

**HULT**  
INTERNATIONAL  
BUSINESS SCHOOL

---

# Bachelor of Business Administration

**Academic guide**  
2025

---

---

# Program Overview

---

Hult's Bachelor of Business Administration (BBA) program is built on the idea that you learn most effectively when you have the chance to put what you've learned into practice. That's why your courses are designed to work together, building your knowledge and skills in a way that's connected, relevant, and hands-on—rather than a series of standalone classes that don't complement each other.

## Learning by doing

As an undergraduate at Hult, you won't just study business—you'll do business. From day one, you'll put theory into practice through real-world scenarios, live client consulting, simulations, and hackathons. Each term, you'll master essential concepts in the classroom and apply them to a core business challenge, working side by side with classmates from around the world.

Your professors are experts in their fields. They'll guide you through everything from finance and marketing to analytics, leadership, and beyond. Along the way, you'll take part in workshops that help you build the mindsets and skills you'll need to excel. And because your ambitions are unique, you'll have the freedom to tailor your BBA experience to your interests, passions, and career goals through a wide range of electives, including the option to specialize through majors and minors.

## How you'll learn at Hult:

- You'll study business disciplines side by side, seeing how they connect in real-world contexts.
- You'll be assessed through frequent, smaller assignments to track your progress.
- Your professors will help you connect ideas across subjects and see the bigger picture.
- You'll understand how business areas relate—and why it matters.
- You'll put your learning into action through real-world challenges every term.
- You'll graduate ready to apply what you've learned from day one in your career.

---

## Your curriculum at a glance

With a strong focus on real-world application, your Hult BBA blends business theory with hands-on practice at every step. You'll build a solid foundation of knowledge and practical skills through a variety of learning experiences and challenges integrated throughout your academic journey.

## Program building blocks

### CORE

The **core** of your BBA spans four academic terms and is the heart of your undergraduate program. Each term is built around a **core challenge**, woven through your **core courses**.

**Core courses** teach foundational business knowledge essential for success in today's global marketplace, including subjects from economics and finance to marketing and analytics.

**Core challenges** may take the form of group presentations, pitch projects, collaborative hackathons, or live client briefs. Challenges are set at the beginning and delivered at the end of each core term.

You'll also take part in **skills workshops** designed to equip you with the core human skills needed to tackle each challenge and thrive as a global professional.

### ELECTIVES

Electives let you broaden your horizons, learn something new, or specialize in areas that interest you.

**Specialization electives** help you deepen your understanding of a specific business area and earn credits toward a **major or minor**.

**General education electives** cover essential subjects beyond business, giving you a well-rounded undergraduate education.

**Enrichment electives** allow you to pursue a passion or try something new, fostering a love of learning by exploring areas like foreign languages, technology, art, history, culture, and more.

You can also choose an **internship or exchange program** to earn program credits and gain more real-world work experience.

### CAPSTONE

Your final spring term is the culmination of your Hult journey. Here, you'll dive into advanced specialization courses that deepen your expertise and work on your **capstone challenge**. This is a comprehensive final project that integrates everything you've learned, showcases your abilities, and sets you up for your future career.

Your capstone challenge may take the form of a term-long project, thesis, or live client brief.

# Gain the Real-World Skills That Matter

At Hult, we don't believe in teaching you to memorize facts and theories that aren't relevant to your future. Instead, our program is designed to help you build the core skills and mindsets every employer is looking to hire, no matter where your career takes you.

## The core skills

These "soft" skills are what set successful professionals apart. They are the foundational skills designed to future-proof our students' careers in an increasingly automated world—from their first role upon graduation to leading a company as its CEO.

### Core Skills: The 5 Cs

Communication

Collaboration

Critical thinking

Curiosity

Creativity



Learn by doing



## The core mindsets

Mindset is ultimately the key to success, both as a student and as a professional. The mindsets we cultivate at Hult are essential to enrich learning and benefit society as a whole. They will be integral to your future, encapsulating the essential human attributes you'll need to differentiate yourself from AI.

