HR BBA PROGRAM

Bachelor of Business Administration (BBA) with Major in Human Resource Management

• A BBA in Human Resource Management (HRM) prepares you for a career in managing human resources in private or public organizations, government or nonprofits.
• As a human resource manager, you will play a key role in hiring, training, development, compensation and employee wellness.
• Graduating with a major in Human Resource Management makes you immediately employable and readies you for a long career with opportunities for advancement.

Growing Demand for Human Resource Managers

• Graduates hold jobs such as Employee Relations Manager, Corporate Recruiter, Training and Development Manager and HR Business Partner.
• Organizations have a growing need for well-qualified HR managers with the skills to effectively attract, motivate and retain a diverse workforce.
• The U.S. Bureau of Labor projects a national growth of 9% through 2030 for human resource managers with a minimum of a bachelor’s degree.

Curriculum for Human Resource Managers

• Existing courses in HR, Leadership and Organizational Behavior
• New courses in HR Analytics and Workforce Diversity
• Paid internships
• Coursework available face-to-face or online

“As a seasoned HR professional, I strongly support the UofM’s HR major to fuel student knowledge, capability and professional growth in the field of Human Resources.”

ALEX SMITH,
Chief HR Officer, City of Memphis

“Highly-skilled HR professionals have never been more necessary. The impacts of the pandemic, the difficulties associated with employee retention and the need for developing skilled workers are just a few of the critical areas that HR can affect in any size organization.”

DAVID DUFOR,
President, Society for Human Resource Management | Memphis