



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

St. Thomas University's Business Administration degree is designed to develop the skills necessary to enter and make an impact in the business world. Special attention will be paid to the economic impact of environmental issues and sustainable development as drivers 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 will establish a foundation of sustainable knowledge in the business environment. To achieve this goal, the degree offers additional courses from other academic disciplines, promoting interdisciplinary thinking and problem-solving skills. Specific attention is paid to developing students' analytical skills. The aim is to identify business problems and find innovative solutions.

The curriculum is designed to foster interaction between advanced theories and industry practices. After essential preparation, the student must choose a subject area for further study:

Concentration in Management

Management's heart is understanding planning, organizing, leading, and controlling organizational processes. Today's business environment requires managers who can effectively assess situations, develop plans, and guide organizations through them. This degree program requires courses in financial decision-making, managerial accounting, organizational behavior, and servant leadership. Graduates with this concentration will be prepared for mid- and upper-level management positions, including department heads, directors, operations managers, and general managers.

Concentration in Marketing

Marketing emphasizes branding and promoting products and services to the public, targeted at specific demographics. Marketing touches many areas, so students will be well-versed in advertising, communications, consumer behavior, public relations, marketing strategy, retail business law, management, economics, finance, computer science, mathematics, and statistics.

Concentration in International Business

International business 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 other organizations.

Educational Objectives and Methodology

The program aims to develop a multidisciplinary, international, multi-comprehensive, and comparative business and management curriculum. Students' experiences are 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 economies, societies, and cultures of the geographical areas currently regarded as significant players in the world, particularly in terms of economic, cultural, and social opportunities, such as North America, Asia, and Europe.

Career 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. General Education Requirements (30 CH)

- COM 105 – Introduction to Computer Science
- ENG 110 – English Composition III (W)
- ENG 210 – English for Business Studies (W)
- ENG 390 – Public Speaking
- LAW 100 – International Law



- One English Literature course
- One Mathematics course
- One Natural Science course
- POL 200 – Global Poverty and International Responsibility (G)
- SOC 300 – Sociology of Media and Communication

B. Core Curriculum (42 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
- ECO 160 – Macroeconomics
- LAW 200 – Business Law and Ethics
- MAT 150 – Probability & Statistics
- MAT 240 – Financial Mathematics

C. Concentration Requirements (18 CH) Students must select one of the following concentration areas:

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

A. General Electives (24 CH) selected in 300- and 400-level courses

B. Capstone Requirement (6 CH)

BUS 495 - Senior Project