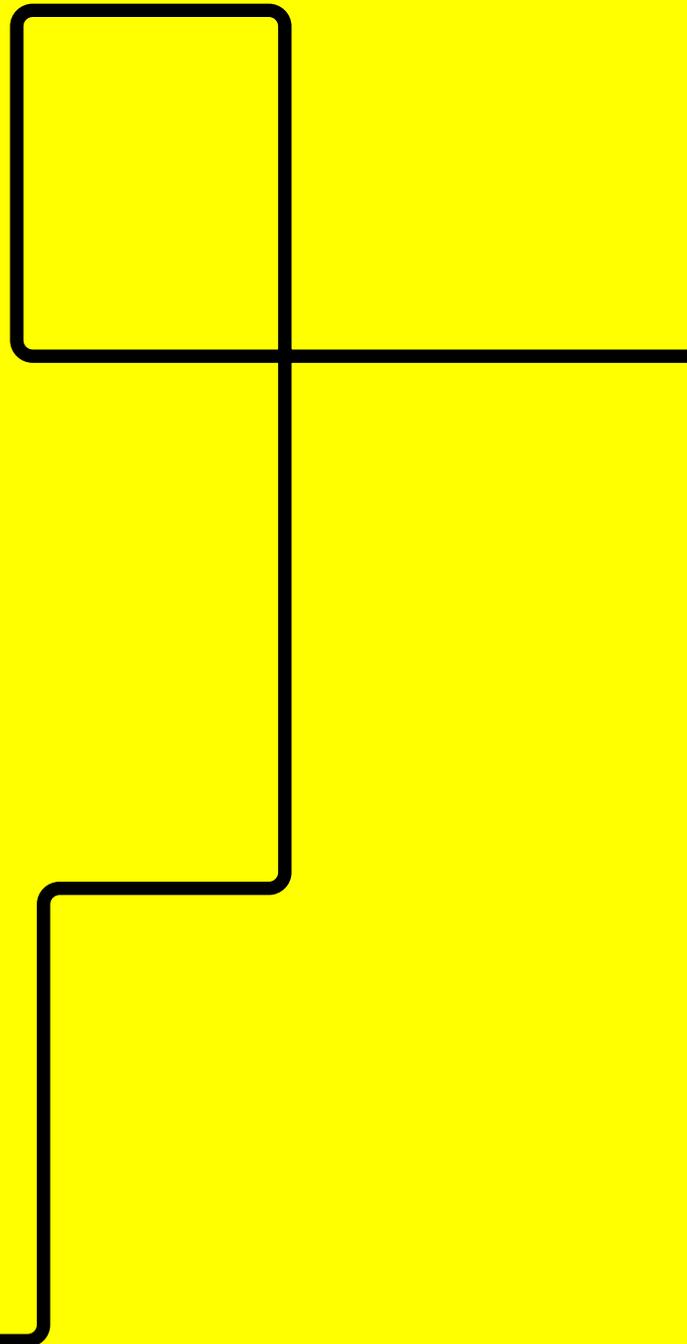


**Bachelor of Business
Administration (BBA)**



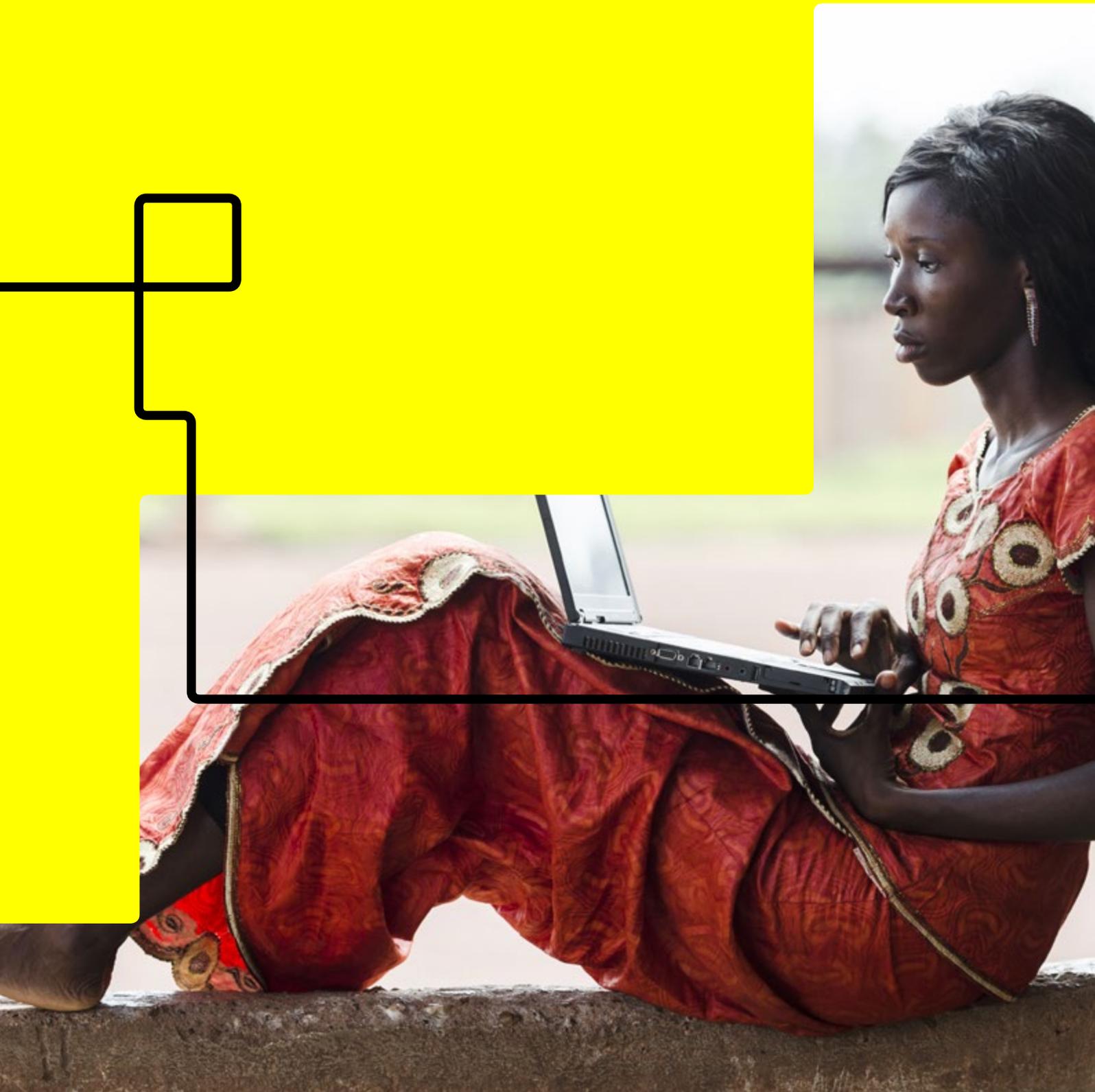


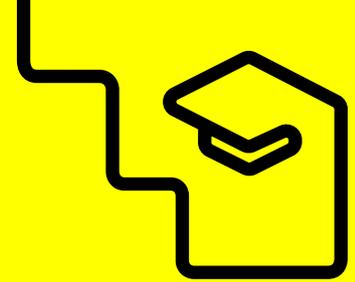
Undergraduate and
graduate programs

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Bachelor of Business
Administration
(BBA) Degree





