

H-E-B SCHOOL OF BUSINESS AND ADMINISTRATION PATHWAY

Bachelor of Business Administration

The Bachelor of Business Administration (B.B.A.) program, housed in the H-E-B School of Business and Administration at the University of the Incarnate Word, offers nine concentration subjects, which include Accounting, Economics, Finance, General Business, International Business, Management, Marketing, Management Information Systems and Sport Management. A B.B.A degree offers a broad understanding of how the elements of business organizations relate to one another and to the marketplace. Unlike other business degrees, the B.B.A program at UIW also provides the opportunity to study one subject concentration. The five-year bachelor's to master's program is designed for undergraduate students who want to advance and complete a graduate degree at an accelerated rate. Students enroll in the Bachelor of Business Administration program at the start of their freshman year. During their senior year, if a student meets the graduate admissions criteria and is accepted, they begin enrollment in the Master of Business Administration or the Master of Science in Accounting.

11th Grade

FALL

MATH 1304
ECON 2301
UIW CORE

SPRING

ACCT 2311
ECON 2302
UIW CORE

12th Grade

FALL

ACCT 2312
MIS 2321
UIW CORE

SPRING

MIS 2325
PHIL 1381
UIW CORE

PROFESSIONAL DEGREES

Master of Business Administration
Master of Health Administration
Master of Science in Accounting

FIVE-YEAR BACHELOR'S TO MASTER'S PROGRAM

- Save time and money on graduate education.
- Receive up to two free graduate classes with banded tuition.
- Becker CPA exam review is included for free for M.S.A students.



Learn more about the
HEB School of Business and
Administration.



SCAN NOW

BRAINPOWER CONNECTION'S COLLEGE CONNECTION PROGRAM

The Brainpower Connection's College Connection Program offers a seamless transition to the University of the Incarnate Word and its Health Professions schools, accelerating their academic pathway to UIW and post-secondary education at a reduced tuition rate. Eligible students attend college classes on the UIW campus. These dual credit courses will help students to succeed in college and provide opportunities to engage in student life activities. Students must have a C or better in all college courses for major, minor, concentration, and/or specialization.

FOR MORE INFORMATION

Contact Patricia L. Ramirez, director of Brainpower Connection Programs, at
(210) 283-6300 or plramire@uiwtx.edu.





Bachelor of Business Administration Course Descriptions



ACCT 2311 Principles of Accounting I

Principles of Accounting is an introduction to the basic principles of financial accounting. Students learn the basic principles, concepts and methods used in the generation of accounting data for financial statement preparation and interpretation. Asset, liability, and owner's equity valuation and their relationship to income determination are covered.

ACCT 2312 Principles of Accounting II

This course is designed to introduce students to managerial accounting theories and practices with an emphasis on the use of accounting information for management planning, leading, controlling and decision-making. Topics covered include responsibility accounting, financial statement analysis, cost behavior and cost-volume-profit analysis, product costing, short-term decision making and long-term budgeting. **Prerequisite:** ACCT 2311.

ECON 2301 Principles of Macroeconomics

This course introduces students to economics and the economy. Monetary and fiscal policies of the Federal government, as a means of achieving full employment without inflation, are explored. Students are also introduced to alternate macroeconomic approaches to current issues. A description and analysis of the national economic system, within which business operates, lays the foundation for more applied courses.

ECON 2302 Principles of Microeconomics

This course focuses on the theories of product markets and resource markets. Markets are the main mechanism for allocating resources in capitalist economies. Market theory describes the operation of markets and thus prepares businesspersons to create better policies. Market theory is used to develop policy for current economic problems. Alternate market structures are also explored and policy for dealing with them debated. **Prerequisite:** ECON 2301.

MATH 1304 College Algebra

This three-hour course covers algebraic operations, functions, and functional notation; polynomial equations and inequalities; graphing techniques, graphs of polynomial and rational functions; logarithms and exponentials; and problems from the physical and social sciences and business.

MIS 2321 Introduction to Information Systems

This course introduces students to information systems theories, concepts, methods, and best practices to achieve business objectives. Components of information systems to include hardware, software, data, networks and emerging technologies, are discussed. Students contrast how these components combine to offer organizations significant operational and strategic advantages over their competitors. Innovation and emerging technologies are a common focus.

MIS 2325 Information Management Applications

This course covers concepts, methods, and practices in the effective use of end-user productivity software and integration of desktop products. Students will gain hands-on use in Microsoft Excel to perform financial functions, data analysis, visualization, and data query.

PHIL 1381 Introduction to Philosophy

Students examine philosophical problems, methods, and areas of interest. Topics may include the nature of reality, theory of knowledge, the existence and nature of God, the idea of beauty, personal and social ethics, political philosophy, the mind-body problem, freedom and determinism, and personal identity.