



Bachelor of Business Administration (BBA) Degree

The curriculum is designed to provide both a broad liberal arts background and a strong professional education.

Students in the BBA program will develop strong verbal and written communication skills, an aptitude for technology, a talent for data analysis, a global perspective on business, and the ability to maintain good professional relationships. They learn the basics of business law, economics, finance, management, marketing, operations management, and international business. Topics you might study in more depth include accounting, business ethics, customer service, entrepreneurship, human resource management, information systems, leadership, project management, and supply chain management.

Why study business at the KU Edwards Campus? Business professionals encounter a wide variety of problems - financial, material, human, legal, political, and environmental - almost every day. No other career can provide you with such a rich mixture of challenges. The BBA degree is designed for people who want to mix business theory, practical knowledge, and professional skills in preparation for careers as business leaders.

What can I do with a Bachelor of Business Administration?

Career Paths in Business Administration

The Bachelor of Business Administration prepares students for a broad variety of positions in both large organizations and small businesses, public and private, non-profit and profit-seeking. The following list is a representative sample of job titles of graduates with a Bachelor of Business Administration degree.

Administrative Services Manager	Industry Relations Specialist	Training Specialist
Benefits Administrator	Insurance Agent/Broker	Recruiter
Branch Manager	Inventory Control Specialist	Public Utilities Manager
Budget Analyst	Job Analyst	Quality Control Auditor
Contract Administrator	Procurement Specialist	Reports Analyst
Credit Manager/Loan Officer	Operations Manager	Sales Representative
Customer Service Manager	Logistics Manager	Brand/Merchandise Manager
Distribution Manager	Investor Relationship Manager	Budget Officer
Facilities Planner	Meeting and Convention Planner	Compensation Manager
Financial Analyst	Medical/Health Services Manager	Account Manager
Food/Beverage Manager	Consultant	Public Relations Director
Fundraiser/Development Officer	Public Administrator	Information Specialist
Hotel/Motel Manager	Property/Real Estate Manager	Systems Administrator
Human Resource Administrator	Purchasing Manager/Buyer	Underwriter
Industrial Production Manager	Small Business Owner	

General Tips for Business Administration Students

- Gain relevant experience through an internship, part-time or summer work, or your current place of employment.
- Conduct informational discussions with individuals from industry.
- Attend Career Fairs and other career networking events to talk with hiring organizations and industry representatives.
- Learn how to write and construct effective resumes and cover letters.
- Join a relevant student organization or professional association that will facilitate career exploration and career networking opportunities.
- Interested in sales? Try a part-time sales job to see if that will be a longer term fit.
- Seek leadership opportunities on campus and in the community.
- Practice your interviewing skills in a mock interview or with Optimal Interview on KUCareerHawk.com
- Engage in personal networking to enhance employment connections.
- Try the **LeaderShape** program offered through the Student Involvement & Leadership Center.
- Sharpen key skills in teamwork, interpersonal and public communication, and problem-solving.
- An advanced degree may be necessary for advancement in your chosen field. Many graduate business programs require relevant professional experience prior to admission.

What can I do with a Bachelor of Business Administration?

Common Areas of Employment for Business Administration Graduates

The Bachelor of Business Administration prepares students for a broad range of areas, including: Sales, Human Resources, Entrepreneurship, Retail, General Management, and Rotational Training Programs. Overviews of each of these areas are provided below.

Sales

There are more job opportunities in sales than in any other area. Sales people can choose to become a specialist in dealing with jobbers, chains, or vendors; selling a particular type of product; or in selling to specialized target groups such as independent grocers and hospitals. Promotion could lead to positions such as *sales manager* of a region or district, training & supervising sales representatives. Continued advancement could lead to positions such as *national sales manager* or *vice president of sales*.

Human Resources*

Human resource managers oversee the recruitment, training, and compensation of a company's employees. A business is only as good as the people it employs, so HR managers strive to ensure a high-quality workforce. This profession attracts people who enjoy the interpersonal aspects of business. Not surprisingly, many HR professionals have a background in psychology, sociology, counseling, or organizational behavior.

Entrepreneurship*

Entrepreneurs start new businesses and/or acquire existing ones. They have a strong desire to create and own something lasting and to have decision-making authority over whatever they create. They are willing to face a greater degree of uncertainty and risk in exchange for autonomy and self-direction. Entrepreneurs work hard. The entrepreneurial path appeals strongly to "big-picture" creative thinkers with a penchant for market strategy and a strong need for autonomy and control.

Retail

Retail offers a variety of positions, including sales, buying, distribution, and staff functions such as advertising and marketing research. Entry-level jobs may involve some sales work, moving up to assistant buyer and then buyer, with control over types of merchandise displayed, nature of promotions, and even price levels.

General Management*

General management entails complete responsibility, including profit and loss accountability, for the performance of an entire business or a business unit. General managers typically have cross-functional responsibility and make decisions that involve the coordination and integration of functional areas such as sales, marketing, human resources, finance, and production. Thus, they oversee the individuals in charge of these various areas and coordinate their activities for the good of the organization.

**The Human Resources, Entrepreneurship, and General Management overviews are used with permission from CareerLeader-College.*

Helpful Websites

For further information on career opportunities in business, students are encouraged to review the resources below:

- American Management Association- www.amanet.org
- Society for Human Resource Management - www.shrm.org
- Careers in health management - www.healthmanagementcareers.com
- Careers in finance - www.careers-in-finance.com
- Association for Information Systems - www.aisnet.org
- Society of Information Management - www.simnet.org
- Compensation information - www.salary.com
- Careers in sales & marketing - www.marketingjobs.com
- Advertising, marketing media & public relations online - www.brandrepublic.com
- American Marketing Association - www.marketingpower.com
- Insurance Information Institute - www.iii.org
- Careers in real estate - www.restatecareer.com
- Council of Supply Chain Management Professionals - <http://cscmp.org>
- Careers in supply chain management - www.careersinsupplychain.org
- Institute for Supply Management - www.ism.ws
- Occupational Outlook Handbook provides employment projections from the US Department of Labor on a range of careers in business – <http://stats.bls.gov/oco>
- KU Career Connections job and internship listings - www.kucareerhawk.com/careerconnections

Learn More: the KU Edwards Campus and the University Career Center

For information regarding the Bachelor of Business Administration degree requirements, contact the KU Edwards Campus academic advising office (Regents Center 111) at 913-897-8400 or at edwardsinfo@ku.edu.

For additional career information, contact the University Career Center at 785-864-3624, KUCareerHawk.com or at ucc@ku.edu.