

Business Administration Major (BA)

Bachelor of Arts, BA

A student majoring in business administration must complete a core curriculum, which consists of the following:

Required Courses

Item #	Title	Credits
ECN 201	MICROECONOMIC PRINCIPLES	3
ECN 202	MACROECONOMIC PRINCIPLES	3
ACC 211	ACCOUNTING PRINCIPLES I	3
ACC 212	ACCOUNTING PRINCIPLES II	3
	ACC 375 or FIN 370	4
BAD 330	MANAGEMENT	3
BAD 340	MARKETING PRINCIPLES	3
	BAD 351, 352, or 353	3
ECN 300	DESCRIPTIVE AND INFERENTIAL STATISTICS	4
ECN 400	SENIOR SEMINAR	3
	Sub-Total Credits	32

Concentration Selection

The student is required to select one of the following concentrations:

Sub-Total Credits	12-13
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International Business Concentration

Business Administration majors with a concentration in International Business must also minor or double major in one of the foreign languages. The courses required for the minor or major in the foreign language will not count as part of the 2.0 GPA requirement in the Bachelor of Arts with a Business Administration major.

Item #	Title	Credits
ECN 323	ECONOMIC PROBLEMS OF DEVELOPING COUNTRIES	3
ECN 327	INTERNATIONAL ECONOMICS	3-4
BAD 443	INTERNATIONAL MARKETING	3
	Business Administration Selection	3
	Sub-Total Credits	12-13

Marketing Concentration

Item #	Title	Credits
BAD 344	CONSUMER BEHAVIOR	3
BAD 345	INTEGRATED MARKETING COMMUNICATIONS	3
BAD 442	MARKETING RESEARCH	4
	Marketing Selection	3-4
	Sub-Total Credits	13-14

Human Resource Management Concentration

In addition to the required courses listed below, the department strongly recommends that students concentrating in human resource management take the following courses if available. The material in these courses further enhances the student's knowledge about bureaucratic organizations and the workplace.

- [SOC 245: Sociology of Work](#)
- [SOC 250: Occupations and Professions](#)
- [SOC 260: Complex Organizations](#)

Item #	Title	Credits
BAD 332	HUMAN RESOURCES MANAGEMENT	3
BAD 334	COMPENSATION AND BENEFITS	3
BAD 436	HUMAN RESOURCES DIVERSITY MANAGEMENT	3
ECN 326	LABOR ECONOMICS	3
Sub-Total Credits		12

Sports Management

Item #	Title	Credits
BAD 348	SPORTS MARKETING	3-4
ECN 349	SPORTS ECONOMICS AND FINANCE	3
	Sports Management Selection	3-4
Sub-Total Credits		12
Total Credits		44-45