### Core Mindsets

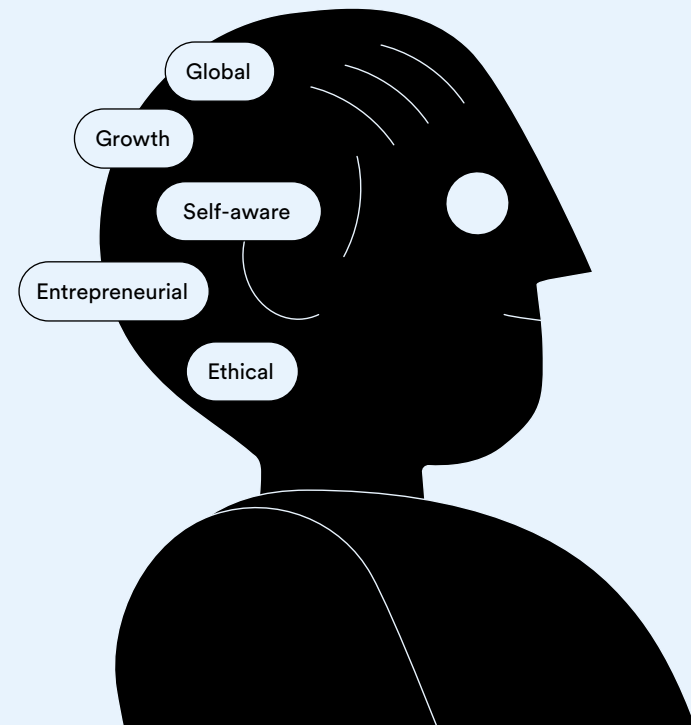
Global

Growth

Self-aware

Entrepreneurial

Ethical



# How It Works: FAQs

## What is challenge-based learning?

At Hult, every core term centers around a real-world business challenge. During each term, you'll learn everything you need to be successful in the core challenge.

In a traditional academic setting, there would be five standalone courses per term, for example: General Business, Marketing, Communications, Psychology, and Finance. These courses would be taught independently of each other, meaning they would each focus on their own content and assessments and would be unrelated to each other.

At Hult, instead of focusing on isolated courses, you'll learn key concepts across different subjects and apply them to the core challenge. This means your learning is always connected, practical, and focused on helping you see how everything fits together in real business situations.

## Why does Hult teach business this way?

Research shows that humans learn best when topics and disciplines are interwoven and taught in context. This way of learning also ensures you can apply what you learn in a business setting that echoes how you ultimately will be expected to perform in the real world of international business.

By weaving subjects together and focusing on real business challenges, you'll develop the skills, mindsets, and experience you need to succeed from day one in your career.

This innovative approach is why Hult received the Innovation in Higher Education award from MERIT in 2023.

## How many challenges will I tackle each core term?

You'll take on one core challenge each core term. Faculty from across disciplines will work together to make sure you have the knowledge and support you need—not just to learn, but to apply what you know in a practical, impactful way.

## How does Hult teach skills?

You'll build your core skills—communication, collaboration, creativity, curiosity, and critical thinking—by practicing them in real scenarios and taking dedicated skills workshops to sharpen each of them.

While mastering new skills, you'll be encouraged to try, make mistakes, and learn from them—because that's how you grow.

