

# Business Administration Major

Optional concentrations in Finance, Management or Marketing.

Professor: S. Manzoor

Assistant Professor: R. Bhandari, P. Chiappetta, A. Kulkarni, D. Moutusi

Visiting Professor: M. Rockett

Lecturer: S. Wilson

Instructor: B. Benke, J. Jackson, J. Williams

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The John E. Simon Department of Business Administration offers the Business Administration major. The Business Administration major prepares individuals to plan, organize, direct, and control the functions and processes of a firm or organization. Courses in the major include instruction in management theory, human resources management and behavior, accounting and other quantitative methods, purchasing and logistics, organization and production, marketing, and business decision-making.

CIP: 52.0201, Business Administration and Management

## PROGRAM OBJECTIVES

Graduates of the Business Administration major successfully demonstrate the ability to:

- I. Monitor operations and production, and recommend strategies that increase efficiencies, optimize resources or maximize profit
- II. Implement best practices in hiring, supporting, and managing an organization's human capital
- III. Employ critical-thinking and analysis skills to solve business problems in a real-world context and present strategy in a well-organized manner that is appropriate to the audience
- IV. Consider and adapt to emerging trends and effectively navigate new scenarios in an everchanging global business environment
- V. Model responsible business practices according to legal, political, ethical, and professional standards

Business Administration majors are well-prepared for entry-level management and supervisory positions in human resources, sales, customer service, wholesale and manufacturing, and consulting. Graduates are also equipped to continue their studies in a graduate program.

All Business Administration majors must achieve junior standing before registering for any 300- or 400-level business administration courses.

Majors must have at least a 2.00 grade point average in all courses in the major to satisfy

graduation requirements.

**ACADEMIC REQUIREMENTS SUMMARY SHEET**

**ACADEMIC YEAR 2024-2025**

Major: Business Administration

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Student's Last Name	First Name	Middle Initial
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Advisor	Date Major Declared
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Course Code	Title	Hours	Semester	Grade
<b>Core Business Courses</b>				
ACC 215	Principles of Financial Accounting	3		
BUS 210	Spreadsheet Application in Business	3		
BUS 220	Fundamentals of Management	3		
BUS 221	Organizational Behavior	3		
BUS 223	Business Law	3		
BUS 250	Principles of Marketing	3		
BUS 450	Business Strategy	3		
ECN 211	Principles of Macroeconomics	3		
ECN 212	Principles of Microeconomics	3		
ECN 355	Research Methods for Business and Social Science Applications	3		
FIN 318	Corporate Finance I	3		
MAT 114	Elementary Statistics	3		
PHL 244	Business Ethics	3		
<i>Choose one of the following mathematics courses</i>				
MAT 122	Business Calculus	3		
MAT 124	Calculus I	5		
<b>Total credit hours for core courses</b>		<b>39-41</b>		
<b>Business Administration with no concentration (12 hours)</b>				
BUS 322	Cross-Cultural Management	3		
BUS 325	Entrepreneurship	3		
BUS 340	International Business	3		
CSA 351	Project Management			
<b>Total credit hours for major with no concentration</b>		<b>51-53</b>		

Course Code	Title	Hours	Semester	Grade
<b>Management concentration (12 hours)</b>				
Complete the three required courses and choose one elective course				
BUS 322	Cross-Cultural Management	3		
BUS 326	Human Resource Management	3		
CSA 351	Project Management	3		
<i>Choose one elective course (3 hours)</i>				
BUS 305	Industrial-Organizational Psychology	3		
BUS 327	Operations Management	3		
BUS 353	Non-Profit Management	3		
BUS 367	Hotel and Tourism Management	3		
<b>Total credit hours for major with management concentration</b>		<b>51-53</b>		
<b>Finance concentration (12 hours)</b>				
ACC 216	Principles of Managerial Accounting	3		
FIN 328	Corporate Finance II	3		
FIN 350	Investments	3		
FIN 351	Portfolio Management	3		
<b>Total credit hours for major with finance concentration</b>		<b>51-53</b>		
<b>Marketing Concentration (12 hours)</b>				
BUS 330	Advertising and Brand Promotion	3		
BUS 334	Consumer Behavior	3		
BUS 345	Digital Marketing	3		
BUS 300	Customer Relationship Management	3		
<b>Total credit hours for major with marketing concentration</b>		<b>51-53</b>		

If any substitutions or waivers of requirements are allowed, please list below and initial.

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Advisor Signature

Department Chair Signature