3.C Bachelor of Business Administration (BBA) Degree

3.C.1 Program Description

Hyperconnectivity represents a tilt in the lens of the world – and the explosion of global economy has recast what it means to do business. The Nexford University (NXU) Bachelor of Business Administration (BBA) provides a solid footing in the fundamentals of business. It also forms part of our stackable credentials, making it a clear pathway for learners to advance to the NXU Master's of Business Administration (MBA) degree. The curriculum is a primer for critical, analytical and strategic thinking, and combines general education courses with nine specialization options. These include Business Analytics, Building a Tech Startup, 360° Marketing, Supply Chain & E-commerce, Introduction to AI & the Future of Automation, Product Management, Digital Transformation, Doing Business in Europe, the Middle East & Australia, and Doing Business across Emerging Markets. The most complex business questions today are best answered with global sensitivity and evidence-based insight. This interdisciplinary degree is a direct route to a transnational career.

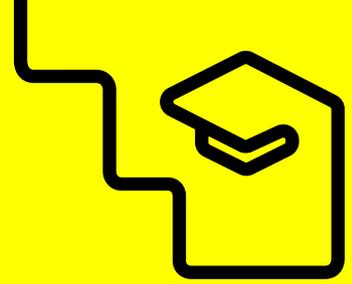
NXU selected the Bachelor of Business Administration (BBA) degree for three primary reasons:

- a. The BBA degree provides a strong foundation in business fundamentals that is applicable to real-world environments
- b. The BBA serves as a required pathway that provides learners with the knowledge, skills, and dispositions necessary to progress to our MBA program
- c. The BBA is a hands-on, innovative degree. The BBA combines foundational general education courses and a strong focus on a specific specialization of the learner's choice.

The specializations include:

- a. Business Analytics
- b. Building a Tech Startup
- c. 360° Marketing
- d. Supply Chain & E-commerce
- e. Introduction to AI & the Future of Automation
- f. Product Management
- g. Digital Transformation
- h. Doing Business in Europe, the Middle East and Australia & Australia
- i. Doing Business across Emerging Markets

Learners enrolled in the BBA specializations can also receive an additional credential (certificate) prior to degree completion. The certificate is part of our stackable credential model to reward learners throughout their learning path as a means of learner retention and engagement.



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes

Institutional Level Outcomes (BBA)

Digital Fluency

Locate and access digital information efficiently and critique its relevance and accuracy using technologies responsibly and securely.

- a. Level 1: Utilize credible and relevant information for research and recognize the strategic and ethical importance of the digital environment and tools for research, business, and interdisciplinary contexts.
- b. Level 2: Explain the actionable data insights that information analytics provide and the power to transform processes and systems.
- c. Level 3: Apply commonly used software and productivity tools and technologies as a problem solving and productivity solution for improving processes.
- d. Level 4: Analyze the interrelationships of the elements that comprise a modern cybersecurity system including hardware, software, policies, and people.

Critical and Creative Thinking

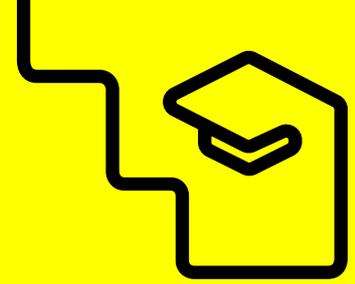
Create connections in a holistic, innovative, and interdisciplinary manner to think unconventionally, question the status quo, and imagine new scenarios.

- a. Level 1: Demonstrate creative thinking by using imagination freely, dreaming of possibilities, combining ideas or information in new ways, and making connections between ideas that seem unrelated.
- b. Level 2: Use problem solving skills to proactively anticipate, recognize and analyze why a problem exists, determine root causes and pinpoint components of the problem.
- c. Level 3: Apply critical thinking to identify a goal, generate alternatives and plan how to deliver results.
- d. Level 4: Analyze interconnected relationships from a strategic thinking approach to synthesize relevant issues and elements into broad coherent frameworks.

Information-Driven Decision-Making

Apply tools and skills needed to collect, analyze, interpret, and present data effectively in order to make decisions.

- a. Level 1: Identify the interrelationships and tools needed to inform decision making processes for distinct audiences.
- b. Level 2: Utilize decision making tools to collect sufficient information to make a decision.
- c. Level 3: Apply data driven decision making approaches to solve problems using the appropriate tools.
- d. Level 4: Synthesize findings for various stakeholders in order to improve performance.



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes (continued)

Communication & Collaboration

Create written and oral messages by tailoring its content and means of delivery to the needs of the target audience.

- a. Level 1: Identify the core message(s) and intended purpose of the communication in verbal, visual, written, and oral formats.
- b. Level 2: Select the most appropriate form of communication to address problems with collaboration understanding what drives individual and group decision-making (such as emotions, values, data, and so on).
- c. Level 3: Tailor the messaging based on target audience groups to achieve the desired purpose.
- d. Level 4: Demonstrate interpersonal and intercultural communication skills that promote effective information exchange, cooperation, and collaboration.

Civic Responsibility

Use sustainability principles to make a difference in self and the world.

- a. Level 1: Define sustainability principles.
- b. Level 2: Explain how natural, economic and social systems interact to foster or prevent sustainability.
- c. Level 3: Analyze local, national and global sustainability issues using a multidisciplinary approach.
- d. Level 4: Apply sustainability principles while developing personal and professional values.

Adaptive Lifelong Learning

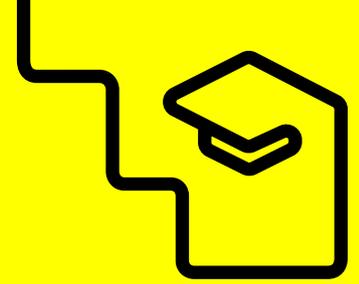
Create a continuous learning and self-improvement plan in response to the demands of a situation or conditions.

