

BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT



In today's interconnected global business landscape, there's a growing demand for adept business managers. Critical thinking skills and the ability to work autonomously are key to thriving in this dynamic environment. At Georgia Southwestern, our **Bachelor of Business Administration (BBA) in Management** program equips students with the tools to tackle complex challenges, devise strategies, and efficiently organize actions. Through rigorous coursework, graduates develop the knowledge to manage operations, lead teams, and drive organizational success.

BUSINESS CORE CURRICULUM

- Business Statistics
- Quantitative Management
- Communications in Business Environment
- Business Finance
- Principles of Marketing
- Principles of Management
- Intro to International Business
- Strategic Management

ACCOUNTING MAJOR CURRICULUM COURSES

- Operations Management
- Supply Chain Management
- Introduction to Human Resource Management
- Organizational Theory-Behavior
- Labor Management Relations
- Information Systems for Management
- Small Business Entrepreneurship
- Foundations of Project Management
- Project Management Tools
- Project Cost & Procurement Management
- Project Management Leadership
- Project Risk & Control Management

CAREER SNAPSHOT FOR GEORGIA SOUTHWESTERN MANAGEMENT MAJORS



AVERAGE SALARY

\$85,324



TOP EMPLOYERS

- AT&T
- Ameris Bank
- State Farm
- State of Georgia
- Colony Bank



JOB TITLES

- Chief Executive Officer
- Project Manager
- Business Owner
- Consultant
- Human Resources Manager



TOP SKILLS

- Customer Service
- Leadership
- Strategic Planning
- Project Management
- Sales

Source: Steppingblocks, 2026

GSW's BBA in Management degree is a solid foundation for any number of future business careers. Students gain a comprehensive understanding of diverse business operations, setting them up for success in the modern business world.

VISIT OUR WEBSITE

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