

Student ID: _____
Student Name: _____
Adviser Name: _____

Catalog: 2023-2024 Undergraduate Catalog
Program: Business Administration, B.S.B.A.
Minimum Credits Required: _____

Business Administration, B.S.B.A.

The 120 credit hour Business Administration, B.S.B.A. is for students who are undecided about majoring in one of the areas of business listed below. This major is for those who wish for a broader education in Business.

School of Business

The 120-hour Bachelor of Science in Business Administration degrees in the School of Business provides students with professional knowledge and basic skills necessary to assume positions of administrative responsibility in a wide variety of areas. This is undertaken with an orientation toward the moral aspects and the consequences of one's actions. The School of Business seeks to provide mechanisms and reinforcement for students to engage actively in meaningful experiences beyond the classroom setting.

Avila University is accredited by the IACBE (International Accreditation Council for Business Education) to offer the Bachelor of Science degree in Accounting, the Bachelor of Science in Business Administration degrees, and the Master in Business Administration degrees in the School of Business.*

B.S.B.A. majors within the School of Business are:

- Accounting
- Business Administration
- Finance
- Healthcare Administration
- International Business
- Management
- Marketing

Core Curriculum: 38 - 51 credit hours

Please review the Core Curriculum page for course options.

Required Core Courses

Students completing Business degree must take the following courses as part of the liberal arts core regardless of whether the core is otherwise met:

Liberal Arts, Mathematics

- MA 120 College Algebra (3) preferred, but any core math except MA 155

Liberal Arts, Social Science

- EC 202 Principles of Microeconomics (3)

School of Business Core Requirements (36 credit hours)

Course Name	Term Taken	Grade	Gen Ed
Business Composition Requirement (<i>unless completed as part of Core</i>)			
EN 112 - Composition II: Rhetorical Argument (3) <i>or</i>			
EN 210 - Composing for the 21st Century (3) <i>or</i>			
EN 213 - Writing with Style (3)			
AC 201 - Principles of Accounting I (3)			
AC 202 - Principles of Accounting II (3)			
BL 305 - Legal Aspects of Business I (3)			
BU 340 - Business Communications (3)			
BU 499 - Business Capstone (3)			
EC 203 - Principles of Macroeconomics (3)			
EC 240 - Statistical Analysis (3)			
EC 241 - Quantitative Analysis (3)			
FI 330 - Finance (3)			
MG 321 - Management (3)			
MG 498 - Strategic Management (3)			
MK 310 - Marketing (3)			

Additional Requirements (21 hours)

Students must take twenty-one (21) hours of electives chosen from three of the areas of Accounting, Finance and Economics, Management and Business Law, and Marketing. No fewer than six (6) nor more than nine (9) hours may be taken from any one area.

Accounting

Course Name	Term Taken	Grade	Gen Ed
AC 355 - Cost Accounting (3)			
AC 361 - Intermediate Accounting I (3)			
AC 362 - Intermediate Accounting II (3)			
AC 365 - Accounting Information Systems (3)			
AC 370 - Auditing (3)			
AC 452 - Corporate Taxation (3)			
AC 455 - Advanced Cost Accounting (3)			

Economics and Finance

Course Name	Term Taken	Grade	Gen Ed
EC 361 - Money & Banking (3)			
EC 382 - International Economics (3)			
FI 331 - Investments (3)			
FI 432 - Derivatives (3)			
FI 435 - Financial Policy (3)			
FI 437 - International Finance (3)			

Management and Business Law

Course Name	Term Taken	Grade	Gen Ed
BL 345 - Legal Aspects of Business II (3)			
BL 346 - Employment Law (3)			
MG 322 - Organizational Behavior & Development (3)			
MG 323 - Human Resources Management (3)			
MG 326 - Operations Management (3)			
MG 411 - International Management (3)			
MG 420 - Recruitment & Selection (3)			
MG 421 - Compensation & Benefits (3)			

Marketing

Course Name	Term Taken	Grade	Gen Ed
MK 312 - Consumer Behavior (3)			
MK 313 - Promotion Strategy (3)			
MK 316 - Personal Selling (3)			
MK 411 - International Marketing (3)			
MK 415 - Marketing Policy (3)			
MK 417 - Marketing Research (3)			
MK 420 - Digital Marketing Communication (3)			

Electives (minimum of 19 hours)

Technology Requirement

Computer competency will be demonstrated by successful completion of EC 240 and EC 241 within the major.

School of Business Academic Policies

The candidate for a degree through the School of Business must follow all policies listed below and fulfill all requirements for the School of Business and the candidate's chosen major. Prior to formal admission to the School of Business, students should seek advice from their academic advisor.

Candidates should review additional policies regarding progress in School of Business degree programs **here**.

Degree Requirements

Completion of at least 120 semester hours with a minimum grade point average of 2.0 (average grade of "C"), at least 27 semester hours in one major subject area with at least 21 semester hours in courses numbered 200 or above, at least 12 upper-division semester hours in the major at Avila, and no more than 60 hours of School of Business courses. Business courses that are cross-listed are counted against the 60-hour limit regardless of the division designation under which credit is granted. The final 30 hours must be completed at Avila University.

4 + 1 MBA Early Admission

The School of Business offers an early admission option to outstanding undergraduate business students. This option to be admitted early to the MBA programs allows students to earn the bachelor's and master's degree in as few as five years. Prospective students are eligible to apply after completion of at least 55 credit hours and once admitted, can begin taking graduate courses after 75 credit hours are earned. Interested students should submit an application for admission to the School of Business. See the graduate catalog (MBA program) for more details.

Double Major Note

Students majoring in Business Administration may not select a second major from the School of Business.

Outcomes

The School of Business has outcomes expected of students graduating with the Bachelor of Science in Business Administration in any business major.

These are:

Outcome 1.

Be able to use deductive and inductive reasoning to solve business problems.

Outcome 2.

Be able to effectively research a subject and present the findings both orally and in writing.

Outcome 3.

Student has demonstrated interpersonal skills.

Outcome 4.

Be able to apply knowledge about the economic, legal, and interpersonal environment in the creation and management of the organization.

Business Administration Outcomes

In addition to the outcomes listed above for all students graduating with a Bachelor of Science in Business Administration degree, the Business Administration major has these additional outcomes.

Outcome 1.

Distinguish between ethical and unethical business behavior. (MG 323, BL 346, MG 321)

Outcome 2.

Demonstrate an understanding of the functional areas of business: management, marketing, finance, economics, and accounting. (BU 499, EC 202)

Outcome 3.

Use computer-based technologies to analyze data and related business information. (EC 202, EC 240)

Assessment

The assessment methodologies and results for every major's outcomes and ETS exam results may be found on the Avila website under the School of Business/Accreditation.

Notes: