In Business and Hospitality Management we:

- Offer a curriculum which ensures that our graduates are well rounded and possess the requisite skillsets that enhance their employability.

- Provide our majors with opportunities to participate in scholarly pursuits and develop analytical competencies to solve business, hospitality and public policy issues. This ensures that they are adequately prepared for graduate school and their chosen careers.

- Offer opportunities for experiential learning through internships which bridge the gap between theory and practice.

- Prepare graduates to assume leadership positions, become critical thinkers and decision makers and the catalyst that transforms the economic environment of The Bahamas through entrepreneurship and innovation.

- Prepare students to make meaningful contributions and assume significant positions in the local and global environment, to be ethical in their actions and exceptional team players, entrepreneurs and innovators.

- Invite public and private sector stakeholders to conduct periodic reviews of our programmes to ensure our offerings continue to be relevant and our graduates well prepared.

- Offer courses on days and times that allow a greater degree of flexibility so students balance work, study and personal commitments.
CORE COMPETENCIES

Our graduates are:

• Able to function in a technological and multicultural environment.

• Critical thinkers who possess in-depth knowledge of general business concepts in management, accounting, economics, finance, computer information systems, research methodology and statistics.

• Prepared to engage in leadership roles and operate in an ethical manner.

We offer:

**Bachelor of Business Administration**
- Accounting
- Banking and Finance
- Banking and Finance with a Foreign Language
- Computer Information Systems
- Economics
- Economics and Finance
- Finance
- Human Resource Management
- Management
- Marketing

**Bachelor of Science**
- Hospitality Management
- Tourism Management

**Minors**
- Business Administration
- Ecotourism
- Hospitality Management
- Tourism Management

**Associate of Business Administration**
- Computer Information Systems (UB-North only)
BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTING (132 credit hours)

The BBA in Accounting provides students with a comprehensive understanding of the concepts and principles of accounting, its operations, professional ethics and services.

Students:

• Obtain an in-depth knowledge of generally accepted accounting principles and international accounting standards.

• Are able to perform financial and governmental accounting, auditing and attestation functions, fraud and forensic accounting and taxation functions in the private and public sectors both locally and internationally.

• Utilise ethical practices in keeping with accounting standards and established criteria.

• Learn to prepare financial statements using appropriate software and other spreadsheet programmes.

• Learn to audit components of financial statements; apply and analyse accounting principles; and apply research skills to provide informed recommendations.

• Are encouraged to join UB’s Institute of Internal Auditors Club and The Bahamas Institute of Chartered Accountants Student Chapter.

BBA in Accounting graduates acquire the knowledge, expertise and skillsets that are transferable to the work environment. They obtain accounting and auditing positions in the public and private sectors both locally and internationally and successfully complete the Certified Public Accountants Examination (CPA), the Certified Internal Auditors Examination (CIA) and the Certified Fraud Examiners Examination (CFE) within a year after graduation.

During their recruitment process, public accounting firms view UB as the institution of choice. Our accounting graduates uphold our stellar reputation by passing the certified public accounting examination shortly after graduation.
BACHELOR OF BUSINESS ADMINISTRATION IN BANKING AND FINANCE (141 credit hours)

The BBA in Banking and Finance combines economics and finance with commercial and offshore banking and provides students with the knowledge and skills to assume positions in either commercial or offshore banks. Banking and Finance majors are introduced to a broad range of subjects and obtain invaluable insights into how individuals and businesses manage their money and engage in investment management. They analyse financial information, make recommendations with respect to investment opportunities and present and defend their recommendations in an open forum where they are evaluated by financial analysts.

BACHELOR OF BUSINESS ADMINISTRATION IN BANKING AND FINANCE WITH A FOREIGN LANGUAGE (minimum of 147 credit hours)

The BBA in Banking and Finance with a Foreign Language is a five year programme which combines modern economics and finance with commercial and offshore banking and provides students with the requisite knowledge and skills to assume positions in either commercial or offshore banks.

Students are introduced to a broad range of subjects and gain insight into how individuals and businesses manage their money and engage in investment management. They analyse financial information, make recommendations with respect to investment opportunities and present and defend their recommendations in an open forum where they are evaluated by financial analysts.

Additionally, students take four courses in either French or Spanish. This enables them to acquire a greater level of proficiency in the language, develop fluency and writing skills and grammatical accuracy and acquire the skills needed to perform efficiently in a number of key areas in the workplace. Graduates are able to sit a number of professional examinations offered by the Canadian Securities Institute. Many graduates have successfully completed the Certified Financial Analyst (CFA) Examination.

