

# BUSINESS ADMINISTRATION (B.B.A.)

## Business Core Requirements

Code	Title	Hours
ACC 211	PRINCIPLES OF FINANCIAL ACCTNG	3
ACC 212	PRINCIPLES OF MANGERIAL ACCTNG	3
BIZ 201	INTRODUCTION TO BUSINESS	3
BIZ 350	BUSINESS COMMUNICATIONS	3
ECO 212	PRINCIPLES OF MICROECONOMICS	3
ECO 256	BUSINESS STATISTICS I	3
ECO 356	BUSINESS STATISTICS II	3
FIN 320	BUSINESS FINANCE	3
GB 201	INTRO TO LEGAL ASPECTS OF BUSI	3
MNGT 330	MANAGEMENT TO ORGANIZATIONS	3
MNGT 334	SUPPLY CHAIN MANAGEMENT	3
MNGT 351	MNGT INFORMATION SYSMS AND APP	3
MNGT 458	STRATEGIC MANAGEMENT	3
MNGT 482	BUSINESS ETHICS	3
MKT 351	MARKETING MANAGEMENT	3
MATH 221	CALCULUS I INDUST OR BUS	3
GB 463	Business Analytics	3
<b>Total Hours</b>		<b>51</b>

## Major Requirements

A total of eight courses are required of all business administration majors.

Code	Title	Hours
Any 300 or 400 Upper Business ACC/ECO/FIN Course <sup>1</sup>		3
ECO 442	MONEY AND BANKING	3
ENTR 285	CREATIVITY, INNOVATION & ENTRE	3
FIN 447	INVESTMENTS	3
GB 302	BUSINESS LAW	3
Any 300 or 400 Level Business Course <sup>1,2</sup>		3
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<b>Electives</b>		
Restricted, Business Elective <sup>3</sup>		3
Unrestricted Business Elective <sup>1</sup>		3
<b>Total Hours</b>		<b>27</b>

<sup>1</sup> That is not already required in the major.

<sup>2</sup> Restricted Upper Level (300 or 400) Business Electives – Not more than two of these courses can be taken from the same area.

<sup>3</sup> Any international business course that is not already required on the curriculum for the major.

General Education = 42 hours; COB Core = 51 hours; Major = 27 hours

A 2.0 GPA is required in all courses taken at the University, all business courses required in the curriculum, and all courses that constitute the major.

## Curriculum Map

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
BIZ 101	UNIVERSITY SUCCESS FOR BUS MAJ	1
ENG 104 or ENG 103 or ENG 111	COMPOSITION I or English Composition I with Co-requisite Support or COMPOSITION & LITERATURE FOR L	3
MATH 111 or MATH 103	COLLEGE ALGEBRA or College Algebra with Corequisite Support	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Social & Behavioral Science Option		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
BIZ 102	UNIVERSITY SUCCESS FOR BUS MAJ	1
ENG 105 or ENG 112	COMPOSITION II or COMPOSITION	3
MATH 221	CALCULUS I INDUST OR BUS	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Pathway Option		3
<b>Hours</b>		<b>16</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACC 211	PRINCIPLES OF FINANCIAL ACCTNG	3
BIZ 201	INTRODUCTION TO BUSINESS	3
ECO 211	PRINCIPLES OF MACROECONOMICS	3
Humanities & Fine Arts Option		3
Pathway Option		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
ACC 212	PRINCIPLES OF MANGERIAL ACCTNG	3
ECO 212	PRINCIPLES OF MICROECONOMICS	3
ECO 256	BUSINESS STATISTICS I	3
MNGT 351	MNGT INFORMATION SYSMS AND APP	3
UNIV 200	CIVIC ENGAGEMENT	1
Pathway Option		3
<b>Hours</b>		<b>16</b>
<b>Junior</b>		
<b>Fall</b>		
GB 201	INTRO TO LEGAL ASPECTS OF BUSI	3
FIN 320	BUSINESS FINANCE	3
MNGT 330	MANAGEMENT TO ORGANIZATIONS	3
MKT 351	MARKETING MANAGEMENT	3
ECO 356	BUSINESS STATISTICS II	3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
GB 302	BUSINESS LAW	3
BIZ 350	BUSINESS COMMUNICATIONS	3
MNGT 334	SUPPLY CHAIN MANAGEMENT	3
ENTR 285	CREATIVITY, INNOVATION & ENTRE	3
Any 300-400 Level Business Course (ACCT, ECON, or FIN) <sup>1</sup>		3
<b>Hours</b>		<b>15</b>
<b>Senior</b>		
<b>Fall</b>		
ECO 442	MONEY AND BANKING	3
MNGT 458	STRATEGIC MANAGEMENT	3
MNGT 482	BUSINESS ETHICS	3
Any 300-400 level Business Course <sup>1</sup>		3

Any International Business Course <sup>1</sup>		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
FIN 447	INVESTMENTS	3
Any 300-400 level Business Course <sup>2</sup>		3
General Elective <sup>1</sup>		3
GB 463	Business Analytics	3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Not already required for the major.

<sup>2</sup> Not a part of the major/can't be from the same area.

- To demonstrate an understanding of the process of making business recommendations after reviewing external and internal industry information.
- To demonstrate the ability to explain how various economic and market outcomes exists and how businesses respond to those nuances.
- To demonstrate competency with utilizing information technology.
  - To demonstrate a competency regarding business productivity software.
- To demonstrate competency concerning the techniques used in the collection, presentation, manipulation and interpretation of numerical data.

#### Notes:

- Candidates that transfer 12 or more hours of college credit are exempt from BIZ 101 UNIVERSITY SUCCESS FOR BUS MAJ and BIZ 102 UNIVERSITY SUCCESS FOR BUS MAJ: University Success; however, the student must take 2 hours of non-business electives to replace the BIZ courses.
- Online Graduation Clearance (**to be completed during the graduating semester only**).

## Student Learning Outcomes

- Students will demonstrate a solid foundation in applying the financial principles of the time value of money.
- Students will be able to evaluate a large and complex business problem, make some assumptions, structure the firms' cash flows and make a decision.
- Students will demonstrate knowledge and application of various investment instruments
- Students will demonstrate knowledge of risk and returns in evaluation of portfolios performance
- Students will be able to demonstrate how international business activities influence financial decisions.
- Students will develop and demonstrate oral and written communication skills with focus on effectiveness, clarity, and sophistication.
- Students will be able to demonstrate an understanding of the processes involved in ethical decision making in personal, professional and civic life.
- Students will be able to demonstrate an understanding of the dynamics of the global economy.
- Students will be able to demonstrate competency with utilizing information technology.
- Students will be able to develop and strengthen critical thinking skills in conjunction with quantitative analysis.
- To develop an awareness of multiculturalism and diversity understanding.
  - To demonstrate mastery of basic knowledge concerning the importance of cultural values and diversity and the impact these factors have on business organizations.
  - To demonstrate a clear understanding of knowledge of different cultures as they relate to diversity.
- To develop an awareness to recognize the dynamics of the global markets and its impact on global economy.