



## Business Administration

**Degree Awarded:** Bachelor of Arts

**Requirements for the Major:** 48-50 credits and 14 prerequisite credits

The major in Business Administration combines the traditional studies in business with a broadly based liberal arts curriculum. The Business Administration curriculum seeks to prepare people for careers in public and/or private sectors of the business environment. The program is designed to prepare graduates for positions in retail trade, manufacturing and service industries, financial services, real estate, marketing, insurance and health systems. Business courses are appropriate for cultural, educational, and governmental positions and for those interested in graduate business studies or law.

**Prerequisite courses for the major:** These prerequisites will not be included in the major GPA but must be taken for the major.

**Essential Competencies-Outcome Iterations**  
\*\*Transfer courses do not receive outcome iterations\*\*

			CI	IL	W	O	Q	GA	V
ACCT 211	Financial Accounting	3							
BSAD 145	Fundamentals of Information Systems	3							
BSAD 295	Careers in Business (will be excused for students earning their degree fully in the online and/or evening formats)	2							
ECON 101	Principles of Macro Economics	3							
MATH 116	Finite Mathematics	3	x				x		

### Requirements for the Major:

**Essential Competencies-Outcome Iterations**  
\*\*Transfer courses do not receive outcome iterations\*\*

			CI	IL	W	O	Q	GA	V
ACCT 212	Managerial Accounting	3							
BSAD 310	Principles of Management	3							
BSAD 311	Operations Management	3							
BSAD 315	Marketing	3							
BSAD 340	Business Law I	3							
BSAD 352	Corporate Finance	3					x		
BSAD 399	Internship	3							x
BSAD 450	Business Capstone Seminar	3		x	x	x		x	x
ECON 102	Principles of Micro Economics	3							
ENGL 309	Writing for Business	3			x	x	x		
STAT 241 or BSAD 239	Principles of Statistics or Statistics for the Social Sciences	4 or 3	x x				x x		

**Students must also complete a 15-16 hour concentration from the following choices:**

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**Finance Concentration****Essential Competencies-Outcome Iterations****\*\*Transfer courses do not receive outcome iterations\*\***

				CI	IL	W	O	Q	GA	V
	BSAD 420	Investments	3							
	BSAD 422	Intermediate Corporate Finance	3							

**Take three courses from:**

				CI	IL	W	O	Q	GA	V
	ACCT 411	Income Tax	3	x	x					
	BSAD 252	Introduction to Personal Finance	3	x				x		
	BSAD 341	Business Law II	3							
	BSAD 350	Insurance and Risk Management	3							
	BSAD 426	Commercial Real Estate Analysis and Investments	3							
	DATA 433	Finance Analytics	3							
	ECON 315	Money, Banking, and Financial Markets	3							
	ECON 415	International Finance	3							

**Human Resource Concentration****Essential Competencies-Outcome Iterations****\*\*Transfer courses do not receive outcome iterations\*\***

				CI	IL	W	O	Q	GA	V
	BSAD 375	Human Resource Management	3							
	BSAD 377	Staffing, Training, and Development	3							
	BSAD 407	Compensation and Benefits	3							
	BSAD 408	Employment Law and Labor Relations	3							
	BSAD 410	Organizational Behavior	3							

**International Business Concentration****Essential Competencies-Outcome Iterations****\*\*Transfer courses do not receive outcome iterations\*\***

				CI	IL	W	O	Q	GA	V
	BSAD 317	International Marketing	3							
	BSAD 331	International Management	3							
	ECON 415	International Finance	3							
	POLS 361 or POLS 370	Comparative Politics or International Politics	3	x	x	x			x	
	Take one foreign language course (earn a C or better) or Complete a semester-long study abroad program (submit paper and have department approval) or Non-native English speakers will take MLAN 311 or another foreign language course (with departmental approval)		3-4							

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**Management Concentration****Essential Competencies-Outcome Iterations**  
**\*\*Transfer courses do not receive outcome iterations\*\***

				CI	IL	W	O	Q	GA	V
	BSAD 375	Human Resource Management	3							
	BSAD 410	Organizational Behavior	3							

**Take three courses from:**

				CI	IL	W	O	Q	GA	V
	BSAD 316	Facilities and Event Management	3							
	BSAD 331	International Management	3							
	BSAD 362	Property Management	3							
	BSAD 365	Project Management	3							
	BSAD 405	Entrepreneurship and Small Business Management	3							
	BSAD 425	Knowledge and Information Management	3							
	BSAD 430	Special Topics (as approved)	3							
	BSAD 432	Business Ethics and Professional Behavior	3							x
	BSAD 452	Service Management Capstone Seminar	3		x		x		x	x
	BSAD 453	Sport Management Capstone Seminar	3		x		x		x	x

**Marketing Concentration****Essential Competencies-Outcome Iterations**  
**\*\*Transfer courses do not receive outcome iterations\*\***

				CI	IL	W	O	Q	GA	V
	BSAD 351	Consumer Behavior	3							
	BSAD 423	Strategic Marketing	3							
	POLS 350	Research Methods for Social Sciences	3	x	x	x		x		

**Take two courses from:**

				CI	IL	W	O	Q	GA	V
	BSAD 317	International Marketing	3							
	BSAD 320	Advertising and Promotional Strategies	3							
	BSAD 325	Web Design and Development for E-Commerce	3							
	BSAD 415	Internet Marketing	3							
	BSAD 416	Sport Marketing	3							
	BSAD 430	Special Topics (as approved)	3							
	BSAD 452	Service Management Capstone Seminar	3		x		x		x	x
	DATA 435	Marketing Analytics	3							

These courses will be counted in computing the 2.20 GPA for the major.