Business Administration (B.B.A.) Degree Requirements

General Education			Credit Hrs.	Offered	Complete
	UNIV 1001	Strategies for Student Success	1		
*	ENGL 1113	English Grammar and Composition I	3		
*	ENGL 1213	English Grammar and Composition II	3		
	POLI 1113	American Federal Government	3		
	HIST 1483 OR 1493	U.S. History I or U.S. History II	3		
^	MATH 1513	College Algebra	3		
	Science 1000-4000	Any natural science with lab	4		
	Science 1000-4000	Any science without lab	3		
	BIBL 1403	Old Testament History and Literature	3		
	BIBL 1413	New Testament History and Literature	3		
	THEO 2113	Theology of the Church I	3		
	THEO 3113	Theology of the Church II	3		
^	SPCH 1113	Introduction to Public Speaking	3		
	Elective	Any 1000-4000 ENGL, HUMA, MUSI, SPCH, or Foreign Language	3		
	Elective	Any 1000-4000 PSYC, SOCL, MUSI, Foreign Lang. course	3		
	BUSN 1013	Technology for Business	3		
^	FINC 1113	Personal Finance	3		
~	Elective HPSM 2333 OR HPSM 2433	Any 1000-4000 ECON, FINC, GEOG, HIST, HPSM, PHIL, POLI, PSYC, SOCL course ~ Introduction to Sport Administration OR Foundations of Sport Management	3		
Total General Education Credit Hours			53		
Major Core					
*	ACCT 2113	Accounting I	3		
*	ACCT 2133	Accounting II	3		
*	BUSN 2113	Business Communications	3		
*	BUSN 2443	Introduction to Business	3		
*	BUSN 3113	Business Law	3		
*	BUSN 3243	Business Finance	3		
*	BUSN 3353 or MATH 3423	Business Research and Statistics/Analysis of Data and Chance	3		
*	BUSN 3443	Principles of Marketing	3		
*	BUSN 4113	Strategic Management - Capstone	3		
*	BUSN 4713	Commerce, Culture and Christianity	3		
*	ECON 2103	Principles of Microeconomics	3		
*	ECON 2203	Principles of Macroeconomics	3		
*	MGMT 3213	Principles of Management	3		
Total Major Core Credit Hours			39		
Electives					
	Electives	Any Courses	10		

Generalist Concentration					
*	MGMT 4233	Operations Management	3		
*	Electives	Any 3000-4000 ACCT, BUSN, MGMT, MKTG, FINC, NPAD	3		
*	Electives	Any 3000-4000 ACCT, BUSN, MGMT, MKTG, FINC, NPAD	3		
*	Electives	Any 3000-4000 ACCT, BUSN, MGMT, MKTG, FINC, NPAD	3		
*	Electives	Any 3000-4000 ACCT, BUSN, MGMT, MKTG, FINC, NPAD	3		
*	Electives	Any 3000-4000 ACCT, BUSN, MGMT, MKTG, FINC, NPAD	3		
Total Generalist Minor Credit Hours			**18**		

Leadership Minor (Available to All Degree-Seeking Students)					
*	BUSN 3013	Foundations of Leadership	3		
*	BUSN 3343	Principles of Servant Leadership	3		
*	MGMT 4313	Leadership and Ethics	3		
*	MGMT 4173	International Management	3		

*	NPAD 4213	Leadership for Nonprofit Organizations	3		
*	Elective	Any 3000-4000 ACCT, BUSN, FINC, MGMT, MKTG, NPAD	3		
		Total Leadership Minor Credit Hours	**18**		

		Management Minor			
*	MGMT 3413	Organizational Behavior	3		
*	MGMT 4233	Operations Management	3		
Choose 12 hours from any of the following courses					
*	MGMT 4213	Human Resources Administration	3		
*	MGMT 4173	International Management	3		
*	MGMT 4563	Entrepreneurship	3		
*	MGMT 3223	Leadership in Organization	3		
*	MGMT 3233	Change Management	3		
*	MGMT 4313	Leadership and Ethics	3		
*	MGMT 4413	Conflict Negotiation	3		
*	MGMT 4433	Business Information Systems	3		
*	MGMT 4323	Team Leadership and	3		
*	NPAD 4213	Leadership for Nonprofit Organizations	3		
		Total Management Minor Credit Hours	**18**		

		Marketing Minor			
*	MKTG 3143	Consumer and Market Behavior	3		
*	MKTG 3153	Promotional Strategies	3		
Choose 12 hours from any of the following courses					
*	MKTG 3163	Sales	3		
*	MKTG/HPSM 4513	Sport Marketing	3		
*	MKTG 4313	Marketing Research	3		
*	MKTG 3133	Retailing	3		
*	MKTG 4613	International Marketing	3		
*	NPAD 3713	Marketing for Nonprofit Organizations	3		
*	MKTG 3xx3	Digital Marketing	3		
		Total Marketing Minor Credit Hours	**18**		

		Sport Administration Minor			
*	HPSM 3143/MGMT 3143	Designing and Managing Sport Events	3		
*	HPSM 4313	Sociology of Sport	3		
*	HPSM 4403	Sport Governance	3		
*	HPSM/MKTG 4513	Sport Marketing	3		
*	MGMT 3413	Organizational Behavior	3		
*	Elective	Any 3000-4000 ACCT, BUSN, FINC, MGMT, MKTG, NPAD	3		
		Total Sport Administration Minor Credit Hours	**18**		

		Communication (Available to All Degree-Seeking Students)			
*	COMM 3133	THEORY OF COMMUNICATION	3		
Student Must complete 15 Hours of the Following					
*	ENGL 3213	EXPOSITORY AND VISUAL RHETORIC	3		
*	ENGL 3233	LANGUAGE AND PERSUASION	3		
*	ENGL 3123	WRITING IN THE DIGITAL AGE	3		
*	ENGL 3713	CLASSIC HOLLYWOOD CINEMA	3		
*	ICST 4213	CROSS-CULTURAL COMMUNICATION	3		
*	MGMT 4323	TEAM LEADERSHIP AND GROUP COMMUNICATION	3		
*	MGMT 4413	CONFLICT NEGOTIATION AND RESOLUTION	3		
*	MKTG 3153	PROMOTIONAL STRATEGIES	3		
*	MKTG 3163	SALES	3		
*	PMIN 3313	HOMELETICS	3		
*	PSYC 3003	GROUP AND INTERPERSONAL RELATIONSHIPS	3		
*	SOCL 4403	CONFLICT MANAGEMENT AND RESOLUTION	3		
		Total Communications Minor Credit Hours	**18**		

Total Business Administration Program Hours			120			
*	Grade of "C" or better required					
^	Required					
~	Intro to Sport Administration OR Foundations of Sport Management Required for Gen. Ed. if Pursuiting Sport Administration.					
GENERAL BUSINESS MINOR (AVAILABLE TO STUDENTS NOT IN THE B.B.A. PROGRAM)						
*	ACCT 2113	Accounting I	3			
*	BUSN 3113	Business Law	3			
*	BUSN 3243	Business Finance	3			
*	BUSN 3443	Principles of Marketing	3			
*	BUSN 4113	Strategic Management	3			
*	MGMT 3213	Principles of Management	3			
Total Generalist Minor Credit Hours			**18**			