- a. Level 1: Identify personal interests and career pathways.
- b. Level 2: Use feedback and modify behavior for improvement.
- c. Level 3: Apply new knowledge, techniques and skills to volatile, uncertain, complex, and ambiguous (VUCA) circumstances and view these as opportunities to learn.
- d. Level 4: Translate learning experiences into a personalized pathway for continual learning and success.

Cultural and Emotional Intelligence

Use cultural and emotional intelligence practices to promote more effective communication and personal relationships.

- a. Level 1: Identify one's own culture, how culture is created and the importance of recognizing the needs of others from multiple worldviews.



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes (continued)

- b. Level 2: Describe the differences in cultural, legal, political, economic, and social environments and the impact on the individual and others globally.
- c. Level 3: Assess the roles of systems, structures, diverse points of view and multicultural factors in global competitive environments.
- d. Level 4: Integrate emotional intelligence to construct a multi-perspective analysis of issues.

Customer-Centric Thinking

Apply customer-centric knowledge and competencies to meet and exceed the needs and expectations of internal and external stakeholders.

- a. Level 1: Identify the challenges of dealing with customers and the innate unpredictability of human beings.
- b. Level 2: Develop different approaches to view situations from the perspective of the internal and external customer.
- c. Level 3: Assess individual and customer needs and demands to create alternatives to meet expectations.
- d. Level 4: Collaborates and translate feedback into improvements.

General Education Program Outcomes (BBA)

Communications

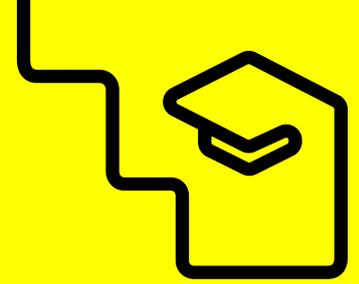
Communicate and comprehend effectively (oral and written).

- a. Level 1: Recognize and apply key components of effective writing skills and APA style.
- b. Level 2: Compose written arguments that are coherent, grammatically correct, and for an intended purpose and audience.
- c. Level 3: Use language, techniques, and communication strategies appropriate for the intended audience and occasion.
- d. Level 4: Present information using various forms of communication using techniques and supporting materials appropriate for the audience.

Scientific and Quantitative Reasoning

Apply mathematical and scientific principles and methods.

- a. Level 1: Identify the scientific method to help solve problems; not limited to science.
- b. Level 2: Examine how mathematical, scientific, and technological reasoning are integral to communication and use the foundation for further inquiry.
- c. Level 3: Apply social science, political science, psychology and economic principles to concepts,



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes (continued)

principles or processes.

- d. Level 4: Represent mathematical information numerically, symbolically, and visually, using graphs and charts.

Critical Thinking

Engage in purposeful reasoning to reach sound conclusions.

- a. Level 1: Discriminate among degrees of credibility, accuracy, and reliability of inferences drawn from data, facts, or information given.
- b. Level 2: Analyze interconnections, problems and weight evidence to determine accuracy of data and solutions presented.
- c. Level 3: Determine whether certain conclusions or consequences are supported by the information provided.
- d. Level 4: Evaluate the strengths and relevance of arguments on a particular question or issue from multiple perspectives.

Math Fluency

Apply mathematical principles in various business and professional contexts.

- a. Level 1: Describe mathematical concepts, applications, and relations.
- b. Level 2: Explain accurate calculations and the meaning of symbolic operations.
- c. Level 3: Apply mathematical concepts to real-world problems.
- d. Level 4: Solve mathematical problems in various contexts.

Sustainability

Apply the principles of sustainability in personal and professional scenarios.

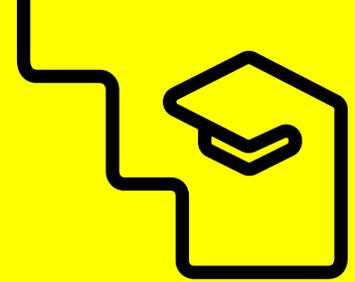
- a. Level 1: Explain how to promote sustainability in local, national, and global communities.
- b. Level 2: Discuss how sustainability relates to life, value, and actions and are interrelated.
- c. Level 3: Evaluate sustainability using a multidisciplinary approach and integrate economic, ecological, and social perspectives.
- d. Level 4: Apply concepts of sustainability globally by engaging in its challenges and the solutions.

Core Business Program Outcomes (BBA)

Leadership and Teamwork

Demonstrate effective team, collaboration, and leadership skills in the workplace.

- a. Level 1: Assess individual, team, leadership, and business professional strengths and weaknesses.



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes (continued)

- b. Level 2: Apply tolerance, respect, and team values towards goal achievement.
- c. Level 3: Collaborate successfully with team members to enable innovative outcomes in complex situations.
- d. Level 4: Demonstrate how individual and group leadership contributes to attaining organizational goals and outcomes.

Technology for Business

Integrate technology in the workplace to support teams in achieving organizational goals.

- a. Level 1: Identify the role of technology, desired outcome from technology, risks, and use (for example, productivity, sales, marketing,) to achieve a business outcome.
- b. Level 2: Analyze appropriate technologies that contribute to the successful achievement of business outcomes.
- c. Level 3: Apply tools and technologies as a problem solving and productivity solution for improving processes.
- d. Level 4: Assess the cyber security implications (confidentiality, integrity, and availability) of a given business mission including legal, political, social, technical, and regulatory requirements and challenges.

Corporate Sustainability

Incorporate sustainability principles within organizational decision making processes.

- a. Level 1: Define ethics, integrity, and corporate social responsibility in the context of business and the impact of business decisions globally.
- b. Level 2: Identify ethical dilemmas within a business setting in order to distinguish appropriate ethical courses of action.
- c. Level 3: Apply the principles of triple bottom line in a global business environment.
- d. Level 4: Evaluate ethical decision-making approaches to solving global business problems.

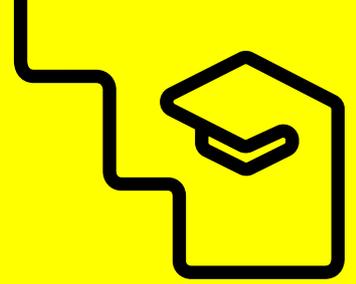
Multinational Culture

Design culturally sensitive organizational plans in line with an understanding of the unique characteristics of each market.

- a. Level 1: Describe how culture is created.
- b. Level 2: Identify the importance of cultural sensitivity in business success.
- c. Level 3: Assess business impact and multicultural factors in global competitive environments.
- d. Level 4: Integrate knowledge to measure the effectiveness of a multicultural strategy.

