

# 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
MTH 300	BUSINESS STATISTICS	4
ECN 400	SENIOR SEMINAR	3
	<b>Sub-Total Credits</b>	<b>32</b>

## Concentration Selection

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

<b>Sub-Total Credits</b>	<b>12-13</b>
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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
	<b>Sub-Total Credits</b>	<b>12-13</b>

## 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
	<b>Sub-Total Credits</b>	<b>13-14</b>

# Sports Management

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
BAD 328	SPORTS MANAGEMENT PRINCIPLES	3
BAD 348	SPORTS MARKETING	3-4
BAD 426	SPORTS FACILITY AND EVENT MANAGEMENT	3
	Sports Management Selection	3-4
	<b>Sub-Total Credits</b>	<b>12-13</b>
	<b>Total Credits</b>	<b>44-45</b>