

Bachelor of Business Administration with an Emphasis in General Business

Bachelor of Business Administration with an Emphasis in Management

Bachelor of Business Administration with an Emphasis in Marketing

Bachelor of Business Administration with an Emphasis in Digital Media Arts and Applications

A. University Core

44 hours

BIB 1310 Introduction to the Old Testament

BIB 1320 Introduction to the New Testament

BIB 3305 Christian Heritage

BIB 3310 Christian Life

COM 2340 Communication for the Professional

ENG 1301 Composition Studies

ENG 1302 Composition and Literature

3 hours from PSY 1300 General Psychology or SOC 1300 General Sociology

3 hours from HIS 2301 History of the United States I or HIS 2302 History of the United States II

ECO 2301 Macroeconomics

ESS 1200 Personal Fitness and Wellness

MAT 1311 College Algebra

3 hours from BIO, CHE, NRC or PHY

ENG 3308 Technical Writing

3 hours from AFA, Fine Arts History, ENG, GOV, HIS, PHI, REL, FOL, or BIL

UNI 2000 University Skills

B. Major

39 hours

ACC 2301 Principles of Financial Accounting

ACC 2302 Principles of Managerial Accounting

BUA 1300 Introduction to Business

BUA 2310 Business Statistics

BUA 3305 Principles of Marketing

BUA 3320 Business Ethics

BUA 4301 Business Law

BUA 4330 Internship

BUA 4380 Business Policy

ECO 2302 Microeconomics

FIN 3300 Corporate Finance I

MGT 3300 Principles of Management

MGT 3311 Management Information Systems

C. Supporting Courses and Emphasis

33 hours

FIN 2301 Personal Financial Planning

IST 2300 Microcomputer Applications

IST 3300 Advanced Spreadsheet Design

MAT 1316 Business Calculus

General Business Emphasis

15 hours upper level with 3 hours from each of ACC, BUA, ECO, FIN, and MGT

6 hours upper level from ACC, BUA, DMA, ECO, FIN, IST, MGT or PFP

Management Emphasis

ACC 3303 Cost Accounting

BUA 4320 Leadership

MGT 3301 Organizational Behavior

MGT 4306 Human Resource Management

COM 4372 Organizational Communication

6 hours upper level from ACC, BUA, DMA, ECO, FIN, IST MGT or PFP

Marketing Emphasis

BUA 3306 Consumer Behavior

BUA 4300 Professional Selling and Sales Promotion

COM 2351 Introduction to Public Relations

COM 3354 Advertising

DMA 3332 Digital Fundamentals and Imagine

DMA 3341 Advertising Design

3 hours upper level from ACC, BUA, DMA, ECO, FIN, IST, MGT or PFP

Digital Media Arts and Application Emphasis

DMA 2344 Multimedia Design

DMA 3332 Digital Fundamentals and Imaging

DMA 3341 Advertising Design

DMA 3342 Document Design

IST 3351 Web Design

6 upper level hours from ACC, BUA, COM, DMA, ECO, FIN, IST, MGT, or PFP

D. Electives 10 hours

E. Summary

University Core 44 hours

Major 39 hours

Supporting Courses and Emphasis 33 hours

Electives 10 hours

Total 126 hours