



GSW 

GEORGIA
SOUTHWESTERN
STATE UNIVERSITY

**ONLINE BACHELOR OF
BUSINESS
ADMINISTRATION**



A TRUSTED DEGREE FROM A LEADING INSTITUTION

The fully online Bachelor of Business Administration eMajor degree program through Georgia Southwestern State University (GSW) is designed to help you reach your goals and advance within your industry while working at your own pace to complete your degree.

WHY AN ONLINE BBA WITH GSW?



Additional **certifications**: Project Management and Entrepreneurship



Affordable tuition **\$199/credit hour***



AACSB accredited - highest standard of achievement for business schools worldwide



Ranked #3 Best Accredited Online Colleges in GA (EdSmart)



Credit for Prior Learning opportunities



Convenient asynchronous classes you can **work into your own schedule**



Free **tutoring**



Access to **Georgia Southwestern State University** resources

*Visit GSW's current [Tuition and Fees page](#) to see cost breakdown details.

CAREER-READY MAJORS



ACCOUNTING

Gain a strong foundation in financial reporting and analysis while preparing for professional certifications and recognitions such as the CPA and CFP.

POTENTIAL CAREERS FOR ACCOUNTING MAJORS:

- Accountant
- Chief Financial Officer (CFO)
- Budget Analyst
- Certified Public Accountant (CPA)



HUMAN RESOURCE MANAGEMENT

Learn how to recruit and support a high-performing workforce through effective HR strategies and practices. This program aligns with Society for Human Resource Management (SHRM) standards.

POTENTIAL CAREERS FOR HR MANAGEMENT MAJORS:

- Corporate Trainer
- Employee Relations & Discipline
- Compensation & Benefits Specialist
- Chief HR Officer



MANAGEMENT

Build leadership and operational management skills to guide teams and organizations toward success.

POTENTIAL CAREERS FOR MANAGEMENT MAJORS:

- Business Consultant
- Healthcare Administration
- Loan Officer / Bank Manager
- Management Analyst



MARKETING

Develop the creative and analytical skills needed to understand markets, engage customers, and drive business growth.

POTENTIAL CAREERS FOR MARKETING MAJORS:

- Media & Event Planning
- Sales & Advertising
- Social Media Manager
- Creative Art Director

HOW TO GET STARTED

NEED MORE INFORMATION?

For further information regarding the GSW BBA program, please reach out to the **eCampus recruiters** at recruiter@ecampus.usg.edu.

READY FOR THE NEXT STEPS?

For **personalized support** throughout the various stages of enrollment, please contact the **eMajor Enrollment Navigators** at enavigate@ecampus.usg.edu.

[Visit Our Website](#)

GEORGIA SOUTHWESTERN STATE CONTACT:

Dr. Shannon Perry

Assistant Dean Online Learning, eMajor BBA
GSW College of Business and Computing
478-304-1491
external.programs@gsw.edu

TRANSFER WITH EASE

Start fresh or bring your credits. GSW's online BBA is built for transfer students at any stage. Get a free unofficial transcript evaluation to know exactly how your coursework transfers. **Submit your unofficial transcripts** on our website.

