

# Business Administration Major

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Students must complete requirements in one of the following areas of emphasis:

- Business Analytics
- Entrepreneurship
- General Business
- Supply Chain Management

## Overview of Program Emphases

### Business Analytics:

Learn to translate data for business decisions. The Business Analytics major prepares students to interpret and analyze complex data into comprehensive insights for making actionable decisions. Students will be able to answer questions regarding what happened, what will happen, and what needs to be done.

### Entrepreneurship:

Entrepreneurship skills are highly sought and marketable. Entrepreneurially minded graduates keep organizations viable through innovation. Entrepreneurship courses develop students' skills in problem solving, resourcefulness, independence, and critical thinking. The Entrepreneurship Emphasis provides students with in-depth knowledge in the Entrepreneurship domain through a rigorous curriculum with courses covering important topics including how to capture new markets and create new businesses that operate virtually, about online peer networks, e-business models and pitch experience and venture acceleration.

### General Business:

The General Business emphasis is designed for working professionals seeking to advance their professional careers. The emphasis provides students with the opportunity to tailor the major by selecting specific coursework benefitting their career or aligning with their interests. Students can select to pursue one of the three certificate tracks (Digital Marketing & Sales, Entrepreneurship, or Supply Chain Management) or pursue the broad selection of courses to complete the general track. Entry into the program requires the transfer of a minimum of 40 credits from an accredited university, and at least 3 years of full-time equivalent relevant, professional experience to be evaluated through submitted evidentiary material. Admitted students can earn an additional six credits toward their general major requirements (Capstone experience excluded) through credit for prior learning. Evaluation of credit for prior learning follows accepted university practices.

### Supply Chain Management:

Supply chain management is one of the most important career choices in the world. Everything we purchase gets to store shelves via a supply chain. Students will learn how supply chain management integrates supply and demand management within and across companies. The program closely studies the supply of materials to a manufacturer, along with the production and the distribution of finished goods through a network of distributors and retailers to a final customer. Careers in supply chain management are on the rise and continually increasing year after year with an excellent job outlook.

## Business Analytics

Code	Title	Credits
<b>Foundational Courses</b>		<b>30--34</b>
ACCTG 201	Principles of Financial Accounting	
ACCTG 202	Principles of Managerial Accounting	
ECON 202	Macro Economic Analysis	
ECON 203	Micro Economic Analysis	
BUS ADM 201	Principles of Sustainability in Business	
BUS ADM 202	Business and Its Environment	
BUSAN 130	Spreadsheet and Information Systems	
PHILOS 227	Business Ethics	
SCM 200	Principles of Supply Chain Management	
<b>Statistics (choose one)</b>		
BUSAN 220 or MATH 260	Business Statistics Introductory Statistics	
<b>Writing (choose one)</b>		

WF 200 or WF 105	Professional Writing for Business Majors Research and Rhetoric	
<b>Upper-Level Foundational Courses</b>		<b>39</b>
HRM 262	Introduction to Human Resource Management	
BUS ADM 305	Legal Environment of Business	
MKTG 322	Principles of Marketing	
FIN 343	Corporation Finance	
ENTRP 371	e-Entrepreneurship and Digital Management	
SCM 380	Project Management	
MGMT 389	Organizational Behavior	
<b>Business Analytics Emphasis Required Courses</b>		
BUS ADM 435	Foundations of Strategic Information Management	
BUSAN 320	Advanced Business Statistics	
BUSAN 450	Database for Business Analytics	
BUSAN 452	Business Analytics	
BUSAN 453	Machine Learning for Business Analytics	
BUSAN 464	Data Visualization and Storytelling	
<b>Capstone Experience</b>		<b>3</b>
MGMT 482	Capstone in Business Strategy	
<b>Total Credits</b>		<b>72-76</b>

