

# 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 DUFOUR,**  
President, Society for Human Resource Management | Memphis



Department of Management

[memphis.edu/management/programs](https://memphis.edu/management/programs)