I BELIEVE SUCCESS IS EVERYWHERE

Business Administration Major

—Susana Torres
Business Administration Major

B.A. IN BUSINESS ADMINISTRATION

EXPERIENCE THE POWER OF CULTURA
BUSINESS ADMINISTRATION PROGRAM

ABOUT THE NATIONAL HISPANIC UNIVERSITY
Established in 1981, The National Hispanic University is ready to meet the educational needs of each individual with quality programs and a caring, highly qualified faculty. We serve as a model for other institutions of higher learning. As we continue to graduate greater numbers of well-prepared and highly motivated students, we can provide a better tomorrow for so many in our diverse, dynamic, and ever-changing society. The National Hispanic University is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC), www.wasc beast. org.

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION
If you strive to be a strong team member or leader in the field of business, the B.A. in Business Administration program can help you achieve your goals. This program provides the essential knowledge and real-world skills needed to prepare you to meet the challenges of a global marketplace. Plus, it gives you the opportunity to create a professional development plan that can assist you in going from business student to business professional.

This business administration degree program, taught entirely in English, places special emphasis on the rapid growth of the U.S. Latino population. More than 52 million strong, Latinos are impacting every aspect of the national landscape and are estimated to have a buying power of $1.5 trillion by 2015. From the rise in Hispanic business owners to the increase in Latinocentric marketing and product development, this shift in demographics has a profound effect on how companies conduct business today.

CONCENTRATIONS
Choose the concentration that best meets your personal and professional goals. All concentrations are offered on campus and completely online:
- Management
- Human Resource Management
- International Business
- Marketing

LEARN ON-CAMPUS OR ONLINE
Depending on your concentration, you can choose between an on-campus/online hybrid program or a program that's offered completely online. Our on-campus and online programs are grounded in cultural respect and focus on the power of Familia™. You will have access to a number of student support services, such as enrollment advising and tech support, designed to help you succeed at NHU.

FAMILIA™
The university fosters a learning environment that reflects the rich heritage and diversity of the Hispanic community. Founded with the vision that every student should reach his or her full potential and graduate from college, our university is grounded in cultural respect and focuses on the power of Familia. You will find a personalized learning experience with caring academic and personal support that encourages your success.

**State of the Hispanic Consumer: The Hispanic Market Imperative, Quarter 2, 2012**
Nielsen.com, The Nielsen Company, 2012,

THE BENEFITS OF LEARNING ONLINE
The NHU online learning experience features:
- An accessible, knowledgeable faculty that is trained to facilitate engaging, meaningful online learning experiences.
- A flexible online learning model that is designed to fit your busy schedule, which means you can participate in classes on a weekly basis whenever it's convenient for you.
- A dynamic, high-quality curriculum.
- Interactive features and multimedia elements that bring course content to life.
- Resources and forums that allow you to learn from and support your fellow students.

TUITION AND FEES
The National Hispanic University's tuition and fees are comparable to those of other local, accredited universities. For more information, please call an enrollment advisor at 1-877-584-6648.
BUSINESS ADMINISTRATION PROGRAM

MANAGEMENT
Whether you are interested in starting your own company or managing the operations of a small to medium-size business, the Management concentration can help prepare you to lead and manage the businesses of tomorrow. Learn key business fundamentals, including accounting, management, marketing, economics, leadership, and international business while gaining an understanding of multicultural perspectives and Latino studies.

HUMAN RESOURCE MANAGEMENT
From recruiting and attracting the right talent to evaluating employee performance, the Human Resource Management concentration offers the knowledge needed to advance in the dynamic and universal field of human resources. Gain real-world insight that can help you address today’s workplace challenges while learning how to foster and manage diverse workplace environments that encourage all employees to develop professionally and succeed.

INTERNATIONAL BUSINESS
The International Business concentration can help you learn how to succeed in today’s global and cross-cultural business landscape. Study the economic policies, financial facets, and legal aspects of international trade while exploring best practices and customs for conducting business overseas.

MARKETING
From analyzing consumer behaviors to creating culturally responsive marketing plans and messages, the Marketing concentration offers a rich curriculum of interrelated courses and learning experiences that can help you excel in the dynamic and exciting field of marketing. Develop an in-depth understanding of global branding and study ways to apply what you learn to confidently communicate in real-world business settings.
PROGRAM REQUIREMENTS

COMPLETION REQUIREMENTS
You will complete a total of 125 units of undergraduate credits in the B.A. in Business Administration program including 49 units of general education course credits and 76 units in Business Administration course credits.

To discuss program requirements, learn about transfer of credit options and explore which concentration or format is right for you, please call an enrollment advisor at 1-877-584-6648.

SIGNATURE COURSES IN EACH CONCENTRATION AREA
The B.A. in Business Administration program offers “signature courses” that are rooted in the university’s mission and culture to distinguish it from other programs. These courses include:

• Human Resource Management
  Today’s multicultural workplace presents the human resource professional with multiple opportunities to support diversity. You can explore key elements of human resource management in a diverse environment with the Human Resource Management concentration’s signature course, Management in Diversity. Take the opportunity to learn how you can use your culture and language skills to promote ethical practices, resolve personnel problems, and manage organizational development with a diverse workforce, both locally and worldwide.

• International Business
  A diverse workforce, innovative technology, and an increasingly connected world—these are just a few of the forces shaping the marketplace today. The International Business concentration’s signature course, Business Strategy in a Global Economy, offers a perspective on international marketing, management, and finance with a focus on business environments that seek to embrace the Hispanic cultural aspect of international business. You can learn how language and culture play a vital roles in the implementation of transnational business strategies.

• Marketing
  A global, multicultural business world presents interesting challenges for marketers to build sustainable relationships in a transnational setting. In addition, the rapid growth of the Hispanic population and its purchasing power create a unique opportunity for businesses in this country. The signature course in the Marketing concentration—Marketing Strategy in a Multicultural Context—will challenge you to explore how language and culture influence the practice of marketing. Take the opportunity to learn key decision-making concepts and gain insight on ethics in relation to a global business environment.

UNIQUE ADVANTAGES
• A local university that knows you
• A unique multicultural perspective
• Student support services that build a culture of Familia™
• Dedicated academic advising and tutoring, often bilingual
• The opportunity to take evening courses
• Your choice of a campus-based or online learning format led by experienced faculty
• Small class sizes with a personalized approach from professors
• Meaningful assignments, readings, group projects, and discussions

POTENTIAL CAREER OPPORTUNITIES
A Bachelor of Arts in Business Administration will provide you a foundation to pursue careers in areas such as:
• Retail management
• Sales and sales management
• International operations
• Import/export management
• Marketing
• Market research
• Merchandising
• Employee recruitment and staffing