



American
Open University
Nigeria



Undergraduate Program

College of Business

Bachelor of Science in Business Administration

The flagship program for strategic leaders: master the fundamentals of modern business, then transform them through digital transformation and corporate strategy.



Lead the New Economy

Developing the next generation of agile leaders who can navigate change and drive innovation.



“

There is only one valid definition of business purpose: to create a customer.

Peter Drucker The Practice of Management, 1954

The Bachelor of Science in Business Administration is American Open University's flagship program for developing strategic leaders. The curriculum is built around a core of Digital Transformation and Corporate Strategy, teaching students how to master the fundamentals of modern business and then apply these principles within a specialized learning path. Graduates will be uniquely prepared not just to manage business functions, but to transform them.

Specialization learning paths



Human Capital Development

Master the art of building and leading high-performing teams in the modern, technology-driven workplace.



Corporate Finance and Taxation

Become a strategic financial leader who leverages data and technology to drive profitability and ensure fiscal compliance.

● Undergraduate program of the College of Business, American Open University Nigeria (A-Global).



Program at a Glance

Four years. One degree. The flagship program for the strategic leaders who transform business.



Duration



Credential



Delivery



Specialization

Your journey through the program



100 Level
16 units

Management, computing, and business foundations



200 Level
23 units

Business administration, statistics, leadership, and financial management



300 Level
29 units

Management theory, finance, operations, and human resources



400 Level
23 units

Strategy, business decisions, the Research Project, and the Internship

+ 33 credit units of A-Global electives run alongside the core: 11 applied courses, 3 units each, delivered in 8-week blocks.

Program objectives

The Bachelor of Science in Business Administration is structured to:



Provide students with a robust framework in corporate strategy and digital transformation.



Enable systematic analysis of organizational challenges using data-informed management and technology frameworks.



Strengthen the leadership skills required for ethical governance, talent management, and financial stewardship.



Prepare students to lead strategic initiatives and drive meaningful contributions within their chosen industry.



What You Will Learn

Students will build a comprehensive portfolio of skills, moving from foundational theory to specialized, real-world application.

Specialized
application

4



Leadership and Management Skills

Develop essential skills in change management, data-informed decision-making, ethical governance, and leading cross-functional teams.

3



Specialized Application

Gain deep, practical knowledge in your chosen path, whether it's talent management and HR technology or financial modeling and tax strategy.

2



Core Business Functions

Build a strong foundation in accounting, marketing, operations management, and organizational behavior.

1



Strategic and Digital Core

Master frameworks for competitive analysis, business model innovation, and how to lead digital transformation initiatives within an organization.

Foundational
theory

Read the stack from the base up: strategy and digital transformation first, then the core functions every business runs on, then the specialized path you choose, and finally the leadership that carries teams through change.



Expected Program-Level Outcomes

Every A-Global program is designed through the EDGE Instructional Framework, so its outcomes are stated the way the framework thinks: what you learn, who you become, where you apply it, and how you lead.



The EDGE Framework

A learner-centric model that guides the design of every program we offer, emphasizing individual growth, empowerment, and career advancement.

E Educate (The What)

Students will demonstrate a comprehensive understanding of strategic management principles and how digital technologies are reshaping industries.

D Develop (The Who)

Students will apply analytical reasoning and strategic thinking to solve complex business problems, developing actionable plans for innovation and growth.

G Grow (The Where)

Students will demonstrate adaptive leadership and communication skills, preparing them to guide teams through significant organizational change.

E Empower (The How)

Students will be equipped to architect and lead transformation initiatives, leveraging their specialized knowledge to create a competitive advantage.

Every A-Global graduate is designed to be

Future-Ready

Equipped to adapt to technological change and thrive in the 21st-century global economy.

Career-Focused

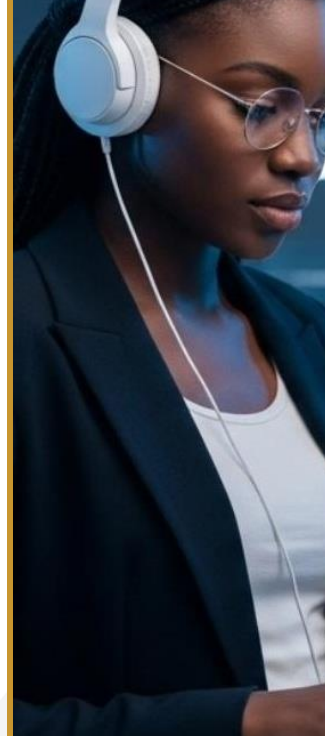
Prepared to apply their knowledge professionally and advance their careers with purpose and direction.