Innovation and Change

Integrate innovation within organizational culture to satisfy specific evolving business needs.



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes (continued)

- a. Level 1: Identify drivers, process, and the need for innovation and change including the role individuals and organizations play.
- b. Level 2: Determine the distinction between micro-innovation and macro-innovation.
- c. Level 3: Apply innovation tools to understand the processes and sources of innovation and productivity.
- d. Level 4: Develop new ideas working cooperatively to produce an innovative solution(s) and measure impact/feasibility.

Information-Driven Decision Making

Support effective decision making processes by extracting information from data; and demonstrate an understanding of the role of information in decision making and differentiate between data and information in order to effectively use tools and skills needed to collect, analyze, interpret, and present data to make business decisions.

- a. Level 1: Explain the importance of data-driven insights to drive informed organizational decision making.
- b. Level 2: Identify organizational stakeholder information needs.
- c. Level 3: Apply data driven decision making approaches to solve business problems using the appropriate tools.
- d. Level 4: Synthesize findings for presentation to various stakeholders in order to inform organizational decision making.

Business Operations & Structure

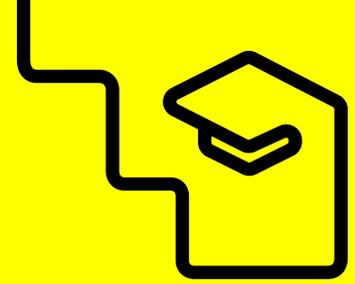
Assess the functions of different units within an organization in relation to one another.

- a. Level 1: Describe the functions/processes and current issues in businesses.
- b. Level 2: Apply major business concepts to real world situations.
- c. Level 3: Interpret connections between business processes and other disciplines.
- d. Level 4: Demonstrate knowledge of business concepts and functions in an integrated manner.

Business Foundations and Career Success

Develop a personalized pathway that leverages ongoing academic, business and professional learning experiences to achieve personal success.

- a. Level 1: Define a foundation for academic, business, and career success.
- b. Level 2: Develop a foundational understanding of the core functional areas of business.
- c. Level 3: Demonstrate an understanding of the importance of leadership and team dynamics to achieve organizational excellence.



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes (continued)

- d. Level 4: Create a lifelong learning and career development plan including key performance indicators (KPI)s and other accountabilities.

International Business

Make business decisions that are in tune with the economic, social, geo-political and cultural environments within which global businesses operate.

- a. Level 1: Identify the foundation of institutions and culture across key economic regions of the world and the challenges and opportunities that globalization presents to business.
- b. Level 2: Explain how the economic, social, political, legal, technological, and cultural environments have an effect on how global businesses operate, by using country specific case studies as case studies for their emerging role in the context of international commerce.
- c. Level 3: Assess the implications for business of regional and global economic integration including competitive strategy, global markets, and various modes of entry.
- d. Level 4: Propose an international market entry strategy based on a host nation's political, economic, and cultural environments.

Human Resource Management

Apply strategic and operational human resource management practices to support the needs of global organizations.

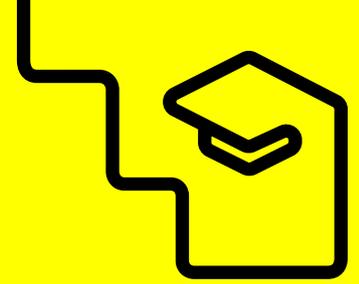
- a. Level 1: Describe the functional areas in human resource management.
- b. Level 2: Explain the importance of global human resources and culture in organizations.
- c. Level 3: Evaluate strategies that integrate human resource planning with the organization's strategic initiatives to achieve business outcomes.
- d. Level 4: Develop a global HR plan that aligns with an organization's strategy.

Management

Apply creative management and leadership approaches to solve organizational challenges and seize business opportunities.

- a. Level 1: Demonstrate an understanding of organizational behavior factors, processes and concepts as they relate to organizational effectiveness and productivity.
- b. Level 2: Identify the differences between management and leadership in practice.
- c. Level 3: Recognize the forces involved in organizational culture, teamwork and change management in order to make informed management decisions.
- d. Level 4: Apply change management strategies to enhance business performance.

Marketing



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes (continued)

Align marketing strategies with organizational goals based on an in-depth understanding of internal and external stakeholders.

- a. Level 1: Describe the role of marketing in the overall business ecosystem along with fundamental components that define a brand and marketing strategy.
- b. Level 2: Identify the key roles and responsibilities in creating and executing a marketing strategy, branding process, and campaign calendar.
- c. Level 3: Apply approaches for defining brand, products and services in order to enhance the overall success and reputation of a business.
- d. Level 4: Create a marketing plan for various channels that meets defined business outcomes.

Finance

Use financial analysis to inform decision making throughout an organization.

- a. Level 1: Describe traditional finance concepts and tools and techniques used by financial analysts and financial planners.
- b. Level 2: Analyze financial and economic data, generate capital market expectations, build pro forma financial statements and budget forecasts, and integrate results to form valuation opinions.
- c. Level 3: Evaluate the role of technology in integrating finance across the organization and assisting with effective financial decision making.
- d. Level 4: Integrate traditional and behavioral finance, build and manage client portfolios, and optimize returns on invested capital.

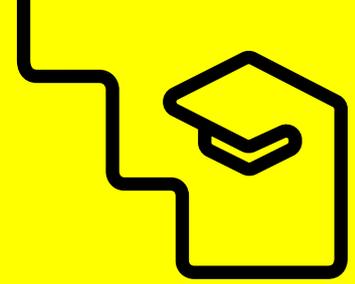
Accounting

Use accounting principles to accurately inform timely financial reporting and decision making.

- a. Level 1: Demonstrate an understanding of the major concepts and functions performed by practicing accountants.
- b. Level 2: Identify traditional and technology-focused accounting methods employed by organizational decision makers.
- c. Level 3: Analyze financial and accounting transactions and integrate results to form valuation opinions.
- d. Level 4: Integrate financial and accounting practices and evaluate the quality of financial statements and disclosures.

Specialized Business Outcomes (BBA)

360° Marketing



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes (continued)

- a. Level 1: Demonstrate an understanding of the most important digital trends and technologies and their impact on business outcomes.
- b. Level 2: Demonstrate an understanding of the process of creating a digital strategy, managing online reputation, and driving sales and loyalty in an omnichannel world.
- c. Level 3: Develop an integrated marketing plan for the most relevant digital marketing channels, and apply those channels through campaign creation.
- d. Level 4: Apply digital analytics strategies to marketing challenges in order to inform business recommendations.