## How are skills assessed?

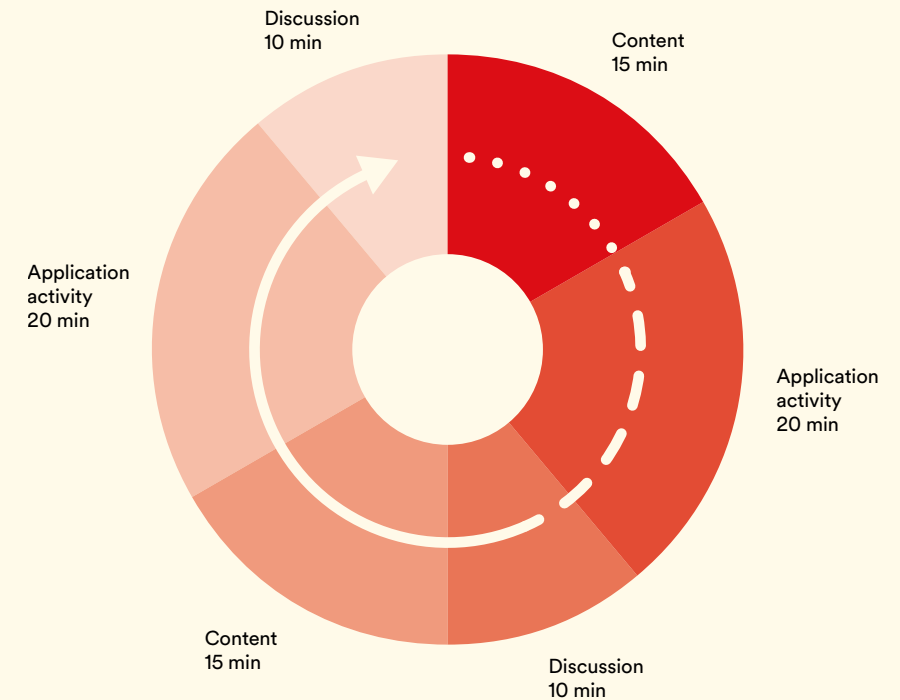
You'll be assessed on an ongoing basis through a variety of methods, from reports to presentations, observed discussion meetings to business plans, pitches to prototypes, alongside more traditional coursework and projects. This is why class participation is so important—how much you engage and take part in classes, group work, and workshops plays a big part in your assessment and is crucial to success in the program.

Skill development is tracked over time, so you can see how you're progressing against assessment criteria in real time.

## Are there exams?

No high-stakes final exams here. Research shows that exams don't help you learn or reflect how you'll be assessed in the workplace. Instead, you'll complete a variety of smaller assessments—like quizzes, reports, and presentations—throughout the year, so you're always building and demonstrating your knowledge and skills.

## Putting theory into practice: a 90-minute class example



# The Core Program

Employers are no longer interested in what graduates know, or how good they are at memorizing. They want to know what graduates can do. At Hult, you'll put theory into practice in team projects and live client challenges that are an integral part of your everyday classroom experience. The core of your BBA is built around four main challenges.

Challenge Name	Type	Required For*
Core 1: Brand Challenge	Business Plan	All students
Core 2: Social Impact Challenge	Pitch Project	All students
Core 3: Investment Challenge	Business Analysis	All students
Core 4: Startup Challenge	Data-Driven Case Study	Students with fewer than 60 transfer credits

## Your BBA Core Curriculum

Year	Core 1	Core 2	Skills	Professional & Career Coaching
YEAR 1	<b>Brand Challenge</b> Financial Accounting Microeconomics Marketing	<b>Social Impact Challenge</b> Data Analytics Managerial Accounting Leadership & OB	<b>Collaboration and curiosity</b>	
	<b>Investment Challenge</b> Strategy Macroeconomics Finance	<b>Startup Challenge</b> Business Analytics Operations Entrepreneurship	<b>Communication and critical thinking</b>	
			<b>Communication</b>	
YEAR 2				

### Beyond the core

Once you have completed the required core program, the rest of your BBA is up to you. You may choose to study during the summers, take electives aligned with your interests or career goals, specialize with a major or minor, or do an internship or exchange program for credit. The culmination of your studies will be your capstone challenge.

\*Course content is subject to change.

### How you'll be assessed

You'll be evaluated in the same way a company would evaluate its employees—through continuous assessment and 360-degree feedback. This approach is designed to help you truly retain what you learn, with assessments that show how well you're absorbing and applying your knowledge throughout the program.

Instead of big, stressful exams, you'll be assessed through papers, presentations, quizzes, and participation in discussions. Your progress is tracked over time, so you can see how you're developing the skills and mindsets that matter.

