

# BUSINESS ADMINISTRATION, BBA

The Bachelor of Business Administration (BBA) degree program is a broad-based general business curriculum with sound applied business components. The program's educational objectives focus on the understanding of business and the development of accounting and management skills through the study of finance, management, marketing and economics. Graduates of the BBA program graduate with business skills utilizing current technology that can be applied toward a number of careers.

**A minimum of 120 semester hours are required for all Bachelor Degrees.**

Minimum Grade: C-

Minimum GPA: 2.0

Code	Title	Credit Hours
ACCT 210	PRINCIPLES OF ACCOUNTING I	3
ACCT 211	PRINCIPLES OF ACCOUNTING II	3
FIN 311	PRINCIPLES OF FINANCE	3
INFS 330	MANAGEMENT INFORMATION SYSTEMS	3
MGMT 300	OPERATIONS MANAGEMENT	3
MGMT 308	ETHICAL LEADERSHIP AND CORPORATE SOCIAL RESPONSIBILITY	3
MGMT 358	ORGANIZATIONAL BEHAVIOR	3
MGMT 380	BUSINESS POLICY AND STRATEGY	3
MKTG 302	PRINCIPLES OF MARKETING	3
MGMT 360	SURVEY OF INTERNATIONAL BUSINESS	3
or MKTG 362	INTERNATIONAL MARKETING STRATEGIES	
Concentration Courses (6)		18
Total Credit Hours		48

Code	Title	Credit Hours
<b>First Year Success Course or Transfer Success Course</b>		
FYS 101	FIRST YEAR SUCCESS COURSE	1
or TRS 101	TRANSFER SUCCESS 101	

<b>Communication Requirement</b>		
ENG 101	COMPOSITION I: CRITICAL READING & WRITING	3
ENG 102	COMPOSITION II: INTRODUCTION TO ACADEMIC RESEARCH	3
BCOM 301	BUSINESS COMMUNICATIONS	3

<b>Ideas Across Disciplines</b>		
3 credits in coursework categorized as Ideas		3

<b>Humanities and Fine and Performing Arts</b>		
9 credits from the following subject areas: African-American Studies, Art History, English (excluding ENG 101 and ENG 102), History, Languages, Music, Philosophy, Theatre, Speech, and Women's and Gender Studies		9

<b>Mathematics</b>		
MATH 110	QUANTITATIVE LITERACY	3

<b>Science</b>		
2 Natural Science (including lab)		7

<b>Social Sciences</b>		
3 Social Sciences (can include ECON 101, ECON 102, ECON 234)		9
<b>Experiential Learning</b>		
6 credits from coursework categorized as Experiential Learning		6
Total Credit Hours		47

## Finance Concentration

Code	Title	Credit Hours
FIN 301	MONEY AND BANKING	3
FIN 321	INVESTMENTS	3
FIN 352	FINANCIAL STATEMENT ANALYSIS	3
FIN 354	INTERNATIONAL FINANCIAL ANALYSIS	3
FIN 383	FINANCIAL MARKETS AND INSTITUTIONS	3
FIN 3XX		3
Total Credit Hours		18

## Management Concentration

Code	Title	Credit Hours
HRM 311	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	3
MKTG 362	INTERNATIONAL MARKETING STRATEGIES	3
MGMT 398	ORGANIZATIONAL DEVELOPMENT	3
MGMT 3XX or HRM 3XX (3)		9
Total Credit Hours		18

## Marketing Concentration

Code	Title	Credit Hours
MKTG 324	SALES MANAGEMENT	3
MKTG 331	PRINCIPLES OF ADVERTISING	3
MKTG 340	MARKETING RESEARCH	3
MKTG 3XX (3)		9
Total Credit Hours		18

Your degree map is a general guide suggesting courses to complete each term on the academic pathway to your degree. It is based on the most current scheduling information from your academic program. Your program's degree map is reviewed annually and updated as schedules change (although you retain the same course requirements as long as you are continuously enrolled in your degree program).

Always work closely with your academic advisor to understand curriculum requirements and scheduling, as each student's academic plan can look slightly different.

