

BUSINESS ADMINISTRATION, B.A.

Credits: 122

CIP Code: 520201

Concentrations:

- Business Administration, Minor (<http://catalog.cau.edu/undergraduate/programs-study/business-administration/business-administration/business-administration-ba/business-administration-minor/>)
- Entrepreneurship Management (<http://catalog.cau.edu/undergraduate/programs-study/business-administration/business-administration/business-administration-ba/entrepreneurship-management/>)
- Finance (<http://catalog.cau.edu/undergraduate/programs-study/business-administration/business-administration/business-administration-ba/finance/>)
- Finance and Financial Planning (<http://catalog.cau.edu/undergraduate/programs-study/business-administration/business-administration-ba/finance-financial-planning-dual-concentration/>)
- International Business (<http://catalog.cau.edu/undergraduate/programs-study/business-administration/business-administration-ba/international-business/>)
- Management (<http://catalog.cau.edu/undergraduate/programs-study/business-administration/business-administration-ba/management/>)
- Marketing (<http://catalog.cau.edu/undergraduate/programs-study/business-administration/business-administration-ba/marketing/>)
- Sports and Entertainment Management (<http://catalog.cau.edu/undergraduate/programs-study/business-administration/business-administration-ba/sports-entertainment-management/>)
- Supply Chain Management (<http://catalog.cau.edu/undergraduate/programs-study/business-administration/business-administration-ba/supply-chain-management/>)

Program Description

Students pursuing the Bachelor of Arts Degree in Business Administration study a broad cross-section of business fundamentals in their first two years, which prepares them for specialized studies in their junior and senior years in one or more of the following concentrations: Accounting, Entrepreneurship Management, Finance, International Business, Management, Marketing, Sports and Entertainment Management, and Supply Chain Management. In addition, students may pursue dual concentrations in Accounting and Finance and Finance and Financial Planning. Our graduates are prepared to pursue advanced studies at the graduate levels or to seek positions in business.

Admissions Requirements

Applicants must meet the General Admissions Requirements as published in the Undergraduate Catalog.

Student Learning Outcomes for the School of Business Administration

Graduates of the Business Administration Undergraduate Degree Programs will be prepared for the following:

1. Leadership – undergraduate business majors will possess effective interpersonal, analytical and leadership skills, which will enhance decision-making in a dynamic business environment.
 - a. Students are able to demonstrate understanding of leadership concepts such as managing conflict, negotiation, leadership styles and theories.
 - b. Students are able to recognize internal and external environmental factors as they impact leadership behavior.
2. Ethics – undergraduate business majors will possess ethical values and be able to incorporate ethics into decision-making.
 - a. Students are able to analyze and assess their personal values and ethical beliefs.
 - b. Students are able to recognize professional ethical practices within their disciplines.
 - c. Students are able to identify breaches in ethical conduct within their disciplines and understand the consequences of ethical breaches.
3. Communication – undergraduate business majors will be able to exchange information within meaningful contexts and with appropriate delivery and interpersonal skills.
 - a. Students are able to produce quality business documents.
 - b. Students are able to deliver professional presentations.
 - c. Students are able to demonstrate effective interpersonal communication skills.
4. Critical Thinking – undergraduate majors will be able to access information and critically evaluate the information to solve business problems.
 - a. Students are able to identify and consider the influence of the context on the issue.
 - b. Students are able to identify and evaluate conclusions, implications and consequences.
5. Fundamental Discipline Knowledge – undergraduate business majors will understand a variety of business concepts to make effective decisions.
 - a. **Accounting objectives**
 - i. Students are able to understand and articulate the role of accounting in business.
 - ii. Students are able to prepare the four basic financial statements (income statement, statement of owner's equity, balance sheet, and cash flow statement).
 - iii. Students are able to understand the concepts of opportunity costs, sunk costs, committed costs, direct costs, and indirect costs.
 - b. **Economic objectives**
 - i. Students are able to understand the concepts of scarcity, resource allocation and choice.
 - ii. Students are able to understand the fundamental concepts and theories of macroeconomics in the U.S. economics system and its relation to the global economy.
 - c. **Finance objectives**
 - i. Students are able to understand the key financial statements, and use them to calculate and interpret key ratios.

