

DIVISION OF PROFESSIONAL STUDIES
Bachelor of Science in Business Administration Degree/Marketing

Mr. Gary L. Burney, Business Administration Department Coordinator

General Education Studies – 35 Sem./Hrs.

English (6)

ENGL 1300	English Composition I
ENGL 1310	English Composition II

Speech/Communication (3)

COMM 1300	Principles of Oral Communication
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Mathematics (3)

MATH 1350	College Mathematics or
MATH 1370	College Algebra (or math higher than College Algebra)

Computer Science (3)

CSCI 2300	Microcomputer Applications in Business (Prerequisite: CSCI 1300 or equivalent)
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Science (8)

Choose two:

BIOL 1400	General Biology & Lab
SCIE 1455	Earth Science & Lab (EC Online)
BIOL 2400	Human Anatomy & Physiology & Lab I
BIOL 2401	Human Anatomy & Physiology & Lab II

Fine Arts/Humanities Elective (3)

Choose one:

ARTS 1330	Fine Arts: Theater
ARTS 1350	Music Appreciation
ENGL 2300	World Literature
ENGL 2355	Survey of American Literature (EC Online)
ENGL 2365	English Literature I (EC Online)
ENGL 2375	Literature of C.S. Lewis (EC Online)
HIST 2320	World Religions
HUMN 1301	Humanities II

Required Social Science (3)

PSCI 2300	U.S. Government
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Social Science Elective (3)

Choose one:

HIST 2310	U.S. History I
HIST 2311	U.S. History II
HIST 2360	Western Civilization I
HIST 2370	Western Civilization II

Behavioral Sciences (3)

Choose one:

PSCS 1300	General Psychology
SOCI 1300	Intro. to Sociology
SOCI 2355	Cultural Anthropology (EC Online)
PSCS 2360	Human Growth & Development

Bachelor of Science in Business Administration w/Marketing Concentration (continued)

Institutional Requirements – 28 Sem./Hrs.

Student Development (4)

STDV 1110	Alpha Seminar (first fall semester of enrollment)
STDV 1060-1, 2060-1	Service Learning I-IV
STDV 3060-1, 4060-1	Service Learning V-VIII (Required participation each semester of attendance.)
STDV 2300	Ethical Decisions in the Work Place

Biblical/Theological Studies (24)

Choose eight:

BIBL 1301	Intro. to the Bible.
BIBL 1310	Old Testament Survey
BIBL 1320	New Testament Survey
BIBL 1330	Beginnings in Genesis (required)
BIBL 1350	Mentoring Foundations: Grids for Life & Learning (required)
THEO 2310	Intro. to Christian Theology I: Nature & Character of God (required)
THEO 4320	Intro. to Christian Theology II: Apologetics – Evidence for Faith (required)
BIBL 3310	Early Christian History: Luke/Acts
BIBL 3370	Hebrew Wisdom Literature
HUMN 1310	Intro. to Humanities: Biblical Worldview (required)

Business Administration Major – 57 Sem./Hrs.

Lower Level Core Requirements (27)

ACCT 2300	Principles of Accounting I
ACCT 2310	Principles of Accounting II
BUSN 1300	Business Foundations
BUSN 2300	The Legal Environment of Business
BUSN 2320	Data Analysis and Interpretation
COMM 2320	Business Communications
ECON 2330	Principles of Macroeconomics
ECON 2340	Principles of Microeconomics
MKTG 2300	Principles of Marketing

Upper Level Core Requirements (18)

BUSN 3310	International Business
BUSN 4390	Business Internship
COMM 4340	Diversity & Multicultural Communication
FINC 3300	Money, Banking and Financial Markets
MGMT 3360	Supply Chain Management
MGMT 4380	Business Leadership & Strategic Management

Required Business Administration: Marketing Concentration (12)

MKTG 3320	Promotional Strategy
MKTG 3360	Advertising & Public Relations
COMM 4330	Public Relations Communication
MKTG 4340	Services Marketing

***Note:** BIBL 1301 Intro. to the Bible is a general elective course for this degree and is not applicable toward fulfillment of graduation requirements in the Business Administration major.

TOTAL PROGRAM REQUIREMENTS = 120 Semester Hours.