Graduates of both programmes pursue international accreditation in banking offered by institutes in the United Kingdom, United States and Canada such as The Association of Certified Anti-Money Laundering Specialist (ACAMS); Certified Trust and Financial Advisor (CTFA); Certified Regulatory Compliance Manager (CRCM); Certified Corporate Trust Specialist (CCTS); Certified Securities Operations Professional (CSOP); Certified Financial Marketing Professional (CFMP); Professional Banker Certificate (PBC); Chartered Banker (CB); Associate of the Chartered Institute of Bankers (ACIB).

Graduates obtain positions in the financial services sector and pursue careers as personal bankers or banking representatives, wealth managers, consumer lenders, commercial bankers and in central banking.
BACHELOR OF BUSINESS ADMINISTRATION IN COMPUTER INFORMATION SYSTEMS (129 credit hours)

In the BBA in CIS, students acquire the requisite knowledge and skills to function successfully in the field of Computer and Information Technology. Students take specialised courses in computer related technologies and systems, thus ensuring they are able to assume generalist computer information systems positions or positions in more specialised areas of management information systems, networking and programming. Students:

• Master computing skills such as applications, programming and networking and become proficient with management information systems.

• Complete projects, presentations and reports.

• Are encouraged to design innovative solutions to problems as well as websites and other computer applications.

• Participate in teamwork activities which enhance their social, organisational and interactive skills.

BBA in Computer Information Systems graduates have the requisite skillsets to obtain entry level IT positions in public, private or not-for-profit organisations. Computer Information Systems students are pursued by information assurance and technology industry employers as early as their junior year.
BACHELOR OF BUSINESS ADMINISTRATION IN ECONOMICS (minimum of 126 credit hours)

The BBA in Economics is an amalgamation of business disciplines such as accounting, marketing, computers, management, statistics, research and finance. Students are introduced to a broad array of subjects including international economics, labour economics, the history of economic thought, environmental economics, behavioural economics, public sector finance, econometrics, money and banking, monetary theory and policy and comparative economic systems. Students acquire a sound theoretical foundation and sharpen their analytical and higher-level thinking skills. They are encouraged to apply their theoretical knowledge to real world situations and use Excel, SPSS and Minitab to analyse and present data.

Graduates matriculate to top tier graduate programmes or pursue careers in banking as well as in public and quasi-public organisations such as the Department of Labour, Department of Statistics, Ministry of Finance, The Central Bank of The Bahamas, Utilities Regulation and Competition Authority, Bahamas Telecommunications Company Ltd., and Bahamas Power and Light Company Ltd.
BACHELOR OF BUSINESS ADMINISTRATION IN ECONOMICS AND FINANCE
(minimum of 132 credit hours)

BBA in Economics and Finance majors are equipped with the skillsets required for successful careers in the financial services sector. Students are provided with a broad understanding of financial theory and the economic framework upon which that theory is based. The accounting courses prepare them to analyse financial information; economics courses provide the theoretical background from which the discipline was developed; computer courses allow them to utilise computer spreadsheets and programmes to conduct comparative analyses and engage technical computations. The applications employed in econometrics utilising statistical methods provide the empirical content to economic data and situations. The linear regression model provides the statistical tools necessary to engage the starting point for economic analysis. Classroom knowledge is combined with practical experience in an internship programme which enables students to assume positions in banking, investment banking, financial analysis, corporate finance and central banking.

The combination of economics and finance courses aptly prepares students for success in the workplace or graduate programmes. Students graduate with the analytical and quantitative skills to meet the challenges of a dynamic marketplace and are heavily recruited by the local financial services sector.

BACHELOR OF BUSINESS ADMINISTRATION IN FINANCE (minimum of 132 credit hours)

The BBA in Finance prepares students for careers in industrial, financial, governmental, non-profit and consulting organisations. Students are equipped to function in today’s fast-paced business environment and to complete the first level of the Certified Financial Analyst (CFA) or the Certified Financial Planning (CFP) examinations. Students learn to analyse financial statements, employ spreadsheets in the preparation of complex financial analyses and computations and make recommendations relative to investments and corporate and international finance. They present and defend their recommendations in an open forum where they are evaluated by a cadre of financial analysts. The upper-level specialised courses provide students with the requisite knowledge and skillsets which enable them to function at a high level in the specialised area of finance in the public and private sectors. Finance majors are mentored by financial leaders in the Certified Financial Analyst Bahamas Society (CFA).

Finance graduates are recruited by the local financial services sector. Many go on to complete the Certified Financial Analyst Examination (CFA) and become members of the local Certified Financial Analyst Association.

“Graduates of our finance programmes obtain high marks on the certified financial analyst examination.”
BACHELOR OF BUSINESS ADMINISTRATION
IN HUMAN RESOURCE MANAGEMENT
(138 credit hours)

The BBA in HRM develops professionals with the skills and competencies needed to transform the human resource landscape in any organisation. Students gain an in-depth appreciation for the skills and functions of today’s human resource professionals who respond to the challenge of recruiting and retaining talent, understanding legal regulations and managing the behavioural dynamics of the workplace. Courses include strategic human resource management, compensation, performance and international human resource management.

