basic functions of business. Then, courses in management, microeconomics, marketing, finance, and accounting will introduce you to specific roles within the larger scope of business as you build your understanding of strategy, business operations, decision-making, marketing principles, sources and methods of financing business ventures, and internal controls. Two additional courses in macroeconomics and business law/ethics help you learn to navigate the business environment.

WHAT DO GRADUATES GO ON TO DO?

Upon completion of your degree, you will have the proven academic skills, professional traits, and broad-based, in-depth knowledge of business concepts and functions necessary to pursue positions within any number of corporations or industries. You might also choose to apply to Chatham's Master of Business Administration (MBA) program, where you can advance your knowledge of the field and develop specializations in areas like entrepreneurial leadership and strategy; sustainability; information management; or food and agriculture.

In our technology-driven society, a thriving business administrator, entrepreneur, or researcher understands the impact of change and effectively responds to it. Our business administration major prepares you for success in today's rapidly changing business world by pairing a liberal arts education with the fundamental tools necessary to understand the technical and human environment in which we work. Our professors are truly passionate about teaching and enjoy delivering a business curriculum that is rigorous, challenging, and interesting, consistently resulting in highly rated courses by students. While we expect the best from you, we also provide the support and encouragement you need to excel in this program and beyond.

As part of Chatham's liberal arts approach to a business education, you will benefit from our unique commitment to addressing issues, such as sustainability, diversity, and responsible business in a global context. In fact, Chatham has been named a 2017-2018 College of Distinction, recognizing the program for its expert blending of the liberal arts with professional programming in its business majors.



PROGRAM HIGHLIGHTS

- Courses are taught by our passionate and dedicated faculty, many of whom are also practitioners.
- Enjoy flexible, online classes offered full- or part-time that meet the needs of working adults.
- Courses available in 7-week formats.
- Transfer up to 90 credits previously earned from an accredited two- or four-year college or university or earn credits for prior learning.
- When you attend Chatham University online, you still have full access to the resources and services offered through the Jennie King Mellon Library, located on our Shadyside Campus. This includes interlibrary loans and more than 50 online databases of articles that are accessible from anywhere in the world.
- If you can make a visit to Shadyside Campus, our Career Development staff will gladly assist you with resume writing, interviewing skills, and maintaining a professional file for you. They also send out information about job and career fairs regularly and can direct you to the best traditional and online resources to aid in your job search.

SAMPLE COURSES

Information Systems & Operations

This course explores basic concepts of communication networks (e.g., the Internet), hardware, software, databases, and systems. Students apply information systems to decision making, communication, collaboration and coordination in the operations of contemporary organizations. Students gain skills in word processing, presentation software, data visualization, spreadsheets, and relational databases.

Strategy & Entrepreneurial Ventures

This course illustrates the strategic management framework by taking students through the entrepreneurial process from start-up growth while exploring the personal and professional challenges. The student examines key issues in opportunity recognition, financing models, strategic choices, and courses of competitive advantage at different stages of the firm's development.

Business Law & Business Ethics

This course introduces students to the introductory concepts of business law including employment law, social and environmental responsibility of corporations, and international business law. It also emphasizes frameworks for conducting ethical analysis and the analysis of ethical dilemmas.

► chatham.edu/ccps/business/curriculum.cfm



“Business has been the driving force behind many of the biggest changes throughout history – from the exploration of new worlds to the development of fine arts, medicine, and technology. Understanding the cause and effect of this impact is critical to becoming a successful businessperson.”

– TINGTING (RACHEL) CHUNG, PH.D., *associate professor of business*



▶ **Apply online at**
apply.chatham.edu

LEARN MORE

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