Throughout your time at Hult, you'll have a student development coach dedicated to helping you understand your assessments, grow in confidence, and graduate as a job-ready professional.

### Assessment Example: Core 1 Courses & Challenge

Core Element	Assessment Type
Financial Accounting	<ul style="list-style-type: none"> <li>Class participation</li> <li>Quizzes</li> <li>Case write-up</li> </ul>
Microeconomics	<ul style="list-style-type: none"> <li>Class participation</li> <li>Essay</li> <li>Group project</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>Class participation</li> <li>Report</li> <li>Simulation</li> </ul>
Collaboration	<ul style="list-style-type: none"> <li>Learning journal</li> <li>Peer assessment</li> </ul>
Curiosity	<ul style="list-style-type: none"> <li>Presentation</li> <li>Graded recording</li> </ul>
Enrichment Elective	<ul style="list-style-type: none"> <li>Reflection</li> <li>Take-home test</li> </ul>
Brand Challenge	<ul style="list-style-type: none"> <li>Live pitch</li> <li>Client report</li> </ul>

Course content and assessment types is provided as an example and are subject to change.

---

# Core 1: Brand Challenge

---

## Overview

In this challenge, students take on the role of consultants, collaborating with real organizations to solve complex business challenges.

Under the supervision of faculty, you'll work on projects ranging from market entry strategies to process optimization, leveraging your academic knowledge in strategy, operations, finance, and marketing to deliver impactful recommendations.

The challenge encourages you to approach problems with an interdisciplinary mindset, recognizing that business problems rarely fit into isolated functional silos. By engaging with industry partners, you'll apply your learning in real-world scenarios, developing solutions that are both innovative and actionable.

At the end of the term, teams will present their solutions to stakeholders, demonstrating their ability to bridge theory and practice.

## Core Courses

Financial Accounting

Microeconomics

Marketing

Please note: content is provided for illustrative purposes only to offer an idea of subject matter covered. Course content is subject to change.

---

# Core 2: Social Impact Challenge

---

## Overview

This challenge asks students to address social issues by designing and implementing solutions that have a positive impact on communities or organizations.

Working alongside non-profits, social enterprises, and other mission-driven partners, you'll explore problems such as poverty alleviation, education, sustainability, and public health.

The challenge emphasizes the application of interdisciplinary knowledge to create solutions that are not only practical but also scalable and sustainable. You'll learn to blend social impact with business strategies, evaluating the feasibility and effectiveness of their proposed solutions.

By the end of the challenge, you will present your findings and recommendations to the partner organizations, contributing directly to social good.

## Core Courses

Data Analytics

Managerial Accounting

Leadership & Organizational Behavior

Please note: content is provided for illustrative purposes only to offer an idea of subject matter covered. Course content is subject to change.

---

# Core 3: Investment Challenge

---

## Overview

In this challenge, students step into the role of investors, managing real or simulated investment funds to make strategic decisions that maximize returns while managing risk.

You'll research and analyze investment opportunities across various asset classes, including stocks, bonds, venture capital, and alternative investments. You will work in a team to evaluate financial metrics, market trends, and investment risks, and will be required to make informed decisions on where to allocate capital.

Throughout the challenge, you'll apply financial theories and models to real-world investment scenarios, while gaining insights from industry professionals.

The culmination of the challenge will be a final pitch, where your team will present your investment strategies and results to a panel of experts, simulating an investor-client relationship.

## Core Courses

Strategy

Macroeconomics

Finance

Please note: content is provided for illustrative purposes only to offer an idea of subject matter covered. Course content is subject to change.

---

# Core 4: Startup Challenge

---

## Overview

In this challenge, students have to launch their own startup businesses. Working in a team, you'll go through the entire entrepreneurial process, from identifying a business idea and developing a viable business model to pitching your startup to potential investors.