Digital Transformation

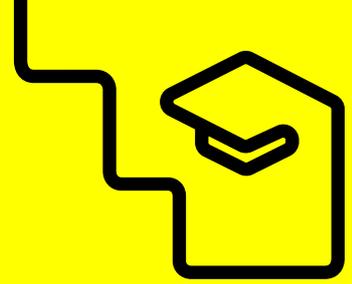
- a. Level 1: Describe various modern digital strategy roles and the interrelationships of the roles within various organizational structures.
- b. Level 2: Analyze how digital and technology trends are impacting the future of work and business.
- c. Level 3: Apply a best-fit cloud computing architectural option and hosting model to a designated vertical industry.
- d. Level 4: Develop a roadmap for digital transformation for a designated vertical industry.

Building a Tech Startup

- a. Level 1: Demonstrate an understanding of entrepreneurship and the entrepreneurial process in order to transform an idea into a viable business opportunity.
- b. Level 2: Apply an understanding of techniques and approaches used in building a Minimum Viable Product (MVP).
- c. Level 3: Explore various funding options and identify the most suitable for a business based on its characteristics.
- d. Level 4: Apply entrepreneurial tools and approaches to create a business plan for a new venture.

Product Management

- a. Level 1: Define the value that a product manager brings to organizations: product maturity level, company size, and company maturity.
- b. Level 2: Evaluate the impact that skilled project managers have in relation to sales marketing, developers, designers and other co-workers.
- c. Level 3: Apply appropriate and effective communication techniques for managing cross-disciplinary teams to business scenarios.



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes (continued)

- d. Level 4: Integrate product management concepts across business units that enable more productive and accurate workflows.

Business Analytics

- a. Level 1: Describe the role that technology, big data, and analytic insights play to support business decision-making.
- b. Level 2: Identify the need to balance explicit and tacit information, data integrity, and automation to generate analytic insights.
- c. Level 3: Apply various analytic modeling and visualization techniques in order to inform business decision-making.
- d. Level 4: Produce analytics insights and visualizations that enable business decision-making.

Supply Chain and E-Commerce

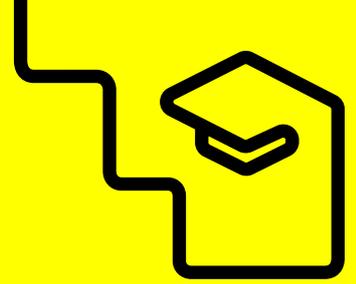
- a. Level 1: Describe the importance of the advanced digital transformation tools affecting supply chain management and e-commerce management.
- b. Level 2: Examine effective managerial approaches to the integrated supply chain process and the triple bottom line.
- c. Level 3: Evaluate the implications of operational decisions that support the global long-term sustainability of the organization.
- d. Level 4: Create an integrated 21st century supply chain strategy that aligns with global and e-commerce strategy.

Intro to AI and the Future of Automation

- a. Level 1: Apply AI techniques to devise a solution for a technical challenge.
- b. Level 2: Utilize data mining, data analysis, and data application to inform organizational decision making.
- c. Level 3: Evaluate the application space of Robotic Process Automation (RPA) and smart workflow to combine Robotics and IoT value propositions.
- d. Level 4: Appraise how the legal, policy, and regulatory landscape impact organizational data classification, risks, access control and other cybersecurity requirements.

Doing Business in Europe, the Middle East & Australia

- a. Level 1: Describe the business environment within Europe, the Middle East, and Australia including their traditions, systems, and societies.
- b. Level 2: Analyze current conditions in Europe, Middle East, and Australia and evaluate present and future opportunities and risks for international business activities.
- c. Level 3: Apply knowledge of the complexities of contrasting cultures to navigate complex business challenges across national borders.



3.C Bachelor of Business Administration (BBA) Degree

3.C.2 Nexford BBA Outcomes (continued)

- d. Level 4: Create a business case for an international business or a venture through partnerships originating in Eastern/Western Europe, Middle East, or Australia.

Doing Business Across Emerging Markets

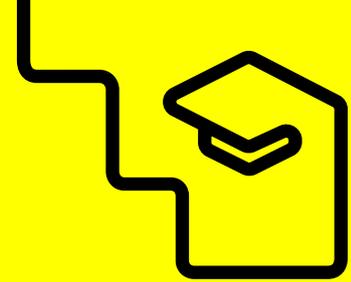
- a. Level 1: Describe the business environment within multiple countries including their traditions, systems, and society.
- b. Level 2: Analyze current conditions in multiple countries and evaluate present and future opportunities and risks for international business activities.
- c. Level 3: Apply knowledge of the complexities of contrasting cultures to navigate complex business challenges across national borders.
- d. Level 4: Create a business case for an international business or a venture through partnerships originating in the local country.

3.C.3 Program Structure

General Education Requirements

1. CUL 1100 American Institutions and Culture (3 Credits)
2. CUL 2200 Intercultural Communication (3 Credits)
3. CUL 2300 Cultural Aesthetic Understanding (3 Credits)
4. COM 1200 Professional Communication (3 Credits)
5. STA 1300 Statistics (3 Credits)
6. ECO 1250 Micro and Macroeconomics* (3 Credits)
7. SCI 1150 Science of Happiness (3 Credits)
8. ENV 2150 Environmental Science (3 Credits)
9. NWL 2100 Nutrition and Wellness (3 Credits)
10. PBS 2250 Problem Solving and Critical Thinking (3 Credits)

General Education Courses Total – 30 credits



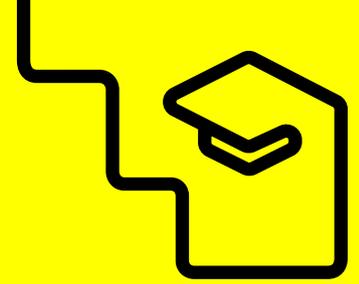
3.C Bachelor of Business Administration (BBA) Degree

3.C.3 Program Structure (continued)

