

BSBA BUSINESS ADMINISTRATION

All business students register for the Bachelor of Science in Business Administration (BSBA) degree, and those students who want to pursue a specific business discipline can declare a *major* in Accounting, Finance, Health Care Administration, or Marketing (see below). A major requires at least six upper-division courses in the discipline.

The BSBA degree prepares students for a variety of business and organizational careers. Students begin with foundational training in accounting, economics, computer systems, and how to manage others.

Students' progress to advanced business training in law, finance, marketing, organizational behavior, ethics and managing projects and products. Students complete the program with a capstone course. The BSBA program is offered in the 16-week traditional and online formats.

BSBA students who *do not* declare a major select a *Specialization* that fits their career goals. Students earn a specialization by completing nine-credits in one of the following areas:

- Finance¹
- General Business
- International Business¹
- Management¹
- Marketing¹
- Project Management

Students can earn a double-specialization, a minor, and also pursue select master's degrees while completing their degree in business administration. See these specific sections of the catalog for more information.

Business Administration Regulations

1. A student must have approval of the department chair upon recommendation of the academic advisor to enroll in a Special Studies course.
2. A student must have a grade point average of 2.500 or greater and be of junior or senior standing to enroll in CBE 4990 Intermediate Internship I/CBE 4991 Intermediate Internship II-Internship in Business. No more than one internship may be taken each semester. Any deviation from these requirements needs approval of the department chair upon recommendation of the academic advisor.
3. Students who study Business Administration are strongly encouraged to complete an internship (for academic credit or not for credit) or to obtain equivalent work experience before graduation. Talk to faculty and your academic advisor about opportunities to grow your network and gain experience.

¹ Courses for specialization are only offered in the 16-week traditional format.

Degree Requirements

Code	Title	SHs
Core Studies Requirements		
36-37		
Lower Division Requirements		
AC 3200	Principles of Accounting I	3.00

AC 3210	Principles of Accounting II	3.00
BA 2900	Introduction to Business	3.00
BA 3366	Management Essentials	3.00
BA 3400	Marketing Principles	3.00
BA 3911	Business & Professional Communication	3.00
CIS 300	Foundations of Information Systems	3.00
EC 3200	Principles of Macroeconomics	3.00
EC 3300	Principles of Microeconomics	3.00
MT 270	Introduction to Statistics	3.00
Select one of the following:		3.00
MT 201	College Algebra	
MT 250	Quantitative Skills and Reasoning	
MT 260	Pre-Calculus	
Any 300 or 400 level math course		3.00
BA 4100	Business Finance	3.00
BA 4354	Organizational Behavior	3.00
BA 4658	Project Management	3.00
or BA 4465	Value Chain Management	
BA 4981	Business Law	3.00
BA 4985	Business Policy and Strategy	3.00
or BA 4986	Capstone: Applied Project	

Specialization **9.00**

Students fulfill the Specialization requirement by 1) declaring a specialization and completing a minimum of nine-semester hours in one of the five groups below (finance, management, marketing, international business, project management), OR 2) completing a minimum of nine semester hours from any three of the courses below.

Finance

BA 4104	Derivative Securities and Markets	
BA 4106	Advanced Corporate Finance	
BA 4115	Personal Financial Management ¹	
BA 4120	Financial Analysis, Forcstng, & Planning	
BA 4124	Corporate Capital Budgeting	
BA 4140	Fundamentals of Investments	
BA 4158	Money and Banking	
BA 4163	International Finance	

General Business

Nine upper division semester hours of Business Administration (BA) courses selected in consultation with an advisor. The general specialization is not posted on the transcript or diploma.

International Business

BA 4163	International Finance	
BA 4177	International Economics	
BA 4226	Leading Diverse & Inclsv Organizations ¹	
or BA 4314	Diversity in the Workforce	
BA 4368	International Business	
BA 4369	International Management	
BA 4428	International Marketing	

Management

BA 4308	Developing Your Leadership Potential	
BA 4226	Leading Diverse & Inclsv Organizations ¹	
or BA 4314	Diversity in the Workforce	

BA 4252	Management of Human Resources ¹	
BA 4327	Introduction to Entrepreneurship	
BA 4331	Entrepreneurship Stories	
BA 4333	Women in Business	
BA 4369	International Management	
BA 4382	Values-Centered Management	
BA 4658	Project Management	
CBE 4990	Intermediate Internship I or CBE 4991 Intermediate Internship II	
Marketing		
BA 4410	Consumer Behavior	
BA 4412	Advertising and Promotion	
BA 4423	Marketing Research	
BA 4428	International Marketing	
BA 4430	SEED Fellowship I	
BA 4331	Entrepreneurship Stories	
BA 4434	Professional Selling & Sales Management	
BA 4443	Digital Marketing, Media Tactics & Tools	
BA 4483	Values-Centered Marketing	
BA 4486	Research Practicum in Marketing	
CBE 4990	Intermediate Internship I or CBE 4991 Intermediate Internship II	
Project Management		
BA 4657	Process Mapping and Improvement ¹	
BA 4658	Project Management ¹	
CIS 448	Agile Project Management ¹	
Students are permitted to earn a double specialization by completing the upper division Business courses and a minimum of nine upper division semester hours in two of the above Specializations (a minimum of 18 semester hours).		
General Electives		24.00
General elective requirements can be fulfilled with courses needed to complete an optional minor, or other courses of interest to student.		
Total SHs		120-121

¹ Course offered online