<sup>1</sup> Satisfied for students with an ACT English score of 32 or higher

## Entrepreneurship

Code	Title	Credits
<b>Foundational Courses</b>		<b>30-34</b>
ACCTG 201	Principles of Financial Accounting	
ACCTG 202	Principles of Managerial Accounting	
ECON 202	Macro Economic Analysis	
ECON 203	Micro Economic Analysis	
BUS ADM 201	Principles of Sustainability in Business	
BUS ADM 202	Business and Its Environment	
BUSAN 130	Spreadsheet and Information Systems	
PHILOS 227	Business Ethics	
SCM 200	Principles of Supply Chain Management	
<b>Statistics (choose one)</b>		
BUSAN 220 or MATH 260	Business Statistics Introductory Statistics	
<b>Writing (choose one)</b>		
WF 200 or WF 105	Professional Writing for Business Majors <sup>1</sup> Research and Rhetoric	
<b>Upper-Level Foundational Courses</b>		
BUS ADM 305	Legal Environment of Business	
FIN 343	Corporation Finance	
MGMT 389	Organizational Behavior	
MKTG 322	Principles of Marketing	
ENTRP 371	e-Entrepreneurship and Digital Management	
SCM 380	Project Management	
HRM 262	Introduction to Human Resource Management	
<b>Entrepreneurship Emphasis Required Courses</b>		<b>39</b>
ENTRP 373	Entrepreneurial Finance	
ENTRP 481	Small Business Management & Family Entrepreneurship	

ENTRP 485	New Venture Acceleration
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**Choose three of the following Elective Courses**

ECON 330	Money, Banking and Financial Markets
FIN 344	Real Estate Principles
FIN 345	Risk Management and Insurance
FIN 445	International Financial Management
FIN 450	Bank Administration and Management
FIN 475	Financial Plan Development
HRM 460	Employee Development and Training
HRM 465	Recruitment and Selection
HRM 466	Employment Law
HRM 469	Performance Management and Analytics
HRM 470	Capstone in Human Resource Management
MGMT 370	Data Science for Managers
MGMT 380	International Business Management
MGMT 452	Teams
MGMT 460	Leading Innovation and Change
MGMT 461	Diversity in Organizations
MGMT 472	Leadership Development
MGMT 479	Organizational Culture & Design
MKTG 327	Selling and Sales Management
MKTG 345	Digital Marketing
MKTG 421	International Marketing
MKTG 424	Research Methods
MKTG 426	Marketing Strategy
MKTG 428	Consumer Behavior
MKTG 447	Social Media Marketing and Analytics
SCM 381	Operations Management
SCM 384	Supply Chain Management

<b>Capstone Experience</b>		<b>3</b>
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MGMT 482	Capstone in Business Strategy
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<b>Total Credits</b>		<b>72-76</b>
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<sup>1</sup> Satisfied for students with an ACT English score of 32 or higher

**General Business**

Code	Title	Credits
<b>Lower-Level Foundation Required Courses</b>		<b>15-19</b>
ACCTG 201	Principles of Financial Accounting	
ACCTG 202	Principles of Managerial Accounting	
ECON 202	Macro Economic Analysis	
or ECON 203	Micro Economic Analysis	
BUSAN 220	Business Statistics	
or MATH 260	Introductory Statistics	
PHILOS 227	Business Ethics	
WF 105	Research and Rhetoric	
or WF 200	Professional Writing for Business Majors	
<b>Upper-Level Foundation Required Courses</b>		<b>12</b>
BUS ADM 305	Legal Environment of Business	
FIN 343	Corporation Finance	
MGMT 389	Organizational Behavior	
MKTG 322	Principles of Marketing	

<b>Foundational Elective Courses (pick three)</b>		<b>9</b>
BUS ADM 201	Principles of Sustainability in Business	
BUSAN 130	Spreadsheet and Information Systems	
ENTRP 371	e-Entrepreneurship and Digital Management	
SCM 200	Principles of Supply Chain Management	
HRM 262	Introduction to Human Resource Management	
SCM 380	Project Management	
<b>General Emphasis (minimum of 18 credits total, see the list below)</b>		<b>18</b>
Minimum of 3 credits from ACCTG or FIN courses listed within General Electives		
Minimum of 3 credits from BUS ADM, ENTRP, or SCM courses listed within General Electives		
Minimum of 3 credits from HRM, MGMT, or MKTG courses listed within General Electives		
ACCTG 301	Intermediate Accounting I	
ACCTG 313	Intermediate Accounting II	
ACCTG 314	Advanced Accounting	
ACCTG 316	Governmental and Nonprofit Accounting	
ACCTG 410	Introduction to Income Tax Theory and Practice	
ACCTG 411	Accounting Information Systems	
ACCTG 412	Auditing Standards and Procedures	
ACCTG 414	Cost Accounting	
BUS ADM 306	Business Law	
BUS ADM 435	Foundations of Strategic Information Management	
BUSAN 320	Advanced Business Statistics	
BUSAN 436	Analysis & Design of Business Information Systems	
BUSAN 452	Business Analytics	
ECON 330	Money, Banking and Financial Markets	
ENTRP 373	Entrepreneurial Finance	
ENTRP 481	Small Business Management & Family Entrepreneurship	
ENTRP 485	New Venture Acceleration	
FIN 344	Real Estate Principles	
FIN 345	Risk Management and Insurance	
FIN 415	Employee Benefits and Retirement Planning	
FIN 425	Estate and Trust Planning	
FIN 442	Principles of Investment	
FIN 445	International Financial Management	
FIN 446	Advanced Corporation Finance	
FIN 450	Bank Administration and Management	
FIN 475	Financial Plan Development	
HRM 460	Employee Development and Training	
HRM 465	Recruitment and Selection	
HRM 466	Employment Law	
HRM 467	Compensation and Benefits Planning	
HRM 468	Employee Relations	
HRM 469	Performance Management and Analytics	
HRM 470	Capstone in Human Resource Management	
MGMT 370	Data Science for Managers	
MGMT 380	International Business Management	
MGMT 452	Teams	
MGMT 460	Leading Innovation and Change	
MGMT 461	Diversity in Organizations	
MGMT 472	Leadership Development	
MGMT 479	Organizational Culture & Design	
MKTG 327	Selling and Sales Management	

