

BUSINESS ADMINISTRATION (BA)

This degree is designed to enhance the knowledge and effectiveness of students by linking theory with student's work experience and industry practices for a successful career in business. The themes of critical thinking skills, ethics, interpersonal skills, the impact of cultural differences on business practices, learning to work in group settings and lifelong learning skills are woven throughout the program.

Degree Requirements

Total program: 52 semester hours

Prerequisites

12 semester hours

Code	Title	Semester Hours
BUS 270	Statistics	4
BUS 274	Applied Quantitative Analysis	4
ECON 228	Economic Theories & Issues	4
Total Semester Hours		12

Core Requirements

32 semester hours

Code	Title	Semester Hours
ACCT 203	Financial and Managerial Accounting	4
BUS 330	Business Finance	4
BUS 347	Legal Environment of Business	4
BUS 360	Principles of Marketing	4
BUS 410	Management Information Systems	4
MGMT 300	Principles of Management	4
MGMT 355	Leadership in Organizations	4
BUS 496	Business Seminar	4
Total Semester Hours		32

Electives or Concentrations

8 - 16 semester hours

Two or more additional 300-400 level ACCT, BUS, ECON, and/or approved MGMT courses. Except for MGMT 360 Financial Management and Budgeting, MGMT 388 Statistics, and MGMT 496 Seminar in Management **or** one of the following concentrations:

Business Finance Concentration

This concentration prepares students for successful careers in the corporate finance, industrial or bank management fields.

Total Concentration: 12 semester hours

Code	Title	Semester Hours
BUS 331	Managerial Finance	4
Select two of the following:		8

BUS 431	Investments: Security Analysis & Portfolio Management
BUS 432	Financial Institutions
BUS 436	International Finance
ECON 323	Money & Banking

Total Semester Hours 12

Business Management Concentration

This concentration studies theoretical foundations for understanding how an organization is affected by its environment, how employees are motivated to accomplish organizational goals, practical skills necessary for attracting, encouraging, and retaining human resources, and successful interpersonal skills.

Total Concentration: 12 semester hours

Code	Title	Semester Hours
MGMT 355	Leadership in Organizations	4
Select two of the following:		8
MGMT 356	Introduction to Organizational Theory	
MGMT 358	Culture and Gender Issues in Management	
BUS 390	Integrative Business Practicum	
MGMT 451	International Management	
MGMT 455	Managing Human Resources	

Total Semester Hours 12

Information Technology Concentration

This concentration prepares students for successful careers in Information Systems/Information Technology. It also provides an overview and trend analysis for decision making.

Total Concentration: 16 semester hours

Code	Title	Semester Hours
CMPS 375	Systems Analysis and Design	4
CMPS 490	Database Management Systems	4
CMPS 368	Principles of Computer Networks	4
or CMPS 392	Project Management	
BUS 416	Electronic Commerce (Programming recommended)	4

Total Semester Hours 16

International Business Concentration

This concentration studies how international business practices and customs differ from those in the US.

Total Concentration: 12 semester hours

Code	Title	Semester Hours
Select three of the following:		12
BUS 436	International Finance	
BUS 466	International Marketing	
ECON 324	Comparative Economic Systems	
ECON 325	International Economics	

MGMT 451	International Management	
Total Semester Hours		12

Human Resources Management Concentration

Total concentration: 12 semester hours

Code	Title	Semester Hours
MGMT 455	Managing Human Resources	4
Select two of the following:		8
MGMT 359	Management of Change and Conflict	
MGMT 426	Training and Development	
MGMT 456	Compensation and Benefits	
MGMT 457	Mediation	
Total Semester Hours		12

Marketing Concentration

This concentration examines the tools and techniques used to determine the needs of individuals or segments of society to provide the most effective means of informing customers of the availability of goods and services, and to deliver such goods and services.

Total Concentration: 12 semester hours

Code	Title	Semester Hours
BUS 464	Marketing Research	4
Select two of the following:		8
BUS 365	Consumer Behavior	
BUS 368	Integrated Marketing Communication	
BUS 461	Marketing Management	
BUS 465	Digital Marketing	
BUS 466	International Marketing	
BUS 467	Service Marketing	
Total Semester Hours		12

The 4+1 Master of Business Administration (MBA) program will help undergraduate students obtain a strong foundation in the traditional areas of business administration, the interrelationships among the various functional business disciplines, and a broad exposure to the contemporary skills of management. Emphasis is on the development of skills necessary to manage in a critical, rational, and effective manner within the complex global environment. During the student's senior year in the undergraduate BS in Business Administration (BSBA), BA in Business Administration (BABA), BS in Economics (BS Econ) program, students will begin taking graduate MBA courses, which will count toward both degrees, thereby providing an accelerated path to completion.

Minimum Requirements to Apply to Participate in the 4+1 MBA Program:

- Must be a current undergraduate BSBA, BABA, or BS Econ student with a 2.75 GPA.
- Must earn grades of C or better in each of the following courses:
 - ACCT 203 Financial and Managerial Accounting or ACCT 201 Fundamentals of Accounting I & ACCT 202 Fundamentals of Accounting II
 - BUS 270 Statistics or MGMT 388 Statistics
 - BUS 330 Business Finance

- ECON 228 Economic Theories & Issues or ECON 220 Economic Analysis I & ECON 221 Economic Analysis II
- Students must have completed a minimum of 88 semester hour by the end of the junior year.
- Students must complete the Application for Graduation for the bachelor's undergraduate degree prior to applying for the 4+1 MBA.
- Students must retain a 2.75 GPA overall and in the major in their senior year.
- Students must maintain a 3.0 GPA in MBA courses.
- A maximum of 15 semester hours of MBA courses may be taken in the senior year.
- MBA course options during the senior year may include:
 - MBA 403 Accounting Information for Decision Making
 - MBA 410 Management of Information Technology
 - MBA 430 Financial Management
 - MBA 451 Seminar in Organization Theory & Behavior
 - MBA 460 Seminar in Marketing Management
 - MBA 475 Analysis of Business Operations
- Once accepted to the 4+1 MBA program, it is expected students will register in both the Fall and Spring semesters of their senior year.
- Students must follow the MBA program listed in the University catalog.
- No undergraduate courses may be used to satisfy MBA graduate level courses.
- Students may take remaining GE and major requirements concurrently during their senior year.
- Students can meet with their Academic Advisor as early as the first semester of their freshman year to review both undergraduate BSBA/BABA/BS Econ curriculum and 4+1 MBA program requirements.
- Students interested in this program need to work closely with their Academic Advisor to develop a specific educational plan and must meet with their Academic Advisor each semester.

MBA courses may be used to satisfy these undergraduate requirements:

- MBA 403 Accounting Information for Decision Making used to satisfy degree applicable elective units
- MBA 410 Management of Information Technology used to satisfy BUS 410 Management Information Systems
- MBA 430 Financial Management used to satisfy degree applicable elective units
- MBA 451 Seminar in Organization Theory & Behavior used to satisfy MGMT 459 Organizational Behavior: Theory and Application
- MBA 460 Seminar in Marketing Management used to satisfy BUS 461 Marketing Management
- MBA 475 Analysis of Business Operations used to satisfy BUS 456 Operations Management