Skilled and Competent

Possessing the essential skills and professional competencies for effective performance and ethical leadership.

Empowered Changemakers

Ready to act as agents of positive change, equipped with the strategic tools and professional networks to lead and innovate.





Your Four-Year Pathway

The program pathway for the B.Sc. Business Administration moves from management and computing foundations at 100 Level through statistics, financial management, operations, and human resources to strategy, the Research Project, and the Internship at 400 Level. Every course below is part of the NUC-aligned core.

Credit units by level

100 Level		16
200 Level		23
300 Level		29
400 Level		23

Plus 33 units of A-Global electives (page 8)

100	100 Level	16 credit units	200	200 Level	23 credit units
○	GST 111 Communication in English	2	○	ENT 211 Entrepreneurship and Innovation	2
○	AMS 101 Principles of Management	2	○	BUA 201 Principles of Business Administration I	3
○	AMS 103 Introduction to Computers	2	○	BUA 203 Business Statistics	3
○	BUA 101 Introduction to Business I	2	○	BUA 205 Leadership and Governance	2
○	GST 112 Nigerian Peoples and Culture	2	○	GST 212 Philosophy, Logic, and Human Existence	2
○	AMS 102 Basic Mathematics	2	○	BUA 202 Principles of Business Administration II	3
○	AMS 104 Principles of Project Management	2	○	BUA 204 Quantitative Analysis in Management	3
○	BUA 102 Introduction to Business II	2	○	BUA 216 Introduction to Financial Management	3
			○	BUA 218 Green Management	2

● Research project and internship milestone

2 credit units

“

The essence of strategy is choosing what not to do.

Michael Porter, What Is Strategy?, Harvard Business Review, 1996

300 and 400 Level

Management theory, finance, operations, strategy, and your Research Project

300	300 Level	29 credit units	400	400 Level	23 credit units	
	BUA 303	Management Theory	3	BUA 401	Business Policy and Strategic Management	3
	BUA 305	Financial Management	3	BUA 409	Management Information System	2
	BUA 313	Innovation Management	2	BUA 411	Analysis for Business Decision	3
	BUA 319	E-Commerce	2	BUA 402	Strategic Thinking and Problem Solving	3
	BUA 321	Business Start-up	2	BUA 404	Research Project in Business Administration	6
	BUA 323	Supply Chain Management	2	BUA 406	International Business	3
	GST 312	Peace and Conflict Resolution	2	BUA 420	Internship	3
	ENT 312	Venture Creation	2			
	BUA 302	Human Behavior in Organizations	3			
	BUA 304	Human Resource Management	3			
	BUA 310	Production and Operation Management	3			
	BUA 312	Small Business Management	2			

Research Project in Business Administration

BUA 404 at 400 Level carries 6 credit units and brings your learning together in a substantial, portfolio-ready research project.

Internship and capstone

BUA 420 Internship at 400 Level places you inside a real organization. BUA 497 and BUA 498, Business Administration Capstone Project I and II, are available among the A-Global electives as 8-week, 3-unit courses.



A-Global Electives

Eleven applied courses that put current tools in your hands: strategy, management information systems, human capital development, AI in business, and Google career analytics. Each elective carries 3 credit units and runs for 8 weeks.

11 courses

3 units each

33 total units

8 weeks each



Academic Foundations

2

AGC 200 Foundations of Academic Writing

AGC 301 Business and Public Sector Research Methods

Strategy and Systems

2

BUA 401 Business Policy and Strategic Management

BUA 409 Management Information Systems

People and AI in Business

3

BUA 413 Human Capital Development

BUA 414 Applications of AI in Business

ATC 202 Foundations of AI Deployment (Claude AI)

Google Career Certificates

2

ATC 411 Google Career Data Analytics and Business Intelligence I

ATC 412 Google Career Data Analytics and Business Intelligence II

Capstone

2

BUA 497 Business Administration Capstone Project I

BUA 498 Business Administration Capstone Project II



How You Will Learn

Education should fit your life, not the other way around. Whether you prefer the immersive experience of our Global Campus, the convenience of a local City Center, or the flexibility of online study, A-Global meets you where you are.

