

BUSINESS ADMINISTRATION, B.S.

Overview

The B.S. in Business Administration provides students with a generalized education in business administration that includes economics, business statistics, accounting, marketing, finance, and management. The program offers flexibility for students to work in many different fields in business and enables them to go on to graduate and professional degrees.

The B.S. in Business Administration program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Learning Outcomes

The B.S. in Business Administration fully aligns with the learning objectives of the business core. Upon successful completion of the business administration program, students will have given evidence of the following outcomes and goals:

- Demonstrate knowledge of the ethical behavior appropriate to specific business situations.
- Demonstrate knowledge of human behavior in organizations and the role of management strategies, including motivational theory to influence behavior.
- Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.
- Enhance negotiation, conflict resolution, leadership, critical thinking, and time management skills through group projects.

In addition, upon completion of a minor, students will gain specialized knowledge and skills in another area.

Requirements

To earn this degree, students must successfully complete at least 120 credits, including General Education (<http://catalog.georgian.edu/undergraduate/academic-programs/bridge-general-education-program-requirements/>) requirements and the major requirements below.

Major Sequence

To earn a Bachelor of Science in Business Administration, students must successfully complete 120 credits which includes the business core, which is 45 credits in accounting, business, and economics coursework, plus additional courses in business administration as follows:

Code	Title	Credits
Business Core Courses		
AC171	Principles of Financial Accounting	3.0
AC172	Principles of Managerial Accounting	3.0
EC181	Principles of Macroeconomics ¹	3.0
EC182	Principles of Microeconomics ¹	3.0
BU121	Quantitative Business Concepts ^{1,2}	3.0
CAR200	Internship Prep & Career Development	1.0
BU211	Business Law	3.0
BU213	Mgmt Theory & Org. Behavior	3.0

BU221	Business Statistics & Probability	3.0
IS224	Introduction to Business Analytics	3.0
FIN235	Introduction to Finance	3.0
MK241	Principles of Marketing	3.0
BU242	Managerial Communications	3.0
or CM251	Intercultural Communication	
or CM252	Organizational Communication	
IS320	Management Information Systems	3.0
BU351	Internship	2.0
BU411	Human Resource Management	3.0
BU491	Business Strategies & Policy	3.0
Required Business Administration Courses		
BU217	Introduction to Leadership	3.0
BU319	Business & Professional Ethics ³	3.0
Total Credits		54.0

¹ Course may also satisfy a General Education requirement.

² BU121 Quantitative Business Concepts may be waived if the student has achieved a B or better in MA109 College Algebra, MA110 Precalculus, or MA115 Calculus I.

³ Course satisfies a General Education requirement.

Requirement to Complete a GCU Minor or Second Major

Students in the B.S. in Business Administration program are required to complete any GCU minor or second major, unless they transfer in with more than 70 credits.

Degree Map(s)

Course	Title	Credits
First Year		
Fall Semester		
GEN101	Pathway to the Bridge ¹	2.0
EN111 or EN221	Academic Writing and Research I ¹ or Honors Argument: Rhetoric & Research	3.0
	Creative Thinking or Intercultural ¹	3.0
BU121	Quantitative Business Concepts ^{1,2}	3.0
EC181	Principles of Macroeconomics ^{1,2}	3.0
Credits		14.0
Spring Semester		
GEN199	WI: Discovering Self in the Universe ¹	3.0
	Scientific Thinking or Critical Reading ¹	3.0-4.0
	Creative Thinking or Intercultural ¹	3.0
BU242 or CM251 or CM252	Managerial Communications ² or Intercultural Communication or Organizational Communication	3.0
EC182	Principles of Microeconomics ²	3.0
Credits		15.0-16.0
Second Year		
Fall Semester		
	Scientific Thinking or Critical Reading ¹	3.0-4.0
AC171	Principles of Financial Accounting ²	3.0
BU213	Mgmt Theory & Org. Behavior ²	3.0
BU217	Introduction to Leadership ²	3.0

Minor Course ²	3.0
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Credits	15.0-16.0
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Spring Semester

Religious Studies or Power & Society ¹	3.0
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AC172	Principles of Managerial Accounting ²	3.0
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CAR200	Internship Prep & Career Development ²	1.0
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IS224	Introduction to Business Analytics ²	3.0
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Minor Course ²	3.0
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Elective	3.0
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Credits	16.0
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Third Year**Fall Semester**

Religious Studies or Power & Society ¹	3.0
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BU211	Business Law ²	3.0
or BU221	or Business Statistics & Probability	

FIN235	Introduction to Finance ²	3.0
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MK241	Principles of Marketing ²	3.0
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Minor Course ²	3.0
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Credits	15.0
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Spring Semester

BU319	Business & Professional Ethics ^{1,2}	3.0
or BU411	or Human Resource Management	

BU211	Business Law ²	3.0
or BU221	or Business Statistics & Probability	

BU351	Internship ²	2.0
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IS320	Management Information Systems ²	3.0
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Minor Course ²	3.0
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Credits	14.0
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Fourth Year**Fall Semester**

GEN400	WI:Visioning a Future ^{1,2}	3.0
or BU491	or Business Strategies & Policy	

BU319	Business & Professional Ethics ^{1,2}	3.0
or BU411	or Human Resource Management	

Minor Course ²	3.0
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Electives	6.0
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Credits	15.0
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Spring Semester

GEN400	WI:Visioning a Future ¹	3.0
or BU491	or Business Strategies & Policy	

Minor Course ²	3.0
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Electives	9.0
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Credits	15.0
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Total Credits	119.0-121.0
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¹ General Education² Major