- ii. Students are able to demonstrate a conceptual understanding of time value of money (TVM) and cost of capital to make investment decisions.
 - d. **Management objectives**
 - i. Students are able to understand and use fundamental concepts and principles of management.
 - ii. Students are able to understand the impact of major management forces.
 - e. **Marketing objectives**
 - i. Students are able to understand the use of appropriate marketing mix variables in decision-making.
 - ii. Students are able to understand the influences of current consumers and organizational buying decisions.
 - f. **Quantitative and Information Systems objectives**
 - i. Students are knowledgeable about the information resources in an organization and are able to apply IT solutions to solve business problems and make informed decisions.
 - ii. Students are able to develop skills in formulating quantitative business models to support decision-making, operation strategy and business applications.
6. Globalization – undergraduate business majors will develop an awareness of the factors that impact international business.
- a. Students are able to understand the major cultural, legal, economic and political factors that influence international business.
 - b. Students understand how to assess opportunity and operate a business in the global market.
7. Technology – undergraduate business majors will understand and utilize basic information technology concepts while using appropriate information to solve business problems:
- a. Students are able to understand the roles of information technology within and across the organization.
 - b. Students are able to understand and utilize hardware and software components of a computer system.
 - c. Students are able to use industry-standard business resources to gather information.
 - d. Students are able to transfer financial and business data to business software applications.

The School of Business Administration offers undergraduate degree programs in Accounting, Business Administration, and Economics.

Degree Requirements

In addition to the General Degree Requirements as published in this Catalog, students pursuing the Bachelor of Arts Degree in Business Administration must earn minimum final grades of "C" in CENG 105 College Composition I, CENG 106 College Composition II, CMAT 109 College Algebra for Bus & Econ, CMAT 110 Calculus for Bus & Econ, and in all business core courses and business elective courses.

Code	Title	Hours
Business Core Courses		
CBUS 120	Intro to Business Administrati	3
CBUS 207	Principles of Accounting I	3
CBUS 208	Principles of Accounting II	3
CBUS 250	Personal Finance	3
CECO 251	Principles of Macroeconomics	3
CECO 252	Principles of Microeconomics	3

CBUS 295	Leadership & Prof Dev I	1
CBUS 206	Management Info Systems	3
CBUS 313	Statistics I	3
CBUS 325	Business Communication	3
CBUS 330	Legal,Social,Ethical Aspect I	3
CBUS 335	Principles of Marketing	3
CBUS 340	Principles of Management	3
CBUS 341	Business Finance	3
CBUS 395	Leadership & Prof Dev II	1
CBUS 460	Production/Operations Mgmt	3
CBUS 485	Business Policy	3
CBUS 495	Leadership & Prof Dev III	1
CBUS 488	Business Internship ¹	3
Total Hours		51

¹ Students are encouraged to seek a business internship in place of a general elective.

General Education Requirements

Code	Title	Hours
Area A: Humanities/Fine Arts		
Select one of the following:		3
CHUM 228		
CHEM 230		
CMUS 120	Music Appreciation	
CSTA 252	Theater Appreciation	
CART 150	Art Appreciation	
CHIS 201	United States,Africa & World	3
or CHIS 202	United States, Africa & World	
Select one of the following:		3
CPhi 105	Critical Thinking	
CPhi 221	Introduction to Philosophy	
CPhi 231	Ethics & Human Values	
CPhi 421		
CREL 101	The Biblical Heritage	
CREL 103	Afr Amer Religious Experiences	
CREL 104	Afr Amer Religious Experience	
CREL 211	Intro to Religious Studies	
CREL 250	Comparative Religion	
CREL 251		
Area B: Social/Behavioral Sciences		
CPSY 211	General Psychology	3
or CPSY 218	Human Growth & Development	
PSC 106	(or Any Social Science course in Area B)	3
Area C: Natural Science/Mathematics/Statistics		
CMAT 109	College Algebra for Bus & Econ	3
CMAT 110	Calculus for Bus & Econ	3
CBIO 101	Biological Science	3
or CPHY 102	Physical Science	
Area D: Communication		
CENG 105	College Composition I	3
CENG 106	College Composition II	3

CSTA 101	Fundamentals of Speech	3
or CFLS 201	Intermediate Spanish	
Area E: Financial/Technological		
CBUS 250	Personal Finance	3
Total Hours		36