



2026-2027

BUSINESS ADMINISTRATION MAJOR, B.A.

Management & Marketing Department; Howard and Beverly Dayton School of Business

Business Administration is a major designed to prepare students for responsible leadership in their chosen profession by providing in-depth training and experience in venues such as marketing, human relations, economics, production, finance and other management skills. Occupational opportunities remain positive throughout the country in both government and private industry. Many students majoring in Business Administration further their study in graduate school by attaining a Master's degree.

Students must complete all Foundations requirements and major requirements, as well as any additional General Electives needed to reach the minimum of 124 total credits required for a Bachelor's degree.

[Requires advising plan to be completed by ACC, FIN, MKT, or SPM majors.]

MAJOR REQUIREMENTS (63)

Business Core (42)

__ 3	ACC	201	Financial Accounting
__ 3	ACC	202	Managerial Accounting
__ 3	ACC	361	Info Systems & Business Tech
__ 3	BU	211	Principles of Management
__ 3	BU	253	God, Faith & Marketplace
__ 3	BU	261	Business Analytics I
__ 3	BU	262	Business Analytics II
__ 3	BU	321	Business Law I
__ 3	BU	401	Workplace Foundations
__ 3	ECN	272	Intro Microeconomics
__ 3	ECN	273	Intro Macroeconomics
__ 3	FIN	281	Give, Save, Spend
__ 3	FIN	351	Principles of Finance
__ 3	MKT	241	Principles of Marketing

Business Administration Core (15)

__ 3	BU	312	Entrepreneurship
__ 3	BU	335	International Business
__ 3	BU	413	Strategic Management
__ 3	BU	416	HR Mgmt & Organizational Behavior
__ 3	BU	457	Global Supply Chain Mgt

Choose 6 credits Business courses 300 or higher:
(ACC, BU, ECN, FIN, MKT, SPM)

__ 3	___	___	_____
__ 3	___	___	_____

Plus FOUNDATIONS REQUIREMENTS (53)

(3 credits Social Science satisfied by required major courses.)

Plus GENERAL ELECTIVES needed to reach minimum 124 credits (8)