You'll apply interdisciplinary knowledge in areas such as marketing, finance, operations, and entrepreneurship to design a business plan, create a minimum viable product (MVP), and establish a go-to-market strategy. Alongside faculty mentors and industry experts, your team will navigate the challenges of funding, scaling, and positioning a new business.

The challenge offers a dynamic, hands-on experience that encourages creativity, risk-taking, and practical problem-solving, ultimately leading to the opportunity to pitch your business to real-world investors.

## Core Courses

Business Analytics

Operations

Entrepreneurship

Please note: content is provided for illustrative purposes only to offer an idea of subject matter covered. Course content is subject to change.

# Specializations (Majors & Minors)

Specialization electives that let you explore your interests and passions while building the professional skills you'll need for your future career.

You have the freedom to customize your Bachelor of Business Administration with a career-focused major or minor, so you can shape your degree to match your goals.

Subject	Additional Qualifications	Major Available?	Minor Available?
Business Analytics	Qualifies as a STEM degree, which potentially provides two additional years of work authorization in the US	✓	✓
Design		✓	✓
Economics		✓	✓
Entrepreneurship		✓	✓
Finance		✓	✓
Management		✓	✓
Marketing	Counts toward the Chartered Institute of Marketing (CIM) qualification	✓	✓
Psychology		✓	✓

Active discussions  
at Hult Boston



---

# Specialization: Business Analytics (Major/Minor)

---

## Professional skills

- Artificial intelligence
- Data management
- Enterprise Resource Planning (ERP)
- Spreadsheet modeling
- Big data
- Data visualization
- SQL
- Categorical & quantitative data
- Database management
- Software as a Service (SaaS)

## Why business analytics?

Find the truth behind the statistics with business analytics. This specialization enables you to unearth insights, spot trends and hidden opportunities, and tell a story that can influence strategy in any industry.

## Key topics

Collecting, building, and sorting data  
Machine learning techniques  
Data modeling and interpreting data  
Relational database management systems  
Visualization of data to influence decisions

---

# Specialization: Design (Major/Minor)

---

## Professional skills

- Designing creative processes
- User experience (UX) design
- Infographics
- Visual design
- Presentation, typography & color

## Why design?

Design impacts every product and service from every organization, from product design to visual communications. By studying design, you will explore different industries and see how they use design to publicize products and to establish an identity.

## Key topics

Design principles, methods, and practices  
Design in business  
Design principles in modern design imagery  
How to deliver a structured creative project  
Key elements of brand, graphic identity, web, and industrial design

Please note: content is provided for illustrative purposes only to offer an idea of subject matter covered. Course content is subject to change.

---

# Specialization: Economics (Major/Minor)

---

## Professional skills

- Application of economic theory
- Data analysis
- Economic modeling
- Analytical and technical proficiency
- Quantitative skills
- Market forecasting
- Demand analysis
- Financial analysis
- Strategic decision-making

## Why economics?

Economics is at the core of understanding why business behaves the way it does. From consumer behavior to government policy, economics touches it all. Majoring in economics offers you a comprehensive understanding of how economic principles apply to business operations.

## Key topics

Economic theory and principles  
Supply, demand, and market structures  
Understanding competitive environments  
Econometrics and game theory  
Interdisciplinary approaches to economics

---

# Specialization: Entrepreneurship (Major/Minor)

---

## Professional skills

- Break-even analysis
- Disruptive innovation
- Managing entrepreneurial organizations
- Technology adoption & diffusion
- Budgeting
- Fundraising & entrepreneurial finance
- Managing shareholder conflict
- Customer acquisition
- Ideas of new opportunity
- New product development

## Why entrepreneurship?

From startups to unicorns to multinationals, successful businesses never start with a good idea on its own. By specializing in entrepreneurship, you will discover the power of creating a solid business plan, building a collaborative team, pitching, securing funding, and learning through failure.