Core Program Requirements

1. BUS 1100 Roadmap to Success (3 Credits)
2. BUS 2125 The World of Business (3 Credits)
3. BUS 2250 Business Career Branding for Success – Introducing your brand* (3 Credits)
4. BUS 2100 International Business and Culture (3 Credits)
5. BUS 2151 Business and Culture in China* (3 Credits)
6. MKT 2100 Marketing Fundamentals (3 Credits)
7. BUS 2150 Introduction to Business Law* (3 Credits)
8. BUS 2200 Leadership, Management, and Teams (3 Credits)
9. HRM 2100 Managing Human Resources (3 Credits)
10. HRM 3150 Total Rewards (3 Credits)
11. HRM 2200 Staffing and Development (3 Credits)
12. HRM 4250 Strategic Human Resources* (3 Credits)
13. ACC 2100 Financial Accounting* (3 Credits)
14. ACC 2200 Managerial Accounting and Cost Analysis* (3 Credits)
15. MKT 2150 Digital Marketing Fundamentals (3 Credits)
16. DTF 2100 Foundations of Digital Transformation (3 Credits)
17. MKT 2200 Content Marketing and Social Media* (3 Credits)
18. ACC 3250 Auditing and Assurance Services* (3 Credits)
19. ENT 2100 Introduction to Entrepreneurship (3 Credits)
20. FIN 2100 Financial Management* (3 Credits)
21. FIN 3150 Corporate Finance and Investment Analysis* (3 Credits)
22. FIN 3200 Corporate Tax Strategies* (3 Credits)
23. BUS 4200 Applied Leadership & Management* (3 Credits)
24. PRO 3200 Project Management (3 Credits)
25. BUS 2300 Organizational Relationships (3 Credits)
26. BUS 4250 Strategy and Organizational Planning-Capstone (3 Credits)

Core Program Courses Total – 78 credits



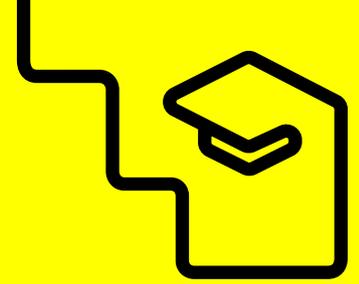
3.C Bachelor of Business Administration (BBA) Degree

3.C.3 Program Structure (continued)

Elective Requirements

Learners who do not choose a specialization will choose four courses from the elective course options listed below.

1. BUS 2152 Business and Culture in Sub-Saharan Africa (3 Credits)
2. BUS 2153 Business and Culture in India (3 Credits)
3. BUS 2154 Business and Culture in Brazil (3 Credits)
4. BUS 2155 Business and Culture in Latin America (3 Credits)
5. BUS 2156 Business and Culture in Southeast Asia (3 Credits)
6. BUS 2157 Business and Culture in the Middle East (3 Credits)
7. BUS 2158 Business and Culture in Eastern Europe (3 Credits)
8. BUS 2159 Business and Culture in Western Europe (3 Credits)
9. BUS 2160 Business and Culture in Australia (3 Credits)
10. DCE 3150 Digitizing Customer Experiences (3 Credits)
11. DPM 3200 Digitizing Product Management (3 Credits)
12. DCM 3250 Digitizing Supply Chain Management (3 Credits)
13. DDF 3300 Digitizing Finance (3 Credits)
14. DCC 3050 Cloud Computing (3 Credits)
15. MKT 3250 Branding and Creative Direction (3 Credits)
16. MKT 3251 Marketing Strategy and Planning (3 Credits)
17. MKT 3252 Marketing Channels, Tactics and Management (3 Credits)
18. MKT 3253 Digital Advertising and Search Engine Optimization (3 Credits)
19. MKT 4100 Digital Marketing Analytics (3 Credits)
20. ENT 2100 Introduction to Entrepreneurship (3 Credits)
21. ENT 2150 Product and Marketing Skills for Founders (3 Credits)
22. ENT 3200 Technical Skills for Non-Technical Founders (3 Credits)
23. ENT 4250 Founders, Financing, and Legal (3 Credits)
24. PRD 2100 Introduction to Agile Product Management (3 Credits)
25. PRD 2150 Software Skills for Digital Product Managers (3 Credits)

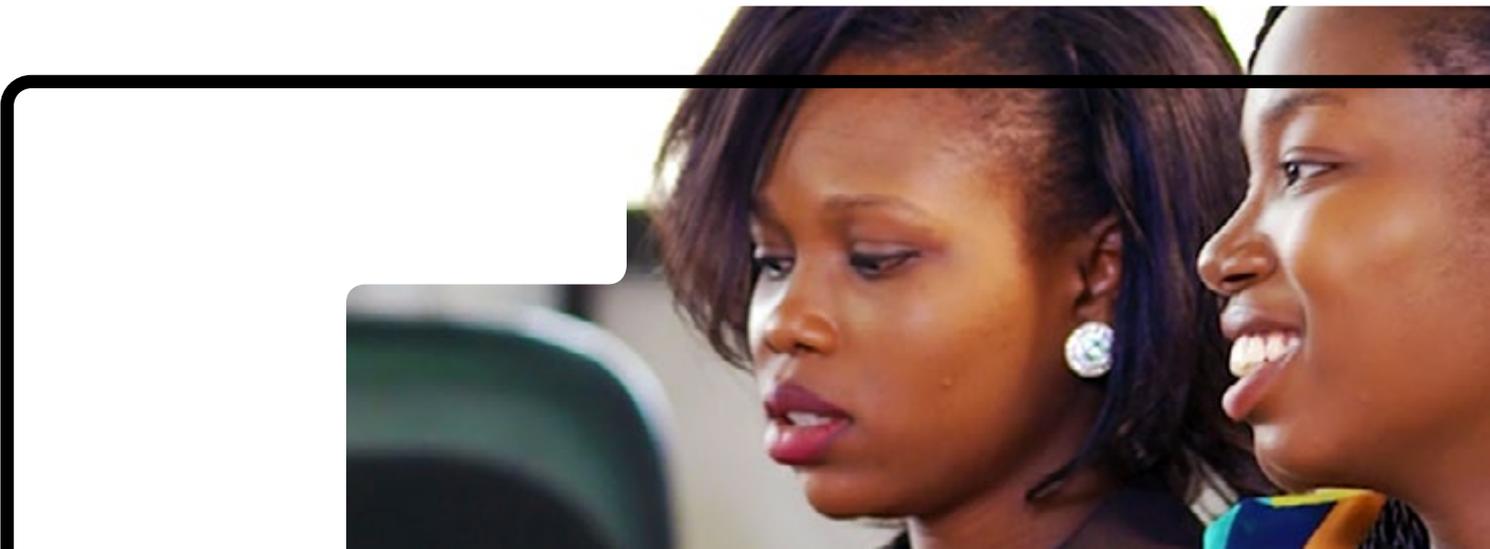


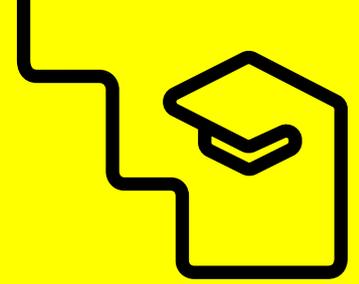
3.C Bachelor of Business Administration (BBA) Degree

