

# 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 program has been designed in consultation with industry business leaders and is accredited by the Accreditation Council for Business Schools and Programs (ACBSP®) (<http://www.acbsp.org>).

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## 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.

## Degree at a Glance

Code	Title	Semester Hours
	General Education Requirements	30
	Major Required	21
	Final Program Requirements	3
	Elective Requirements	66
	Total Semester Hours	120

## Degree Program Requirements

### General Education Requirements (30 semester hours)

Code	Title	Semester Hours
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#### Arts and Humanities (6 semester hours)<sup>1</sup>

	Select 2 courses from the following:	6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH240	Survey of Photography	
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
MUSI212	Jazz and Rock
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
RELS101	Introduction to the Study of Religion
RELS201	Introduction to World Religions
RUSS100	Russian I
SPAN100	Spanish I
SPAN101	Spanish II
STEM270	Thinking and Acting Ethically
<b>Civics, Political and Social Sciences (6 semester hours) <sup>1</sup></b>	
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
POLS101	Introduction to Political Science
POLS210	American Government I
PSYC101	Introduction to Psychology
RELS250	Death and Dying
RELS260	Race & Religion
RELS270	Hope and Resilience
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

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

**Major Required (21 semester hours)**

Code	Title	Semester Hours
MGMT101	Principles of Supervision	3
BUSN100	Basics of Business	3
ACCT105	Accounting for Non Accounting Majors	3
MKTG201	Fundamentals of Marketing	3
MATH302	Statistics	3
BUSN311	Law and Ethics in the Business Environment	3

BUSN410	Critical Thinking Strategies for Business Decisions	3
Total Semester Hours		21

### Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
BUSN499	Senior Seminar in Business Administration <sup>1</sup>	3
Total Semester Hours		3

<sup>1</sup> Prerequisite: Senior Standing and completion of all major courses prior to enrollment.

### Elective Requirements (66 semester hours)

Code	Title	Semester Hours
Students must select 24 semester hours from the following prefixes: 66 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.		
Total Semester Hours		66