

Bachelor of Science in Business Administration

Program Overview

Associate Dean of Continuing Studies: Mark L. Parker, Ph.D.

Program Manager: Daniel Alcorn, MBA, MPA, COOP, CTL

The Business Administration program focuses on the business administration functions of finance, accounting and economics. Students who earn a Business Administration degree will understand the relationships between marketing, business law, business writing, quantitative theory, and human and organizational management. After completing the core curriculum, Business Administration students may pursue concentration in Accounting, Finance, Marketing, or Supply Chain Management.

Upon successful completion of the BSBA program students will be able to:

- synthesize and apply key theories, models, and applications within the business administration context;
- apply critical thinking skills for both problem-solving and innovation in business related situations;
- synthesize business-related concepts and data and effectively communicate those concepts and data in writing to an array of audiences, including non-specialist audiences;
- analyze and evaluate business and organizational situations using an ethical approach to decision making.

Requirements

Core Curriculum and Capstone

COMM 301	Business & Professional Writing	3
MNGT 309	Mngt of Organizations	3
ECON 250	Seminar in Economics ¹	6
OR:		
ECON 201	Macroeconomics	3
AND		
ECON 202	Microeconomics	3
ACCT 350	Financial Accounting	3
ACCT 351	Managerial Accounting	3
FNCE 350	Fundamentals of Finance I	3
FNCE 351	Fundamentals in Finance II	3
MNGT 314	Marketing Management	3
MNGT 341	Business Law I	3
MNGT 346	Business Law II	3
MNGT 400	Management Capstone ²	6
Total Cr.		36

1) To fulfill the economics requirement students can take either ECON250 OR ECON201 and ECON202 for a total of 6 credits

2) The Capstone course cannot be satisfied by transfer or extra-institutional learning credit

Accounting Concentration - 18 credit hours

AC 335	Intermediate Accounting I	3
AC 336	Intermediate Accounting II	3
AC 419	Taxation I	3
AC 428	Auditing	3
AC 441	Cost Accounting	3
AC 442	Advanced Accounting	4
Total Cr.		18

Finance Concentration - 18 credit hours

FN 407	Corporate Finance II	3
FN 412	Investments	3

EC 310	Money and Banking	3
AC 419	Taxation I	3
EC 419	International Economics	3
MG 319	International Dimensions of Business	3
Total Cr.		18

Marketing Concentration - 18 credit hours

MG 416	Advanced Marketing	3
MG 441	Integrated Marketing Communications	3
PY 211	Introduction to Psychology	3
AC 441	Cost Accounting	3
MG 448	Small Business Strategies	3
MG 319	International Dimensions of Business	3
Total Cr.		18

Supply Chain Management Concentration - 18 credit hours

MNGT 447	Supply Chain Management Strategy, Planning, and Operations	6
MNGT 457	Supply Chain Management Logistics Design and Execution	6
MNGT 467	Supply Chain Management Assessment, Integration, and Optimization	6
Total Cr.		18

Faculty

Faculty Member	Institution at which highest degree was earned
Dan Alcorn, MBA	Norwich University