



# Business Management

## Concentration

### Program Summary

ECPI University's Bachelor of Science in Business Administration (BSBA) program provides a comprehensive foundation in business principles, equipping students with the knowledge and skills necessary for today's dynamic business environment. The program emphasizes practical application, critical thinking, and problem-solving, preparing graduates to excel in various business roles.

### Business Management, Concentration Summary

The Business Management concentration within the BSBA program focuses on developing the skills and knowledge required for effective leadership and management. Students learn to apply business theory to practical situations, preparing them to address complex challenges and drive organizational success. The program emphasizes the importance of strategic thinking, technological proficiency, and adaptability in today's rapidly changing business landscape.

### Degree Tracks

Students may choose from one the following degree tracks:

- ▶ **Project Management:** Develops skills to plan, execute, and complete projects efficiently, emphasizing teamwork, quality control, and customer satisfaction.
- ▶ **Human Resources Management:** Focuses on building and maintaining a high-performing workforce through effective recruitment, retention, and employee development strategies.
- ▶ **Leadership:** Cultivates ethical leaders with strong emotional intelligence and strategic thinking abilities to drive organizational success.
- ▶ **General Management:** Provides a flexible foundation in business management, allowing students to customize their education based on career goals.

### Program Outcomes

Upon program completion, graduates will be able to:

- ▶ Apply critical thinking and analytical skills to solve business problems.
- ▶ Demonstrate effective leadership and communication skills.
- ▶ Make informed decisions based on data and analysis.
- ▶ Understand and apply ethical principles in business practices.
- ▶ Collaborate effectively with diverse teams to achieve organizational goals.
- ▶ Adapt to changes in the business environment and leverage technology for competitive advantage.

Program information is subject to change without notice.  
Consult the University Catalog for the most up to date information.