



Bachelor of Science in Business Administration

Degree Description:

The Bachelor of Science in Business Administration program is designed to provide students with both theoretical knowledge and practical skills essential for success in today's business environment. Integrating principles from the Hubbard College of Administration Management System with contemporary business practices, this program prepares students for diverse career paths across multiple industries. Students will gain insights into management, finance, marketing, ethics, and leadership, ensuring they possess the skills needed to navigate and succeed in the global business landscape.

Objective/Purpose of the Program:

The Bachelor of Science in Business Administration program is designed to equip students with a comprehensive understanding of business principles, management practices and entrepreneurial skills integrating principles from the Hubbard College of Administration Management System. The program aims to develop critical thinking, leadership and problem-solving abilities, preparing graduates for diverse career paths in the business world. Through a balanced curriculum that integrates core business disciplines such as marketing, finance, accounting, operations and human resources, students will gain the knowledge and practical experience needed to succeed in dynamic, global business environments.

The program aims to achieve the following educational objectives:

1. Build Competency in Study Skills and Communication Strategies: Develop proficiency in essential study techniques and communication strategies crucial for effective business operations.
2. Master Workplace Efficiency and Organizational Management: Demonstrate the ability to optimize workplace efficiency and effectively manage organizational resources.
3. Develop Executive and Leadership Competencies: Cultivate leadership skills and executive capabilities necessary for leading teams and making strategic business decisions.
4. Apply Critical Thinking to Develop Strategic Plans: Utilize critical thinking to formulate comprehensive strategic plans aligned with organizational objectives.
5. Utilize Organizing Boards, Valuable Final Products (VFPs), and Perform Statistical Analysis: Employ organizational tools such as organizing boards and



VFPs to facilitate decision-making processes and perform statistical analysis to support informed business decisions.

6. Understand and Apply Ethical Business Principles: Demonstrate an understanding of ethical principles in business operations and apply ethical frameworks to business decision-making.
7. Implement Project Management Competencies: Apply project management methodologies to plan, execute, and monitor business projects effectively.
8. Develop and Execute Public Relations and Marketing Strategies: Formulate and implement public relations and marketing strategies to promote products and services in competitive markets.
9. Mastery in Sales of Products and Services: Demonstrate proficiency in sales management techniques to effectively manage the sales process and enhance customer satisfaction.
10. Demonstrate Competency in Financial Management: Acquire and apply knowledge in financial management practices to ensure responsible financial decision-making.
11. Integrate Principles of the Hubbard College of Administration Management System to Enhance Business Practices: Incorporate principles from the Hubbard College of Administration Management System to optimize business practices and enhance operational efficiency.

These objectives collectively prepare graduates to navigate and succeed in the evolving business landscape, equipped with both theoretical knowledge and practical skills essential for professional growth and leadership roles in various industries.

Program Student Learning Outcomes:

Bachelor of Science in Business Administration

Graduates of the Bachelor of Science in Business Administration program will demonstrate a robust understanding of core business principles, integrating contemporary practices with the Hubbard College of Administration Management System principles. They will possess the skills and knowledge necessary to excel in diverse business environments and leadership roles, applying their expertise to effectively manage organizational resources, lead teams, and make strategic decisions.

Program Student Learning Outcomes:

1. Students will develop effective academic study techniques and communication skills crucial for successful business practice, including tailored written and verbal communication skills for various business settings.



2. Students will gain expertise in enhancing workplace efficiency and managing organizational resources through the implementation of the Hubbard College of Administration Management System.
3. Students will develop competencies in various proven management systems and recognized methodologies, including Six Sigma, Lean Management, Agile Management, Total Quality Management (TQM), and Balanced Scorecard.
4. Students will foster leadership skills and executive competencies essential for strategic decision-making and effective team management, including mastery of the Administrative Scale, goal setting, strategic planning, project management, and use of the target maxims.
5. Students will utilize critical thinking skills to create comprehensive strategic plans, leveraging tools such as logics, outpoints, plus points, finding correction whys for organizational situations.
6. Students will employ organizational tools such as Organizational Charts and Valuable Final Products (VFPs), statistical analysis to facilitate decision-making and track performance through meaningful statistical analysis.
7. Students will acquire a deep understanding of ethical principles in business, applying frameworks to ensure ethical decision-making and maintain organizational integrity.
8. Students will apply project management methodologies to effectively plan, execute, and monitor business projects, ensuring alignment with organizational objectives and goals.
9. Students will create and execute public relations and marketing strategies to effectively promote products and services, utilizing various channels and tools, including digital and traditional media.
10. Students will gain proficiency in managing sales processes, including both business-to-consumer and business-to-business sales, and implementing effective sales management techniques.
11. Students will acquire comprehensive knowledge of financial management practices, including financial planning, budgeting, solvency, credit standing, financial reporting, while ensuring adherence to ethical business standards.
12. Students will integrate the Hubbard College of Administration Management System principles to optimize business practices, including system implementation, resource management, and organizational efficiency.
13. Students will develop skills to analyze and solve complex business problems by applying strategic management frameworks and innovative solutions.
14. Students will engage in real-world business scenarios through starting, running and operating a business, internships or capstone project to apply theoretical knowledge and gain practical experience.

