MANAGERS MATTER.
BE ONE WHO INSPIRES.

People remember great bosses. They remember the dynamic, down-to-earth motivators who got things done. They remember the unassuming mentors who guided them to new heights. It’s said that people quit their boss, not their job. U.S. businesses lose $11 billion annually as a result of employee turnover. Be the innovative leader people want to work for with the help of our Bachelor of Science in Business (BSB). This undergraduate degree program emphasizes the knowledge, skills and abilities managers need to work cross-functionally, align resources, improve communication and boost productivity.


Our degree program prepares graduates for careers in areas such as:
- General management
- Human resource management
- Financial services
- Business administration
- Accounting
- Sales and marketing
- Business strategy
- Retail management
- Hospitality management
- Business communications
- Accounting
- Sales and marketing
- Business strategy
- Retail management
- Hospitality management
- Business communications

Learn tangible skills:
- Advance organizational goals using core business principles.
- Manage cross-functional relationships.
- Operate in a changing business environment.
- Drive business success by aligning individual and organizational values.

Study a solid core curriculum:
- Management
- Organizational behavior
- Finance
- Marketing
- Strategy

Build key business skills:
- Critical thinking
- Problem-solving
- Communication
- Information utilization
- Collaboration

Visit phoenix.edu/business, or call 800.475.0817.
Benefits of being a Phoenix:

- Learn from our dedicated business faculty who average 20 years of practical experience in the fields in which they teach.
- Leverage the knowledge and insights of our Alumni Network — more than 954,000 strong — via programs like the Alumni Association’s Alumni Mentor Program and more than 40 campus-based chapters.
- Take classes online, on campus or both — and our 24/7 mobile app helps you stay connected to class on the go.
- Have your prior academic and professional experience evaluated and potentially applied toward your degree.
- Try us, risk-free, for three weeks without any financial obligation.*
- Find student support online and at campus locations nationwide.
- Prepare for your career by using exclusive career resources like our Phoenix Career Guidance System™, our dedicated team of Career Advisors and complimentary career fairs.
- Learn from a program that is built for adult learners and teaches skills applicable to the job you want.

Accreditation:
Accredited by the Accreditation Council for Business Schools and Programs (ACBSP®)

<table>
<thead>
<tr>
<th>Program Requirements</th>
<th>Minimum Credits</th>
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<tbody>
<tr>
<td>General education</td>
<td>45</td>
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<tr>
<td>Core coursework (BSB)</td>
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<tr>
<td>Electives</td>
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<td>Concentration</td>
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Coursework includes, but is not limited to:

- COM 295 Business Communications
- BIS 220 Introduction to Computer Applications and Systems
- PHL 320 Critical Thinking and Decision Making in Business
- ETH 321 Ethical and Legal Topics in Business
- MGT 312 Organizational Behavior for Managers
- QNT 275 Statistics for Decision Making
- ACC 290 Principles of Accounting I
- ACC 291 Principles of Accounting II
- ECO 365 Principles of Microeconomics
- ECO 372 Principles of Macroeconomics
- FIN 370 Finance for Business
- MKT 421 Marketing
- BUS 475 Integrated Business Topics
- ELECTIVE COURSES
  - MGT 465 Small Business and Entrepreneurial Planning
  - MGT 420 Managing Quality in the Supply Chain
  - HRM 300 Fundamentals of Human Resource Management
  - LDR 300 Innovative Leadership
  - FIN 419 Finance for Decision Making
  - CPMGT 300 Project Management
  - MKT 440 Fundamentals of Digital Marketing
  - MKT 448 Web Analytics for Digital Marketing
  - ISCOM 305 Systems Operations Management
  - ACC 400 Accounting for Decision Making
  - HRM 326 Employee Development
  - MGT 426 Managing Change in the Workplace
  - ISCOM 370 Strategic Supply Chain Management

For more information about our on-time completion rates, the median debt of students who completed the program, and other important information, please visit our website at http://www.phoenix.edu/programs/degree-programs/business-and-management/bachelors/bsb.html.

*Certain conditions apply. To find out if you’re eligible, visit phoenix.edu/riskfree.
ACBSP is a registered trademark of the Accreditation Council for Business Schools and Programs.
While widely available, not all programs are available in all locations or in both online and on-campus formats. Certificate programs are widely available in an online format but generally not available at our campus locations. Please check with a University Enrollment Representative.
The University’s Central Administration is located at 1625 W. Fountainhead Pkwy., Tempe, AZ 85282.
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