MKTG 345	Digital Marketing
MKTG 421	International Marketing
MKTG 423	Advertising
MKTG 424	Research Methods
MKTG 426	Marketing Strategy
MKTG 428	Consumer Behavior
MKTG 447	Social Media Marketing and Analytics
SCM 381	Operations Management
SCM 383	Enterprise Resource Planning
SCM 384	Supply Chain Management
SCM 434	Logistics Management

General Electives note: Internship course (497) cannot be used to satisfy General Business Electives

<b>Capstone Experience</b>	<b>3</b>
MGMT 482	Capstone in Business Strategy

**Total Credits** **57-61**

<sup>1</sup> Satisfied for students with an ACT English score of 32 or higher

## Supply Chain Management

Code	Title	Credits
<b>Foundational Courses</b>		<b>33-37</b>
ACCTG 201	Principles of Financial Accounting	
ACCTG 202	Principles of Managerial Accounting	
BUS ADM 201	Principles of Sustainability in Business	
BUS ADM 202	Business and Its Environment	
BUSAN 130	Spreadsheet and Information Systems	
ECON 202	Macro Economic Analysis	
ECON 203	Micro Economic Analysis	
HRM 262	Introduction to Human Resource Management	
PHILOS 227	Business Ethics	
SCM 200	Principles of Supply Chain Management	
<b>Statistics (choose one):</b>		
BUSAN 220	Business Statistics	
or MATH 260	Introductory Statistics	
<b>Writing (choose one):</b>		
WF 200	Professional Writing for Business Majors <sup>1</sup>	
or WF 105	Research and Rhetoric	
<b>Upper-Level Foundational Courses</b>		<b>18</b>
BUS ADM 305	Legal Environment of Business	
ENTRP 371	e-Entrepreneurship and Digital Management	
FIN 343	Corporation Finance	
MGMT 389	Organizational Behavior	
MKTG 322	Principles of Marketing	
SCM 380	Project Management	
<b>Supply Chain Emphasis Required Courses</b>		<b>12</b>
SCM 381	Operations Management	
SCM 383	Enterprise Resource Planning	
SCM 384	Supply Chain Management	
SCM 434	Logistics Management	
<b>Choose one of the following Marketing courses:</b>		<b>3</b>
MKTG 327	Selling and Sales Management	
MKTG 345	Digital Marketing	

MKTG 421	International Marketing	
MKTG 424	Research Methods	
MKTG 426	Marketing Strategy	
MKTG 447	Social Media Marketing and Analytics	
MKTG 428	Consumer Behavior	
<b>Choose one of the following Finance courses</b>		<b>3</b>
ECON 330	Money, Banking and Financial Markets	
FIN 345	Risk Management and Insurance	
FIN 415	Employee Benefits and Retirement Planning	
FIN 425	Estate and Trust Planning	
FIN 442	Principles of Investment	
FIN 445	International Financial Management	
FIN 446	Advanced Corporation Finance	
FIN 450	Bank Administration and Management	
FIN 480	Student Managed Investment Fund	
<b>Capstone Experience</b>		<b>3</b>
MGMT 482	Capstone in Business Strategy	
<b>Total Credits</b>		<b>72-76</b>

<sup>1</sup> Satisfied for students with an ACT English score of 32 or higher