These outcomes ensure that graduates are well-prepared to navigate the complexities of the business world, equipped with both theoretical knowledge and practical skills essential for career advancement. They will be positioned to achieve professional success and assume leadership roles within their industry.



Curriculum Sequence:

Bachelor of Science in Business Administration		
Course Number	Course Name	Semester Credit Hours
MGT 100	Introduction to Business and the Hubbard College of Administration Management System	3
SST 100*	Effective Study Techniques	3
COM 100*	Effective Communication and Team Building	3
MGT 110	Management Fundamentals	3
ENG 100*	English Composition	3
MGT 120	Organizational Structure and Design	3
PSC 100*	Introduction to Political Science	3
PHI 100*	Critical Thinking	3
COM 110	Business Communications	3
BUS 110	Business Statistics	3
ECO 100	Microeconomics	3
ACC 100	Financial Accounting	3
ECO 110	Macroeconomics	3
MRK 200	Marketing and Public Relations	3
BUS 120	Business Law	3
BUS 130	Ethics in Business	3
ACC 110	Managerial Accounting	3
FIN 100	Financial Planning and Budgeting	3
MRK 210	Sales Methodologies	3
ENT 300	Entrepreneurial Leadership and Venture Creation: Starting a Business	3
MGT 300	Strategic Management	3
COM 300*	Public Speaking	3
MGT 310	Human Resources Management	3
LDR 300*	Leadership Development	3
MGT 320	Operations Management	3
MGT 400	International Business	3
GLS 300	Global Perspective	3
ANT 300*	Cultural Anthropology	3
MGT 410	Supply Chain Management	3
MGT 420	Leadership and Team Building Dynamics	3
ART 300*	Art and Business	3
BIT 300	Information Systems in Business	3



SOC 300*	Media and Society	3
BUS 310	History of Business	3
BUS 400	Research Methods in Business	3
BUS 410	Integrating AI Into Business Practices	3
BUS 420	Sustainable Business Practices	3
MRK 400	Marketing Strategy Basics	3
FIN 300	Strategic Finance	3
ENT 400	Entrepreneurial Leadership and Venture Creation: Operating a Business	3
Program Total		120
*General Education Course		

Requirements for Successful Completion of the Program:

To successfully complete the Bachelor of Science in Business Administration program, students must satisfy the following requirements:

1. Credit Requirements: Complete a total of 120 credits as specified in the curriculum.
2. Coursework and Assessments: Achieve a minimum grade of 80% in all required coursework, with assessments distributed as follows:
 - o Participation: 20%
 - o Assignments and Projects: 30%
 - o Exams: 40%
 - o Final Project: 10%
3. Entrepreneurial Leadership and Venture Creation Project: Successfully execute a venture creation project that integrates and applies knowledge acquired from the Bachelor of Science in Business Administration curriculum. This project should demonstrate business acumen, critical thinking, research proficiency, and mastery of the program's material. Additionally, the student will create and operate a business or be integrally involved in the creation and operation of a business.

These requirements ensure that students have acquired the necessary academic knowledge and skills to advance in their academic or professional endeavors with a strong background in business.

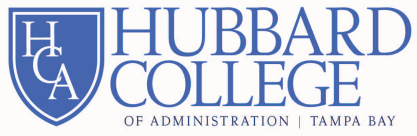
Unit Requirement for Degrees

(Reference: BP 4.10.2 MINIMUM UNIT REQUIREMENTS FOR HUBBARD COLLEGE OF ADMINISTRATION OF TAMPA BAY DEGREES)

Bachelor of Science in Business Administration Degree

Reference: Hubbard College of Administration of Tampa Bay Institutional Catalog 2025-2026

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Students receiving the College's Bachelor of Science in Business Administration degree must earn a minimum of 120 semester credit hours. The 120 semester credit hours include a minimum of 30 semester credit hours of prescribed general education courses combined with a minimum of 90 semester credit hours of prescribed major courses.