Courses are structured to enable students to receive sound theoretical philosophies and guidance on the ways human resource professionals help their companies gain a competitive advantage. They ensure that students have the flexibility to pursue a generalist management or specialist HRM role.

Our HRM programme attracts significant interest from students and the professional HRM community.

Career opportunities include Human Resources Assistant, Employee Benefits Analyst, Recruitment Specialist, Training and Development Coordinator, Dispute Resolutions Mediator, etc.

Graduates are eligible for professional exams in Human Resource Management.
BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT (135 credit hours)

The BBA in Management provides students with a broad range of management competencies and skillsets. Students are exposed to a variety of business courses such as entrepreneurship, project management, economics and finance, computer information systems, accounting, marketing and statistics. Students:

- Acquire proficiency in Microsoft Office Suites; utilise statistical packages such as Minitab and SPSS; and are able to review computer generated management information to make informed decisions.

- Learn to prepare financial statements and compile management accounting data.

- Learn to assess the economic environment and organisational human capital requirements and to recruit, train and manage human capital.

- Take two research courses to prepare them for the workplace or graduate studies.

BBA in Management graduates are able to engage in innovative solutions to the benefit of all stakeholders and can utilise project management techniques to ensure efficient, desirable outcomes. They assume entry-level positions in local and international industries, become entrepreneurs or pursue graduate studies.
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (129 credit hours)

The BBA in Marketing meets the changing demands of the business community. Students are provided with an extensive selection of courses in contemporary marketing with a focus on growing trends in the global arena.

Students:

• Acquire a theoretical foundation in marketing philosophies as well as customer acquisition and retention.

• Conduct marketing research that is relevant to solving real business problems.

• Address managerial issues in relation to customer driven marketing.

• Learn about the functions of marketing such as product design, promotion, pricing and distribution -- essential tools for marketing professionals.

• Engage in data collection relative to consumer purchasing patterns, product pricing, consumer preference, taste and current market trends through their statistics and research courses.

• Utilise the tools of political, economic, social, technological, legal and environmental analysis (PESTLE) to gather information relative to the target market.

• Design and develop comprehensive business and marketing plans.

BBA Marketing graduates are prepared to assume positions in the areas of sales, advertising, customer relations and marketing or go on to complete graduate studies.
MINOR IN BUSINESS ADMINISTRATION

This minor provides non-business majors with a working knowledge of a business enterprise. Students improve their knowledge and understanding of business, are exposed to the world of business and become more marketable. This minor is ideally suited for students in majors that may lead to self-employment or students wishing to become entrepreneurs. Students take eight courses.

MINOR IN ECOTOURISM

Ecotourism, one of the fastest growing sectors of the tourism and hospitality industry, has taken its place alongside mass tourism and traditional adventure tourism. It is an environmentally-friendly philosophy of choice embraced by visitors to the Caribbean and other world-wide destinations. This minor exposes non-hospitality and non-tourism majors to the fundamental concepts and interdisciplinary perspectives of ecotourism. Students explore broad-based theories, best practices, policies and the social, ecological, ethical, environmental and economic perspectives of countries that have embraced this new form of tourism. This minor is ideally suited for students interested in learning more about this integral component of tourism studies.

MINOR IN HOSPITALITY MANAGEMENT

The Minor in Hospitality Management serves as a catalyst for participation in this vital industry as employment in hospitality or one of its allied industries continues to be the most prominent economic stimulus in The Bahamas. Non-hospitality and non-tourism majors are exposed to a select offering of courses that represents a microcosm of the industry. This minor is ideally suited for business majors or students interested in entry-level employment in hospitality or tourism.

MINOR IN TOURISM MANAGEMENT

Tourism is one of the world’s number one industries with many non-tourism majors finding employment in the tourism sector or one of its allied industries. In this minor, students gain a comprehensive and strategic overview of the management applications in this important industry. They link theory and practice to the overall analysis and understanding of the tourism sector and its management. This minor is ideally suited for business and media journalism majors or students interested in entry-level employment in hospitality or tourism.

ASSOCIATE OF BUSINESS ADMINISTRATION IN COMPUTER INFORMATION SYSTEMS (UB-NORTH ONLY) (69 credit hours)

The ABA in CIS is designed specifically for students at UB-North. This programme provides students with the requisite skills and technical competencies for entry-level positions in both the private and public sectors. It is ideally suited for students who plan to work in the computing environment or students planning to matriculate into the BBA in Computer Information Systems.
BUSINESS AND HOSPITALITY MANAGEMENT

Telephone: (242) 302-4434
academicaffairs@ub.edu.bs
admissions@ub.edu.bs

Fall 2020