3.C.3 Program Structure (continued)

- 26. PRD 3200 Product Design Skills for Product Managers (3 Credits)
- 27. PRD 4250 Communication Skills for Product Managers (3 Credits)
- 28. BAN 2100 Data Analytics (3 Credits)
- 29. BAN 4150 Data Analysis and Visualization (3 Credits)
- 30. BAN 3200 Machine Learning and Predictive Analytics (3 Credits)
- 31. AIA 2100 Introduction to AI (3 Credits)
- 32. AIA 3200 Foundations of Robotics & IoT (3 Credits)
- 33. SCM 2100 Introduction to Supply Chain Management (3 Credits)
- 34. SCM 3250 The impact of E-Commerce on the Supply Chain (3 Credits)
- 35. SCM 3200 Transportation and Reverse Logistics Management (3 Credits)
- 36. SCM 4250 Integrated Supply Chain Management and Sustainable
- 37. Operations* (3 Credits)

Elective Courses Total – 12 credits





3.C Bachelor of Business Administration (BBA) Degree

3.C.3 Program Structure (continued)

Specialization Requirements

Learners who choose a specialization will follow the sequence as designated for each specialization.

Building a Tech Startup

1. ENT 2100 Introduction to Entrepreneurship (3 Credits)
2. ENT 2150 Product and Marketing Skills for Founders (3 Credits)
3. ENT 3200 Technical Skills for Non-Technical Founders (3 Credits)
4. ENT 4250 Founders, Financing, and Legal (3 Credits)

Specialization Courses Total – 12 credits

Supply Chain & E-Commerce

1. SCM 2100 Introduction to Supply Chain Management (3 Credits)
2. SCM 3250 Impact of E-Commerce on the Supply Chain (3 Credits)
3. SCM 3200 Transportation and Reverse Logistics Management (3 Credits)
4. SCM 4250 Integrated Supply Chain Management and Sustainable Operations* (3 Credits)

Specialization Courses Total – 12 credits

Intro AI & the future of Automation

1. AIA 2100 Introduction to AI (3 Credits)
2. BAN 3200 Machine Learning and Predictive Analytics (3 Credits)
3. AIA 3200 Foundations of Robotics and IoT (3 Credits)
4. AIA 3250 Fundamentals of Cybersecurity (3 Credits)

Specialization Courses Total – 12 credits



3.C Bachelor of Business Administration (BBA) Degree

3.C.3 Program Structure (continued)

Business Analytics

1. BAN 2100 Data Analytics (3 Credits)
2. BAN 3200 Machine Learning and Predictive Analytics (3 Credits)
3. BAN 4150 Data Analysis and Visualization (3 Credits)
4. BAN Elective (learners choose a related elective) (3 Credits)

Specialization Courses Total – 12 credits

360' Marketing (learners will choose four out of five courses)

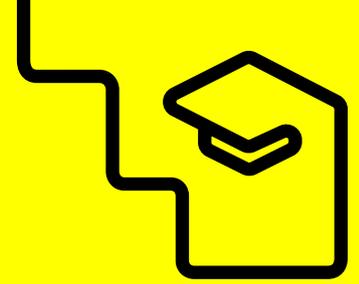
1. MKT 3250 Branding and Creative Direction (3 Credits)
2. MKT 3251 Marketing Strategy and Planning (3 Credits)
3. MKT 3252 Marketing Channels, Tactics and Management (3 Credits)
4. MKT 3253 Digital Advertising and Search Engine Optimization (3 Credits)
5. MKT 4100 Digital Marketing Analytics* (3 Credits)

Specialization Courses Total – 12 credits

Product Management

1. PRD 2100 Introduction to Agile Product Management (3 Credits)
2. PRD 4250 Communication Skills for Product Managers (3 Credits)
3. PRD 3200 Product Design Skills for Product Managers (3 Credits)
4. PRD 2150 Software Skills for Digital Product Managers (3 Credits)

Specialization Courses Total – 12 credits



3.C Bachelor of Business Administration (BBA) Degree

3.C.3 Program Structure (continued)

Digital Transformation (learners will choose four out of five courses)

1. DCE 3150 Digitizing Customer Experiences* (3 Credits)
2. DPM 3200 Digitizing Product Management* (3 Credits)
3. DCM 3250 Digitizing Supply Chain Management* (3 Credits)
4. DDF 3300 Digitizing Finance* (3 Credits)
5. DCC 3050 Cloud Computing* (3 Credits)

Specialization Courses Total – 12 credits

Doing Business in Europe, Middle East & Australia

1. BUS 2159 Business and Culture in Western Europe (3 Credits)
2. BUS 2158 Business and Culture in Eastern Europe (3 Credits)
3. BUS 2157 Business and Culture in the Middle East (3 Credits)
4. BUS 2160 Business and Culture in Australia (3 Credits)

Specialization Courses Total – 12 credits

Doing Business Across Emerging Markets (learners will choose four out of five courses)

1. BUS 2153 Business and Culture in India (3 Credits)
2. BUS 2152 Business and Culture in Sub-Saharan Africa (3 Credits)
3. BUS 2156 Business and Culture in Southeast Asia (3 Credits)
4. BUS 2155 Business and Culture in Latin America (3 Credits)
5. BUS 2154 Business and Culture in Brazil (3 Credits)

