Business Administration Programs at American Public University (APU)

APU offers a professionally-based, business-focused curriculum designed to provide a balance of knowledge, critical thinking, analytic skills, theory and concepts, all with a real world practicality. Multiple business-oriented concentrations are available for students who wish to focus their degree in a particular area.

Bachelor of Business Administration (BBA): 121 semester hours (40 courses)

In addition to a general concentration, concentrations are offered in:

- Business Analysis
- Entrepreneurial/Small Business Management
- Information Technology Management
- International Business Management
- Marketing
- Economics

Courses include:

- Small Business Management
- Global and Competitive Strategy
- Law and Ethics in the Business Environment
- Principles of e-Business
- Small Business Growth and Development

Master of Business Administration (MBA): 39 semester hours (13 courses)

In addition to a general concentration, concentrations are offered in:

- Accounting
- Entrepreneurship
- Finance
- Global Business Management
- Information Technology Management
- Nonprofit Management
- Sports Management

Courses include:

- Applied Decision Making
- Business Plan Development
- Managerial Analysis
- Managerial Economics
- Nonprofit Fundraising, Planning, and Implementation
- Principles of e-Commerce

At American Public University, we are committed to helping you succeed in your college career. Please contact our Enrollment Services team at 1-877-777-9081 or info@apus.edu to answer your questions or to learn more about our programs and support teams.