

Business Administration

Bachelor of Arts Degree



Why Generations?

This program takes you beyond the fundamentals into the strategic, analytical, and leadership skills today's employers demand. With advanced coursework in AI for business, organizational behavior, supply chain management, operations, and transformational leadership, you'll graduate ready to think critically, lead confidently, and compete in a data-driven global economy. The curriculum integrates ethical decision-making, global economic strategy, and hands-on experience throughout — preparing you to step into leadership, advance in your field, or open doors to entirely new opportunities.

Possible Careers



Business Manager



Human Resources Manager



Marketing Manager



Financial Analyst



Operations Director



Management Consultant



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29 East Madison Street Chicago, Illinois 60602 | 312.922.1884

BUSINESS ADMINISTRATION COURSES

ACCT-1050	Financial Accounting Principles	3.0	BUS-3400	Human Resource Management	3.0
BAI-1200	Introduction to AI	3.0	BUS-3450	Managerial Accounting	3.0
BAI-2400	AI for Business Administration	3.0	BUS-3470	Supply Chain Management	3.0
BUS-1200	Introduction to Business	3.0	BUS-3500	Project Management	3.0
BUS-1600	Business Law	3.0	BUS-3550	Marketing Management	3.0
BUS-2400	Principles of Marketing	3.0	BUS-3600	Organizational Leadership	3.0
BUS-2500	Managing Human Capital	3.0	BUS-4150	Business Decision Making and Strategy	3.0
BUS-2510	Introduction to International Business	3.0	BUS-4200	Employment and Labor Law	3.0
BUS-2550	Principles of Management	3.0	BUS-4250	International and Global Economy	3.0
BUS-2570	Fundamentals of Business and Finance	3.0	BUS-4300	Operations Management	3.0
BUS-2600	CAPSTONE: Business Plan Development	3.0	BUS-4400	Marketing Research	3.0
BUS-3100	Business Communication	3.0	BUS-4450	Strategic Management	3.0
BUS-3150	Business Statistics	3.0	BUS-4550	Capstone/Internship	3.0
BUS-3250	Principles of Finance	3.0	BUS-4600	Transformational Leadership	3.0
BUS-3300	Organizational Behavior	3.0	ENG-1800	Business Writing	3.0

GENERAL EDUCATION COURSES

COL-1010	First Year Experience	1.0
CIS-1150	Introduction to Computers	3.0
COL-2750	Professional Experience	3.0
ENG-1010	College Composition I	3.0
ENG-1020	College Composition II	3.0
MATH-1600	College Algebra	3.0
PHIL-2050	Introduction to Ethics	3.0
PSY-1010	Introduction to Psychology	3.0
SOC-2010	Introduction to Sociology	3.0
SPE-2210	Speech Communication	3.0
ECON-2210	Macroeconomics	3.0
	OR	
ECON-2220	Microeconomics	

Total Degree Credit Hours Required 121

PROGRAM LEARNING OUTCOMES

- Apply strategic tools and techniques to enhance employability across for-profit and nonprofit organizations
- Analyze economic trends and their impact on business decision-making in the U.S. and globally
- Explore modern concepts in management, global economics, and organizational leadership
- Recognize ethical issues and apply ethical principles in business decision-making
- Leverage AI, digital technology, and data analytics for operational excellence