

# **Bachelor of Arts Degree with a Major in Business Administration Concentration in Human Resources Major**

## **Description of Major**

Students will learn human resource fundamentals and concepts. The student will learn the theoretical foundations to successfully accomplish the business objectives of a firm by the effective management of scarce resources – Capital, human, and physical. Students will use computer and software applications necessary to prosper in a business environment. The student will focus on information as a resource for the organization and the manager's role in collecting, analyzing, and presenting that information in a decision making process. The student will focus on human resource topics such as labor relations, unions, staffing, and training programs that are vital to an organization's success.

## **Mission**

The mission of the Department of Business Administration is to provide quality business education programs, at the undergraduate level, to diverse students of all ages who wish to study in Fort Lauderdale, Florida. In delivering these programs, Keiser College places primary emphasis on excellent teaching, with a strong commitment to developing mutually supportive relationships with the business community of South Florida.

In pursuit of its mission, Keiser College promotes diversity and educational, personal and professional excellence. Keiser College is dedicated to developing innovative curricula and programs; fostering the development of the professional staff and faculty; and providing strong links to community resources to ensure all the students' needs are addressed.

## **Objective**

Keiser College's Bachelor of Arts in Business Administration is designed to provide instruction to ensure that students have the analytical skills, communication skills, and academic knowledge to be able to: interpret and convey financial information; make business decisions based on value of money, investment and capitalization options; make human resource management decisions geared towards meeting employee/employer needs; formulate strategy, plans, and policies to meet organizational goals and objectives; and to develop and locate the resources necessary to insure successful management of a business.

## **Goals**

The goals defined below are designed to meet the philosophy and intent of our mission statement and degree objectives.

1. To instill in every business student academic excellence, professionalism, and social responsibility, as well as entrepreneurship;
2. To prepare students for professional careers in Business Administration;
3. To prepare students for further study in Business and Management;
4. To foster analytical, written and oral skills and attitudes essential for success in the business world;
5. To graduate students who are knowledgeable about the historical, economic, political and philosophical context in which individuals, businesses and societies function.
6. To provide, as a base, a general understanding of the principles of modern business and organizational practices.
7. To ensure that students are skilled in the use of analytical tools and techniques for decision making.
8. To develop the capacity for critical thought, leadership and the ability to work with others.
9. To enhance each student's appreciation for international customs and cultural values, and for one's responsibilities in modern society.

## **Comprehensive Examination and Capstone Project**

The comprehensive examination is conducted for students who have satisfactorily completed all the courses of the program. The objective of the comprehensive examination is to test the student's capability to comprehend the entire program. It consists of a written test of approximately three hours. The examination is graded and the students must obtain a passing grade to qualify. Grades on this exam will be compared to available national norms and school norms in order to ensure the maintenance of a high quality program with relevant subject matter, producing students with skills comparable to school and national norms. The capstone course is a culmination of business courses taken and requires students to select a business topic and prepare a research paper. The capstone project is graded and the students must obtain a passing grade to complete the program.

## **Freshman/Sophomore Program of Studies**

In the first two years at Keiser College, students should take courses to complete the following three requirements: Liberal Studies (general education) requirements, Gordon Rule writing requirement, and Prerequisite Coursework requirements. Some courses may fulfill requirements in multiple areas. Electives in the first two years should focus on gaining additional exposure to the social and behavioral sciences, and on improving communication and analytical reasoning skills.

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60 Lower Division Credits  
63 Upper Division Credits

**123 TOTAL DEGREE HOURS**

**Remarks:**

1. 60 credit hours must be earned at a senior institution.
2. The final 33 credit hours must be in residence at Keiser College