## Key topics

Introduction to entrepreneurial finance and sources of capital  
Explore and define new ideas and opportunities  
Entrepreneurial strategy, learning from failure, and executing pivots  
Differentiating between disruptive and incremental innovations  
Competitive implications of markets and innovative technologies

Please note: content is provided for illustrative purposes only to offer an idea of subject matter covered. Course content is subject to change.

---

# Specialization: Finance (Major/Minor)

---

## Professional skills

- Accounting
- Financial management
- Financial reporting
- Revenue projections
- Asset valuation
- Financial markets
- Portfolio management
- Risk management
- Financial analysis
- Financial modeling

## Why finance?

Finance is not simply accounting. Finance is about analyzing and managing the risks and returns of investments and assets—both within corporate settings and in trading and banking—to ensure the long-term financial success and business growth.

## Key topics

Valuing financial assets and analyzing capital budgeting decisions  
The risk and return relationship  
Management, regulations, and risks of financial institutions  
Cost-volume-profit analysis  
Understanding financial performance through data

---

# Specialization: Management (Major/Minor)

---

## Professional skills

- Change management
- Motivating & rewarding employees
- Performance management
- Strategic HR management
- Corporate culture
- Organizational skills
- Project management
- Supply chain management
- Leadership
- People management
- Quality control management

## Why management?

Management is fundamental to everything—whether managing teams, processes, or the organization. It's easy to be a manager. It's very difficult to be a good manager. You'll develop effective leadership, communication, and organizational skills with a major or minor in management.

## Key topics

Management functions: planning, organizing, motivating, and controlling  
Principles and techniques of human resource management  
Operations management of people, planet, and profit  
Organizational behavior and corporate culture  
Embedding strategic human resource management throughout the organization

Please note: content is provided for illustrative purposes only to offer an idea of subject matter covered. Course content is subject to change.

---

# Specialization: Marketing (Major/Minor)

---

## Professional skills

- Brand management
- Market positioning
- Digital marketing
- Social media marketing
- Marketing mix
- Consumer segmentation
- Market research
- Marketing analytics
- CRM
- Pricing strategy
- Business development
- Sales management

## Why marketing?

All business strategy needs marketing. Effective marketing can change people's lives by understanding what people want, what they need, when, and how. You'll learn how good marketers drive the strategy of the business by combining analytical focus with creative ingenuity.

## Key topics

Researching the 4Cs: customers, competitors, the company, and context  
Market orientation and product positioning  
Creating and managing a unique brand  
The 4Ps of the marketing mix: product, price, promotion, and place  
Sales pipeline management

---

# Specialization: Psychology (Major/Minor)

---

## Professional skills

- Building effective relationships
- Neuroscience
- Decision-making
- Psychology
- Group formation & membership
- Reflective practice

## Why psychology?

By specializing in psychology, you will learn to better understand yourself and others, plot the neural pathways of decision-making and marketing preferences, learn to motivate and inspire teams, and consider the impact of emotions and human social behavior on decisions.

## Key topics

Genetic and environmental factors shaping development  
Critical evaluation of psychology and neuroscience  
Principles of common mental faculties and neural systems  
Theories behind consciousness, emotion, persuasion, and decision-making  
Developmental neuroscience and human consciousness

Please note: content is provided for illustrative purposes only to offer an idea of subject matter covered. Course content is subject to change.

Communication and collaboration are  
the foundation of a successful career



---

## What Hult Students Say

---

“The diversity that surrounds us at Hult has radically changed my way of thinking. I look back to who I was a year ago, and I didn’t know half of the things I do today.”

Toni Charlot

Haiti & Nicaragua  
Current Hult Student

---

“The Hult curriculum broke down walls in so many ways that studying felt more like real-world job experience.”

Marc Watum

South Africa  
Cofounder & CEO, Vertex Ecosystem

---

“There was a moment I realized I could actually apply all this knowledge I gained from my courses and turn it into a real-world business strategy.”

Loris Fradin

France  
Consultant, Jon Tibbs Associates

---



**HULT**  
INTERNATIONAL  
BUSINESS SCHOOL

---

[hult.edu](http://hult.edu)