

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

St. Thomas University's Business Administration degree is designed to develop the tools needed to enter and impact the business world. Special attention will be paid to the economic impact of environmental issues and sustainable development as a driver of policy and growth in the 21st century. In addition to the standard business courses, the St. Thomas University Bachelor of Business Administration degree includes lessons designed to develop systemic thinking and environmental awareness. Students can use a sustainable knowledge kit in the business environment. To achieve this goal, the degree offers additional courses from academic disciplines to promote interdisciplinary thinking and problem-solving. Specific attention is paid to developing students' analytical skills. The aim is to identify business problems and find innovative solutions. The curriculum is constructed to maintain an interaction between advanced theories and industry practices. After essential preparation, the student must choose a subject area for further study:

1. Accounting

Accounting is the process of recording financial transactions about a business. The accounting process includes summarizing, analyzing, and reporting these transactions to oversight agencies, regulators, and tax collection entities. The financial statements used in accounting are a concise summary of financial transactions over an accounting period, summarizing a company's operations, financial position, and cash flows.

2. Finance

Students who major in finance will be prepared for careers in financial management and analysis, commercial and investment banking, financial institutions, financial markets, investments, portfolio analysis and management, financial planning, and multinational finance.

3. Management

At the heart of management is an understanding of planning, organizing, leading, and controlling organizational processes. Today's business environment requires managers who can effectively assess situations to develop plans and guide organizations through them. During this degree program, you will take courses in critical areas, including financial decision-making, managerial accounting, organizational behavior, and servant leadership. Jobs for which you may qualify after completing this degree program include General manager.

4. Marketing

A prominent marketing significant studies the branding and promotion of products and services to the public, which is targeted through specific demographics. Marketing touches many areas so that students will be well-versed in advertising, communications, consumer behavior, public relations, marketing strategy, and business law, management, economics, finance, computer science, mathematics, and statistics courses will be taken.

5. International Business

An international business major is an interdisciplinary program that combines courses in economics, business, international law, foreign languages, and other areas to ensure that students are adequately prepared for positions in global companies, banks, government agencies, and others...

6. Digital Economy

The digital economy refers to the economic output generated by the billions of online connections made daily between people, devices, and businesses, thanks to mobile technology, the "internet of things" (IoT), and big data. The digital economy integrates the digital sector and includes the application of economic segments known here as the digitized economy.

7. Green Business Management

Green business management trains professionals to work in all types of organizations but provides further specialization in green or greening operations. In today's world, green business management prepares managers and their companies to reassess interrelation to the economy, social relations, and the environment.

EDUCATIONAL OBJECTIVES AND METHODOLOGY

The program aims to develop a multidisciplinary, international, multi-comprehensive, and comparative business and management curriculum.

Students' experience is enriched by exposure to the cultural, historical, social, and linguistic aspects of critical factors for professional success fostered by the international community at St. Thomas University.

Future managers and business leaders will be expected to understand the economy, society, and culture of the geographical areas currently significant players in the world in terms of economic, cultural, and social openings, such as North America, Asia, and Europe.

JOB OPPORTUNITIES

St. Thomas University's Business Administration graduates will have developed the tools and experience needed to succeed as entrepreneurs and managers.

The managerial skills acquired in this program can be applied to various companies.

CURRICULAR PROGRAM

Students must satisfy the following degree requirements:

A. THE GENERAL EDUCATION REQUIREMENTS (30 CH)

Humanities and Fine Arts

ENG/110 - English Composition III

ENG/390 - Public Speaking

One course in English Literature

Social and Behavioral Sciences/Business

LAW/100 - International Law

SOC/300 - Sociology of Media and Communication

Mathematics, Natural Science and Computer Science

COM/100 - History of Computer Science

One course in Mathematics

One course in Natural Science

Writing Intensive

ENG/210 - English for Business Studies (W)

Global Perspectives/Diversity

POL/200 - Global Poverty and International Responsibility (G)

B. CORE CURRICULUM (48 CH)

BUS/110 - Introduction to Business

BUS/140 - Introduction to Accounting

BUS/220 - Principles of Sustainable Management

BUS/230 - Green Business Strategy

BUS/240 - Human Resources Management

BUS/270 - Principles of Marketing

BUS/350 - Business Strategies

BUS/460 - Operations Management

BUS/470 - Global Risk Management

ECO/150 - Microeconomics: The Principles of Human Action

ECO/160 - Macroeconomics: Theory

LAW/200 - Business Law and Ethics

MAT/150 - Foundations of Probability and Statistics

MAT/240 - Financial Mathematics

BUS/495 - Senior Project (6 CH)

C. MAJOR ELECTIVES (18 CH) Students must select one of the following concentration areas:**Accounting**

BUS/200 - Financial Accounting
BUS/380 - Public Accounting
BUS/390 - Business Analysis and Valuation
BUS/410 - Financial Reporting and Strategic Cost Analysis
BUS/415 - International Accounting and Reporting
ECO/390 - Managerial Accounting

Finance

BUS/250 - Principles of Finance
BUS/480 - Capital Markets and Risk Management
ECO/310 - Corporate Finance
ECO/330 - Public Finance
ECO/340 - Entrepreneurial Finance
ECO/370 - International Finance

Management

BUS/420 - Knowledge and Information Management
BUS/425 - Production Innovation and Technology Management
BUS/435 - Strategic Business Management in an International Context
BUS/450 - Management and Entrepreneurship
BUS/455 - Leadership and Organizational Behavior
BUS/465 - Supply Chain Management

Marketing

BUS/290 - Promotion and Advertising
BUS/310 - Consumer Behavior
BUS/320 - Marketing Research Methods
BUS/340 - E-Business in the Digital Age
BUS/370 - Services Marketing
BUS/440 - Corporate Strategies for Environmental and Social Responsibility

International Business

BUS/360 - International Business and Global Economics
BUS/435 - Strategic Business Management in an International Context
BUS/445 - Financial Markets and Institutions
BUS/475 - Cross-cultural Human Resources Management
BUS/485 - International Marketing Organization
ECO/370 - International Finance

Digital Economy

BUS/280 - Business Management and Digital Applications
BUS/405 - International Trade and Finance
COM/180 - Data Analytics for Economics and Business
ECO/410 - Economics of Innovation
LAW/350 - Public Law and Labor Protection in the Digital Age
MAT/210 - Statistics and Machine Learning

Green Business Management

BUS/440 - Corporate Strategies for Environmental and Social Responsibility
ECO/270 - Environmental Economics and Sustainable Development
ECO/280 - Natural Resources Management
ECO/320 - The Global Economy
ECO/390 - Managerial Accounting
ECO/410 - Economics of Innovation

D. GENERAL ELECTIVES: it is sufficient to complete an overall total of 120 credits