

# BUSINESS ADMINISTRATION MAJOR

## Program Outcomes:

Students graduating with a Bachelor of Arts degree in *Business Administration* will be able to:

- understand and articulate varied trends in the field of business and leadership
- apply business and leadership concepts to practical situations
- formulate a philosophy of managing people

To complete a major in Business Administration, a student needs to complete the 36 credit hour core and at least one 12 credit emphasis, for a total of 48 hours:

## Business Core

Code	Title	Hours
BUS 103	Introduction to Economics	3
BUS 111	Principles of Management	3
BUS 113	Principles of Marketing	3
BUS 115	Human Resources Management	3
BUS 223	Managerial Accounting and Analysis	3
BUS 301	Legal Environment of Organizations	3
BUS 411	Financial Management	3
BUS 423	Management Information Systems	3
BUS 426	Strategic Planning	3
BUS 481	Organizational Ethics	3
COM 210X	Business Communication	3
PSY 280X	Introductory Statistics	3
Total Hours		36

## Emphases

### Nonprofit Administration

Code	Title	Hours
BUS 214	Introduction to Managing Nonprofit Organizations	3
BUS 371	Board Governance and Volunteer Management in Nonprofit Organizations	3
BUS 373X	Nonprofit Financial Management	3
BUS 376	Nonprofit Marketing	3
Total Hours		12

### Marketing

Code	Title	Hours
BUS 331	Consumer Behavior	3
BUS 333	Sales Principles and Practices	3
BUS 334	Advertising	3
BUS 433	Marketing Strategy	3
Total Hours		12

### Human Resource Management

Code	Title	Hours
PSY 305	Organizational Psychology	3
BUS 352	Compensation and Benefits	3
BUS 355	Personnel Evaluation and Coaching	3
BUS 356	Training and Development	3
Total Hours		12

### Organizational Leadership

Code	Title	Hours
BUS 340	Visionary Leadership	3
BUS 341	Leading Teams	3
BUS 351	Organizational Development	3
BUS 471	Leadership and Organizational Culture	3
Total Hours		12