

Bachelor of Arts in Business

The Bachelor of Arts in Business focuses on producing well-rounded graduates who possess knowledge from a variety of disciplines, a solid understanding of business principles, and critical thinking skills. Students will study a core curriculum of management, marketing, law, finance, accounting, and economics, while having the flexibility to apply previously earned course credits and select elective courses from within the Dr. Wallace E. Boston School of Business that meet personal interests and goals. This business program is designed to provide flexibility and affordability, and is applicable for careers in any number of business, government, military, or other professions.

This program offers the opportunity to learn from experienced instructors who have considerable managerial experience in Fortune 500 companies, and to communicate with fellow business students by participating in online community forums. This degree has been designed in consultation with industry business leaders.

Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Discuss economic factors associated with government, business, and consumer environments and apply theoretical techniques to analyze markets.
- Apply concepts of contract, tort, Uniform Commercial Code (UCC), and property law to business situations.
- Articulate the external and internal environments of a business organization and formulate appropriate strategies in the context of competitive forces and environmental factors.
- Collect information through the use of various data tools and apply critical thinking concepts to enhance business problem solving capabilities.
- Practice quantitative skills necessary in business organizations through work in accounting, finance, and statistics.
- Integrate market and marketing information into a strategic plan.
- Explain and apply fundamental accounting and financial management operations to enhance business decision making processes.
- Apply management, human resource, and personnel practices to organizational problem solving.

Code	Title	Semester Hours
	General Education Requirements	30
	Major Required	27
	Final Program Requirements	3
	Elective Requirements	60
	Total Semester Hours	120

Degree Program Requirements

General Education Requirements (30 semester hours)

Code	Title	Semester Hours
Arts and Humanities (6 semester hours)¹		
Select 2 courses from the following:		6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH241	Film and Literature	
DSIN141	Image Enhancement using Adobe Photoshop	
FREN100	French I	
FREN101	French II	
GERM100	German I	
GERM101	German II	
JAPN100	Introduction to Japanese	
LITR215	Literature of American Encounters, Revolution, and Rebellion	
LITR218	From Abolition to #MeToo: Literature of the American Civil Rights Movement	
LITR222	Pivotal Figures in Early British Literature	
LITR225	British Literature from Wordsworth through the Wasteland	
LITR231	Leadership in World Literature: Antiquity to the Early Modern Period	
LITR233	Literature of the Newly Globalized World: The Individual's Struggle to Adapt	
MUSI200	Music Appreciation	
MUSI250	World Music and Cultures	
PHIL101	Introduction to Philosophy	
PHIL110	Critical Thinking	
PHIL200	Introduction to Ethics	
PHIL202	Philosophy of Science	
PORT100	Introduction to Brazilian Portuguese	
RELS201	Introduction to World Religions	

RUSS100	Russian I	
SPAN100	Spanish I	
SPAN101	Spanish II	
STEM270	Thinking and Acting Ethically	

Civics, Political and Social Sciences (6 semester hours) ¹

Select 1 course from the following: 3

ECON201	Microeconomics for Business	
ECON202	Macroeconomics for Business	

Select 1 course from the following: 3

ANTH100	Introduction to Anthropology	
ANTH202	Introduction to Cultural Anthropology	
CHFD220	Human Sexuality	
COMM211	Social Media and Society	
COMM240	Intercultural Communication	
ECON101	Microeconomics	
ECON102	Macroeconomics	
EDUC200	Humane Education: A Global Interdisciplinary Perspective	
GEOG101	Introduction to Geography	
HOSP110	Practical Food Safety and Awareness	
IRLS210	International Relations I	
LITR212	Forgotten America—Under Represented Cultures in American Literature	
LITR235	Four Points of the Compass: Culture and Society Around the World	
POLS101	Introduction to Political Science	
POLS210	American Government I	
PSYC101	Introduction to Psychology	
SOCI111	Introduction to Sociology	
SOCI212	Social Problems	
SOCI220	American Popular Culture	
STEM280	Exploring Society and Cultures via Science Fiction	

Communication: Writing, Oral, and Multimedia (9 semester hours)

COMM120	Information and Digital Literacy	3
ENGL110	Making Writing Relevant	3
ENGL226	Effective Business Communication	3

History (3 semester hours)

Select 1 course from the following: 3

HIST101	American History to 1877	
HIST102	American History since 1877	
HIST111	World Civilization before 1650	
HIST112	World Civilization since 1650	
HIST121	Western Civilization before The Thirty Years War	
HIST122	Western Civilization since The Thirty Years War	

HIST221	African-American History before 1877	
HIST222	African-American History since 1877	
HIST223	History of the American Indian	
HIST270	History of Science	
STEM185	The History and Context of STEM	

Mathematics and Applied Reasoning (3 semester hours)

MATH110	College Algebra	3
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Natural Sciences (3 semester hours)

Select 1 course from the following: 3

BIOL180	Introduction to Biology	
BIOL181	Introduction to Human Anatomy and Physiology	
CHEM180	Introduction to Chemistry	
ERSC180	Introduction to Meteorology	
ERSC181	Introduction to Geology	
EVSP180	Introduction to Environmental Science	
PHYS180	Introduction to Physics	
SPST180	Introduction to Astronomy	
STEM100	Introduction to STEM Disciplines	

Total Semester Hours 30

¹ All literature courses require successful completion of ENGL101 - Proficiency in Writing or ENGL110 - Making Writing Relevant.

Major Required (27 semester hours)

Code	Title	Semester Hours
MGMT101	Principles of Supervision	3
BUSN100	Basics of Business	3
ACCT105	Accounting for Non Accounting Majors	3
BUSN235	Personal Finance	3
MKTG201	Fundamentals of Marketing	3
MATH302	Statistics	3
BUSN311	Law and Ethics in the Business Environment	3
FINC300	Foundations of Financial Management	3
BUSN410	Critical Thinking Strategies for Business Decisions	3
Total Semester Hours		27

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
BUSN499	Senior Seminar in Business Administration ¹	3
Total Semester Hours		3

¹ Prerequisite: Senior Standing and completion of all major courses prior to enrollment.

Elective Requirements (60 semester hours)

Students must select 18 semester hours from the following prefixes: ACCT, ANLY, BUSN, DEFM, ECON, ENTR, FINC, HOSP, HRMT, MGMT, MKTG, RLMT, RTMG, SCMG, and TLMT. Select remaining semester hours from any courses that have not been used to fulfill other program requirements.