

Business Administration

- **Major: 54 credit hours**
- **Minor: 21 credit hours**
- **Major/Minor GPA required for graduation: 2.25**

PROGRAM REQUIREMENTS:

- **Capstone: Business Strategy and Policy (BUS 450)**

Description of Major: The major in business administration is the most flexible program offered within the School of Business. Students may choose their electives from accounting, business, economics, management, or marketing. This allows a student, with the assistance of an advisor, to design a program of study to prepare for a career in business, industry, or government. The major also provides a broad foundation for those preparing for graduate school in one of the business areas.

Student Learning Outcomes

Students will:

- Apply critical thought regarding the environment of business.
- Demonstrate an understanding of the major concepts in the functional areas of business.
- Apply human resource support tools to business decision making.

Preparation: The study of business administration provides students with general business skills which make them flexible practitioners in the job market. The business administration degree enhances their competitiveness by ensuring they are well rounded in at least three of the functional areas of business, such as accounting, economics, finance, human resource management, management, marketing, or sport management.

BUSINESS ADMINISTRATION MAJOR 54 crs.

BUSINESS CORE REQUIREMENTS 39 crs.

ACC 205 PRINCIPLES OF FINANCIAL ACCOUNTING 3

ACC 230 PRINCIPLES OF MANAGERIAL ACCOUNTING 3

ECO 211 PRINCIPLES OF MICROECONOMICS 3

ECO 212 PRINCIPLES OF MACROECONOMICS 3

BUS 303 BUSINESS LAW I 3

or

BUS 304 BUSINESS LAW II 3

BUS 324 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (W) 3

FIN 308 PRINCIPLES OF BUSINESS FINANCE 3

BUS 310 QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS 3

MTH 170 STATISTICS 3

MGT 204 PRINCIPLES OF MANAGEMENT 3

MKT 205 PRINCIPLES OF MARKETING 3

BUS 410 MANAGEMENT INFORMATION SYSTEMS 3

or

ACC 220 ACCOUNTING INFORMATION SYSTEMS 3

BUS 450 BUSINESS STRATEGY AND POLICY 3

BUSINESS ADMINISTRATION MAJOR REQUIREMENTS 15 crs.

MGT 334 HUMAN RESOURCE MANAGEMENT 3

Four electives—two of which must be at the 300 level or above—from accounting, business, communication studies, cyber defense, entrepreneurship, economics, finance, human resource management, management, marketing, sport management, supply chain management and logistics; LDR 101; no more than two of the following HRM courses (HRM 411, HRM 430, or HRM 440). Students must take courses from 3 or more functional areas.

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BUSINESS ADMINISTRATION MINOR 21 crs.

The minor in business administration is available only to students majoring in a non-business area. To receive a minor, the student must complete the required courses listed below and nine hours of electives from three of the functional areas of accounting, communication studies, cyber defense, economics, entrepreneurship, finance, human resource management, management, marketing, sport management, supply chain management and logistics; LDR 101.

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| ACC 205 | PRINCIPLES OF FINANCIAL ACCOUNTING | 3 |
| ECO 211 | PRINCIPLES OF MICROECONOMICS | 3 |
| MGT 204 | PRINCIPLES OF MANAGEMENT | 3 |
| MKT 205 | PRINCIPLES OF MARKETING | 3 |

Business Administration (BUS)

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| BUS 101 EXCEL I An introductory course in Excel. Topics covered: cells and data input, formatting, Excel mathematics, functions, graphs, and filters. Each semester. | 1 | BUS 330 PROJECT MANAGEMENT This course develops the competencies and skills for planning and controlling projects and understanding interpersonal issues that drive successful project outcomes. Focusing on the introduction of new products and processes, students will examine the project management life cycle, define project parameters, identify and analyze matrix management challenges, gain effective project management tools and techniques, and understand the role of a project manager. | 3 |
| BUS 102 EXCEL II An advanced course in Excel. Topics covered: intermediate and advanced level functions, names and comments, pivot tables, advanced conditional formatting filters, and matrix functions. Each semester. | 1 | BUS 350 BASIC PROGRAMMING FOR BUSINESS AND CYBER DEFENSE This course develops the awareness and skills associated with programming languages used by businesses and industries to automate cybersecurity and business processes. The knowledge learned in this course will prepare students to understand how novel programming languages and low code software development are used in business to automate manual processes to provide secure real-time results with limited human intervention. Students will gain a basic understanding of the use of Python, Bash, Power Shell, and Robot Process Automation. | 3 |
| BUS 303 BUSINESS LAW I An introduction to law including its foundations, torts, and topics relevant to business. Most of the course is spent studying modern contract law and its effect on business practice. | 3 | BUS 380-389 TOPICS IN BUSINESS ADMINISTRATION | 1-3 |
| BUS 304 BUSINESS LAW II An examination of the law related to accountant's legal liability; negotiable instruments and banking; principal-agent relationship, employment, proprietorship and partnerships; and corporate formation, governance, and LLCs. | 3 | BUS 410 MANAGEMENT INFORMATION SYSTEMS Provides an overview of management information systems. MIS explores the structure of information systems needed to support routine processes and major organizational functions, and to make informed management decisions. It emphasizes the digital integration of the firm through enterprise applications, i.e., supply chain management, customer relations, enterprise systems, and the development of knowledge. Prerequisite: MGT 204, BUS 350, CSI 120 or CSI 132 or equivalent. | 3 |
| BUS 305 LEGAL ASPECTS OF SPORT MANAGEMENT An examination of the law related to practices of sport management. Examples of topics to be included are agency, contracts, antitrust, labor, torts, workers' compensation, and intellectual property. Prerequisite or concurrent enrollment: SPM 320. | 3 | BUS 450 BUSINESS STRATEGY AND POLICY A capstone course designed to further develop the business student's decision making ability through the use of case studies, exercises, and simulations. Students are asked to identify problems, develop alternative solutions, and present the results. Prerequisites: Completion of the Business Core and senior standing or instructor consent. | 3 |
| BUS 310 QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS A course designed to provide the student with the quantitative tools necessary to make effective business decisions. Areas of study will include statistical and operations research techniques for decision making and predictive modeling. Prerequisite: MTH 170. | 3 | BUS 470 INTERSHIP IN BUSINESS ADMINISTRATION | 3-8 |
| BUS 324 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (W) This course addresses the importance of ethical considerations in business decisions. Topics include schools of ethical thought, the impact of competing stakeholder groups, and the creation of an ethics enforcement systems. Students will refine their personal ethical standards and learn to apply ethical decision models to the resolution of business dilemmas. Prerequisite: MGT 204, MKT 205, or instructor consent. | 3 | BUS 480 INDEPENDENT STUDY IN BUSINESS ADMINISTRATION | 1-4 |