

WEB CONTENT | BROCHURES

Bachelor of Business Administration in Business Studies Concentrations in Business Communication or Internal Auditing



One of the leading business schools in the country, the Lubin School of Business provides exceptional experience-based learning that blends business theory with practical applications to prepare its graduates for successful professional careers in the global business environment.

The Business Studies major offered with iPace is intended for working students who have completed 2 years of college courses or an Associate's Degree focusing on a non-business subject. It provides flexibility in transferring credits toward the basic University Core requirements, and in the choice of a degree concentration based on career or academic interests.

Incoming students who transfer 64 credits will first take classes within the Business Core curriculum and then choose one of two concentrations: Business Communications or Internal Audit.

Business Communications

The Business Communications concentration prepares you to:

- Develop, communicate, and execute a fully integrated, strategic marketing plan encompassing both online and traditional media
- Apply your knowledge in a global business setting
- Gain expertise on organizational behavior and how it impacts business communications

Internal Auditing

The Internal Auditing concentration prepares you to:

- Gain entry into one of the top five growing professions
- Obtain certification in Internal Auditing right after graduation
- Work in a high-demand profession without the requirement of a full Accounting Degree.

Students enrolling in the BBA program must take a minimum of 2 courses per semester. Based on this schedule, the degree can be completed in 3 years.

Links:

[BBA curriculum](#)

[Tuition and Financial Aid](#)

<http://www.kurzweilai.net/the-law-of-accelerating-returns>