

Bachelor of Science in Applied Business



So Many Options To Move Your Career Forward

WilmU's B.S. in Applied Business program gives you the flexibility to design your business degree to maximize previous college credits, apprenticeships, associate degrees, professional experience and military experience. The program combines fundamental business courses with generous elective options. If you are looking to complement your in-the-field experience, advance your business career or simply upskill to boost your resume and on-the-job performance, this IACBE-accredited program is a perfect choice. Choose to learn in person, 100% online or a combination of both.



Fundamentals Coupled With Lots of Real-World Context

You will gain fundamental business knowledge in communications, management, marketing, analytics, finance, accounting, problem-solving and strategy as well as proficiency with key Microsoft tools. Project-based learning, coupled with co-op/internship opportunities, helps students develop skills and apply their knowledge in context.



Customize Your Program With Stackable Credentials

Use the many elective options to build a degree program that works best for you. By choosing electives from various programs throughout the University, you can incorporate certificates, micro-credentials and badges into your Applied Business degree.



Make the Most of Your Prior Learning and Experience

This applied business program meets you where you are, so you don't need to pay to learn what you already know. A complimentary prior learning assessment is available to students so that previous coursework and on-the-job experience can be evaluated for WilmU academic credit. Apply up to 90 undergraduate transfer credits to your B.S. in Applied Business degree.

Get started today at wilmu.edu/Apply.



40 courses | 120 total credits
Finish your Applied Business degree
faster by transferring credits.

\$1,227
per course

Cost of a typical 3-credit course



Classes start
every 8 weeks.



WILMINGTON
UNIVERSITY™

BUSINESS

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General Education Requirements (39-40 Credits)

<input type="checkbox"/> CTA 326 Integrating Excel into Business Problem Solving	<input type="checkbox"/> PSY 101 Introduction to Psychology or <input type="checkbox"/> SOC 101 Introduction to Sociology
<input type="checkbox"/> ECO 105 Fundamentals of Economics	<input type="checkbox"/> MAT 205 Introductory Survey of Mathematics
<input type="checkbox"/> ENG 121 English Composition I	<input type="checkbox"/> PHI 100 Introduction to Critical Thinking
<input type="checkbox"/> ENG 122 English Composition II	<input type="checkbox"/> Humanities Electives (6 Credits)*
<input type="checkbox"/> ENG 131 Public Speaking	<input type="checkbox"/> Natural Science Elective (3 or 4 Credits)
<input type="checkbox"/> ENG 310 Research Writing <input checked="" type="checkbox"/>	<input type="checkbox"/> HIS 381 Contemporary Global Issues

Applied Business Core (27 Credits)

<input type="checkbox"/> FIN 300 Applied Concepts in Accounting and Finance <input checked="" type="checkbox"/>	<input type="checkbox"/> BMK 305 Marketing <input checked="" type="checkbox"/>
<input type="checkbox"/> MAT 312 Business Statistics <input checked="" type="checkbox"/>	<input type="checkbox"/> BBM 320 Business Communication <input checked="" type="checkbox"/>
<input type="checkbox"/> BBM 201 Principles of Management <input checked="" type="checkbox"/>	<input type="checkbox"/> BBM 301 Organizational Behavior or Co-op <input checked="" type="checkbox"/>
<input type="checkbox"/> BLA 303 Legal and Ethical Environment of Business <input checked="" type="checkbox"/>	<input type="checkbox"/> BBM 402 Strategic Management <input checked="" type="checkbox"/>
<input type="checkbox"/> BBA 301 Introduction to Business Analytics <input checked="" type="checkbox"/>	


Elective Courses (51 Credits)

<input type="checkbox"/> College of Business Electives (21 Credits) <input checked="" type="checkbox"/>	<input type="checkbox"/> Free Elective (30 Credits)
<input type="checkbox"/> FYE 101 Free Elective First-Year Experience (Required for students who enter WilmU with fewer than 30 credits).	

Concentration in Construction Management (15 Credits)

<input type="checkbox"/> BBM 371 Employee Relations for Construction Managers	<input type="checkbox"/> BBM 374 Law and Regulation in Construction Management
<input type="checkbox"/> BBM 372 Construction Accounting and Financial Management	<input type="checkbox"/> BBM 375 Construction Project Management
<input type="checkbox"/> BBM 373 Construction Site Safety	

Use your elective courses to complete one or more WilmU certificates as part of your Applied Business degree program.


**Dual-Credit
ADVANTAGE™**

SAVE TIME & TUITION

You can apply selected courses (and their credits) in this degree program to a variety of WilmU certificate programs, allowing you to earn a resume-boosting certificate and your bachelor's degree simultaneously. Learn more at wilmu.edu/DualCredit.

Already have an associate degree?


A WilmU completion degree provides just the courses you need to earn your bachelor's degree.

Look for the to see typical completion degree courses.

Prerequisite and additional courses not listed here may be required.

Have questions? We're here to help!

Academic Recruiters

 (302) 213-3916

 recruiting@wilmu.edu



Get Started Today!
wilmu.edu/Apply



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