<b>Year 1</b>			
Fall	Credit Hours	Spring	Credit Hours
ENG 101	3	ENG 102	3
ECON 101	3	ECON 102	3
MATH 110	3	Ideas Across Disciplines	3

Humanities #1	3 BIOL 111 or 112	3
General Elective	3 General Elective	3
FYS 101	1	
	16	15

Year 2		
Fall	Credit Hours Spring	Credit Hours
ACCT 210	3 ACCT 211	3
Humanities #2	3 ECON 234	3
Physical Science	3 Humanities #3	3
General Elective	3 BCOM 301	3
General Elective	3 General Elective	2
	15	14

Year 3		
Fall	Credit Hours Spring	Credit Hours
FIN 311	3 Experiential Learning #1	3
INFS 330	3 MKTG 302	3
MGMT 358	3 MGMT 308	3
	3 General Elective	3
Major Course	3 Major Course	3
	15	15

Year 4		
Fall	Credit Hours Spring	Credit Hours
Experiential Learning #2	3 MGMT 380	3
MGMT 300	3 General Elective	3
MGMT 360 or MKTG 362	3 General Elective	3
Major Course	3 Major Course	3
Major Course	3 Major Course	3
	15	15

Total Credit Hours 120

Year 1		
Fall	Credit Hours Spring	Credit Hours
ENG 101	3 ENG 102	3
ECON 101	3 ECON 102	3
MATH 110	3 Ideas Across Disciplines	3
Humanities #1	3 BIOL 111 or 112	3
General Elective	3 General Elective	3
FYS 101	1	
	16	15

Year 2		
Fall	Credit Hours Spring	Credit Hours
ACCT 210	3 ACCT 211	3
Humanities #2	3 ECON 234	3
Physical Science	3 Humanities #3	3
General Elective	3 BCOM 301	3
General Elective	3 General Elective	2
	15	14

Year 3		
Fall	Credit Hours Spring	Credit Hours
FIN 311	3 Experiential Learning #1	3
HRM 311	3 MKTG 302	3
INFS 330	3 MGMT 308	3
MGMT 358	3 MGMT 398	3
General Elective	3 General Elective	3
	15	15

Year 4		
Fall	Credit Hours Spring	Credit Hours
Experiential Learning #2	3 MGMT 380	3
MGMT 3XX	3 MGMT 3XX	3
MGMT 300	3 MGMT 3XX	3
MGMT 360	3 General Elective	3
MKTG 362	3 General Elective	3
	15	15

Total Credit Hours 120

Year 1		
Fall	Credit Hours Spring	Credit Hours
ENG 101	3 ENG 102	3
ECON 101	3 ECON 102	3
MATH 110	3 Ideas Across Disciplines	3
Humanities #1	3 BIOL 111 or 112	3
General Elective	3 General Elective	3
FYS 101	1	
	16	15

Year 2		
Fall	Credit Hours Spring	Credit Hours
ACCT 210	3 ACCT 211	3
Humanities #2	3 ECON 234	3
Physical Science	3 Humanities #3	3
General Elective	3 BCOM 301	3
General Elective	3 General Elective	2
	15	14

Year 3		
Fall	Credit Hours Spring	Credit Hours
FIN 311	3 Experiential Learning #1	3
INFS 330	3 MKTG 324	3
MGMT 358	3 MKTG 331	3
MKTG 302	3 MGMT 308	3
General Elective	3 General Elective	3
	15	15

Year 4		
Fall	Credit Hours Spring	Credit Hours
Experiential Learning #2	3 MGMT 380	3
MGMT 300	3 MKTG 3XX	3

MGMT 360 or MKTG 362	3 MKTG 3XX	3
MKTG 340	3 General Elective	3
MKTG 3XX	3 General Elective	3
	15	15

Total Credit Hours 120

#### Year 1

Fall	Credit Hours Spring	Credit Hours
ENG 101	3 ENG 102	3
ECON 101	3 ECON 102	3
MATH 110	3 Ideas Across Disciplines	3
Humanities #1	3 BIOL 111 or 112	3
General Elective	3 General Elective	3
FYS 101	1	
	16	15

#### Year 2

Fall	Credit Hours Spring	Credit Hours
ACCT 210	3 ACCT 211	3
Humanities #2	3 ECON 234	3
Physical Science	3 BCOM 301	3
General Elective	3 Humanities #3	3
General Elective	3 General Elective	2
	15	14

#### Year 3

Fall	Credit Hours Spring	Credit Hours
FIN 301	3 Experiential Learning #1	3
FIN 311	3 FIN 321	3
INFS 330	3 MKTG 302	3
MGMT 358	3 MGMT 308	3
General Elective	3 General Elective	3
	15	15

#### Year 4

Fall	Credit Hours Spring	Credit Hours
Experiential Learning #2	3 FIN 354	3
FIN 352	3 FIN 3XX	3
FIN 383	3 MGMT 380	3
MGMT 300	3 General Elective	3
MGMT 360 or MKTG 362	3 General Elective	3
	15	15

Total Credit Hours 120