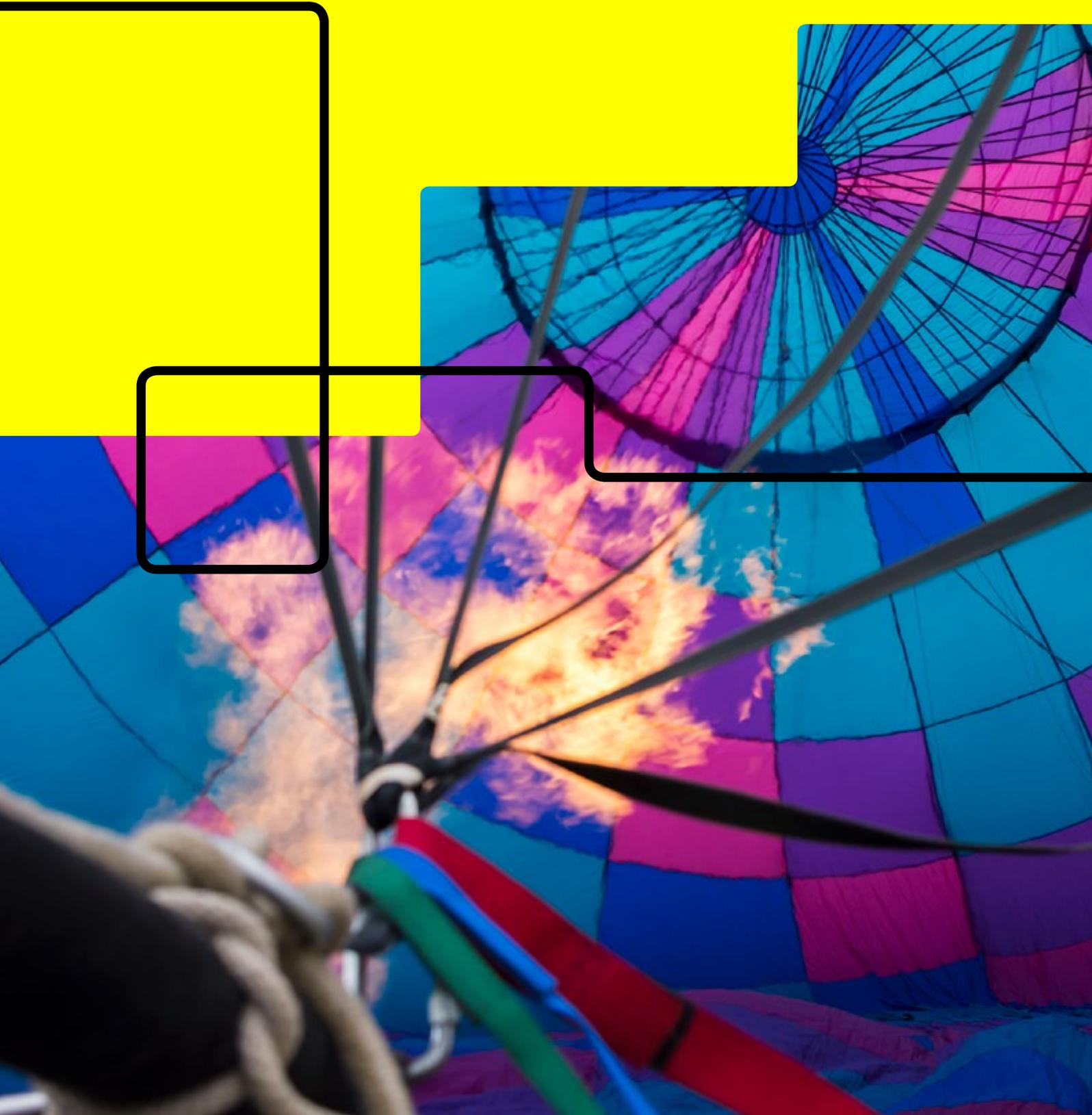
Specialization Courses Total – 12 credits

Total Degree Program – 120 credits

* Denotes courses that have prerequisite(s). Refer to the course descriptions for further details

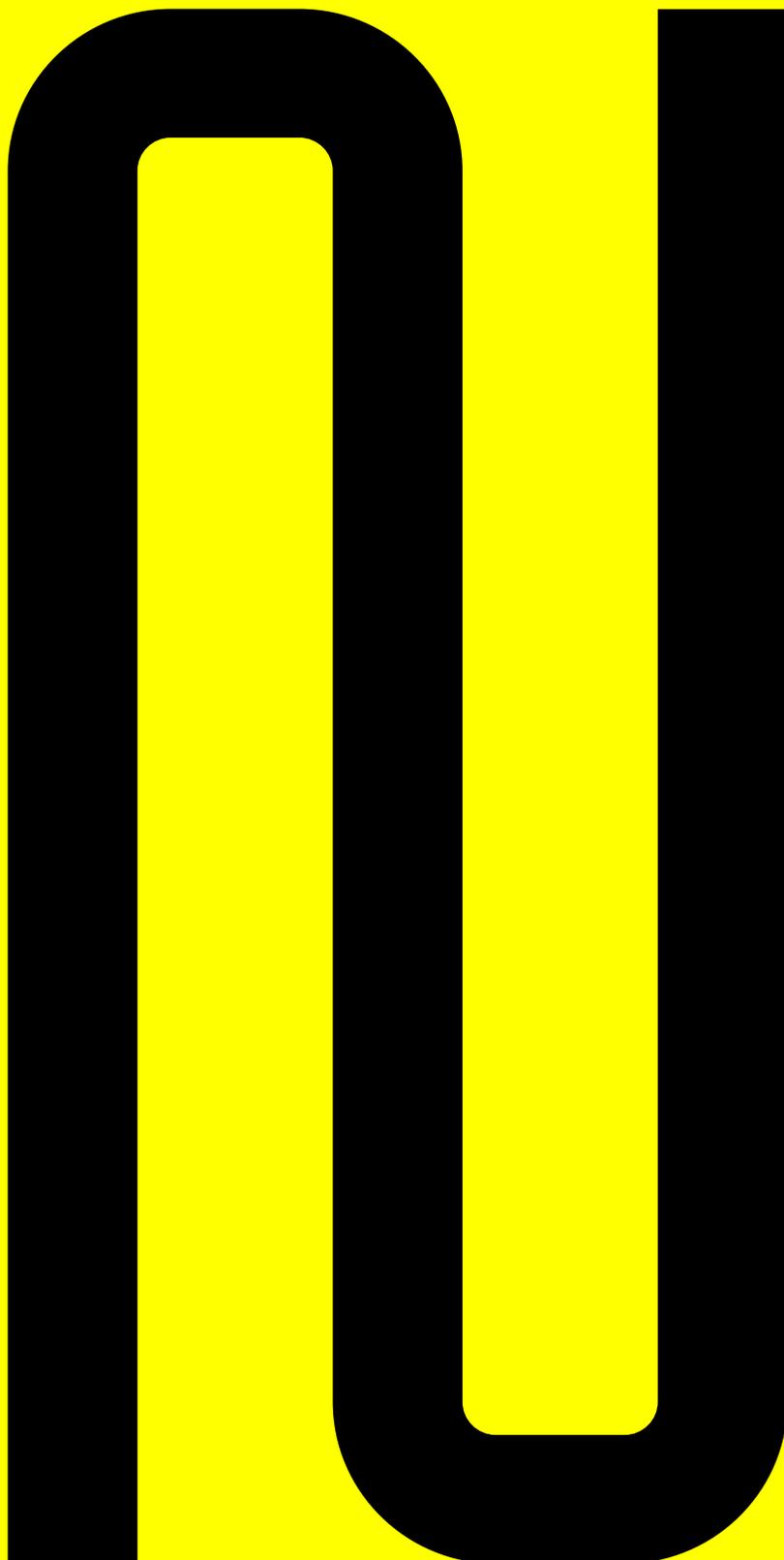


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