The Hi-Flex learning model



Global Campus

The immersive on-campus experience in Ibadan.



City Center

The convenience of a local center close to home.



Online

The flexibility of study that fits around your life.

Three tiers of support, one team behind you



Course Instructor

Your primary support official for each course: delivers content, leads discussions, gives assignment feedback, and evaluates your performance.



Course Mentors

Credentialed, certified subject experts who add specialized guidance, answer in-depth questions, and facilitate peer-to-peer learning.



Industry Faculty and Coaches

Working professionals who connect your learning to real-world practice, job-readiness mindsets, networks, and potential internship placements.



Learner Support Team

Monitors your progress with meaningful weekly contact, in person or via phone, Teams, or Zoom, and escalates any concern for early intervention.

Where to find us



Global Campus, Ibadan

3 Oladosu Oladipo Close, Ashi Area, New Bodija, Ibadan, Oyo State



Metro Campus, Abeokuta

1 Muideen Agboke Street, Opposite Foodco Supermarket, Ita-Iyalode, Abeokuta, Ogun State



Ogbomoso Center

First Floor, Adekitan Building, Beside Ola Central Filling Station, High School Area, Ogbomoso, Oyo State



Ondo Town Center

1 Homaj Street, Itanla, Akure Road, Ondo Town, Ondo State

“Education is the most powerful weapon which you can use to change the world.”

Nelson Mandela, Madison Park High School, Boston, 1990



Who You Will Become

The strategic leaders who build the workforce, steer the finances, and architect the plans that transform business.



Strategic Talent Leaders

who use people analytics and HR technology to build a workforce that can execute a digital-first strategy.



Strategic Financial Partners

who use FinTech and data analytics to advise leadership on how digital initiatives impact valuation and financial health.



Management Consultants

who guide organizations through complex transformations, from strategy to implementation.



Corporate Strategists

who identify new market opportunities and architect plans for sustainable growth.

Where you will work

Industries

Consulting

Finance

Technology

Human Resources

Corporate Management

Certifications

 Project Management Professional (PMP)

 SHRM-Certified Professional (SHRM-CP)

 Certified Tax Planner (CTP)

Career trajectory

Strategy Analyst

Management Consultant

Financial Strategist

HR Business Partner

Business Development Manager

“Managers are people who do things right and leaders are people who do the right thing.”

Warren Bennis and Burt Nanus, *Leaders*, 1985



Your Path to Admission

Three entry routes, one destination. Choose the track that matches where you are starting from.



Start *Begin. Build. Become.*

Fresh secondary school graduates, JUPEB, IJMB, and A-Levels.



Accelerate *Start. Advance. Pivot.*

Direct Entry (NCE, ND, and NID) and university transfers. Graduate faster: finish in 24 to 36 months depending on experience and previously earned credits.



Advance *Reposition. Reskill. Reinvent.*

For HND holders, third-class graduates, and chartered professionals transitioning into tech-driven fields. Admission by Direct Entry with Credit Transfer and Recognition of Prior Learning (RPL).

Key facts

Duration
4 years

Credential
B.Sc. Degree

Delivery
Hybrid, Hi-Flex

College
College of Business

Entry requirements

- Five O'Level credits including English Language and Mathematics.
 - Subject credits relevant to the chosen program.
 - UTME or Direct Entry qualification where applicable.
 - A working device and a reliable internet connection.
- Students transitioning to a new program must provide their degree credentials.

Tuition and fees

Regular tuition for Business Administration is ₦1,800,000 per academic session. For the 2026/2027 session, eligible students can receive up to 70% in Merit Scholarships, bringing fees down to ₦540,000 for Start & Accelerate, ₦720,000 for Advance I, or ₦900,000 for Advance II.





Ready to Build the Future?

Apply now and join a program designed for the next generation of strategic business leaders.

Apply now: www.aouniversity.edu.ng



Application QR code

An idea is a blueprint. Ambition is the engine. A degree is the launchpad.

A-Global

Address

American Open University Global
Campus
3 Oladosu Oladipo Close, Ashi Area,
New Bodija, Ibadan, Nigeria.

Telephone

+234 807 840 5282
+234 812 204 4014
Call: 0700 700 3888

Website

www.aouniversity.edu.ng

Emails

General inquiries
Current students

info@aouniversity.edu.ng
support@aouniversity.edu.ng

New students
Finance

admissions@aouniversity.edu.ng
financing@aouniversity.edu.ng

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Future Forward 