

PROGRAM MATRIX

BACHELOR OF BUSINESS ADMINISTRATION

The Bachelor of Business Administration (BBA-GEN) program is designed to provide students with knowledge and skills to apply business principles and management practices. The program covers current business practices in modern business organizations with knowledge of current practice.

PROGRAM COMPETENCIES AND LEARNING OBJECTIVES

Upon successful completion of this program, students will be able to:

- Demonstrate the proper use of effective oral and written communication and professional presentations
- Explain the importance of leadership, organizational culture and human relationships in organizations
- Identify and analyze managerial and organizational information needs and use appropriate information technologies to assist in business decision making
- Apply quantitative and qualitative skills for solving business problems and appreciate the value of statistical techniques and information technologies in business decision making
- Apply principles of planning, organizing, and leading business operations
- Explain the importance of integrity and professional ethics in business settings
- Design, develop, and implement strategies that enhance the marketing of products and services
- Define micro and macroeconomics and financial analysis and decision making
- Identify human resource management practices and such behavioral issues as motivation and diversity

BBA-GEN CURRICULAR REQUIREMENTS (120 CREDITS)

The Bachelor of Business Administration degree requires completion of **120 semester credits** of coursework which includes 27 credits of General Education courses, 72 credits of Business Administration courses, and 21 credits of General Elective courses.

1. **General Education: 27 Credits/9 Courses**
 - A. **English Communication: 6 Credits/2 Courses**
 - GEN 101 English Composition I
 - GEN 201 English Composition II

B. Mathematics/Science/Computer Science: 9 Credits/3 Courses

- GEN 104 Mathematics
- GEN 105 Algebra
- IST 221 Fundamentals of Computing

C. Social Science: 6 Credits/2 Courses

- ACE 100 Accelerate, Connect, Equip
- Social Sciences Elective (100/200)

D. Humanities and Fine Arts: 6 Credits/2 Courses

- GEN 102 United States History
- GEN 103 United States Government

2. Business Administration Courses: 72 Credits/24 Courses

A. Accounting

- ACC 222 Financial Accounting
- ACC 421 Managerial Accounting

B. Business

- BUS 201 Business and Society
- BUS 214 Business Statistics
- BUS 215 Business Communication
- BUS 225 Fundamentals of Business Ethics
- BUS 314 Business Law
- BUS 416 Business Negotiations
- BUS 425 Business Ethics
- BUS 426 Quantitative Methods in Business

C. Economics

- ECO 215 Survey of Economics
- ECO 220 Macroeconomics
- ECO 418 Microeconomics

D. Finance

- FIN 224 Principles of Financial Management

E. Information Technology

- IST 228 Data Communications and Distributed Networks
- IST 439 Enterprise Resource Management

F. Management

- MGT 228 Introduction to the Process of Management
- MGT 251 Organizational Behavior

- MGT 440 Operations Management
- MGT 445 Strategic Management
- MGT 448 Human Resource Management
- MGT 450 Project Management for Managers
- MGT 460 Leadership in Organizations

G. Marketing

- MKT 226 Principles of Marketing

3. General Electives: 21 Credits/7 Courses

- Elective
- Elective
- Elective
- Elective
- Elective
- Elective
- Elective

GENERAL ELECTIVE COURSES - (SELECT 7 COURSES FROM THE LIST BELOW)

- HCA 301 Fundamentals of Healthcare Systems
- HCA 315 Medical Assisting
- HCA 337 Statistics for Health Policy and Administration
- HCA 425 Healthcare Management, Organization, and Behavior
- HCS 430 Information Technology for the Healthcare Professional
- IST 227 Information Technology in Business
- IST 235 Legal Issues in Information Technology
- IST 423 Information System Analysis Design and Implementation
- IST 426 Advanced Systems Administration
- IST 430 Information Systems Management and Practice
- IST 433 Advanced Database Management
- IST 435 Information Systems Project Management
- IST 445 Network Infrastructure and Services

- IST 446 Advanced Internet Security and Threats
- IST 450 Directory Services and Infrastructure
- IST 452 Messaging Infrastructure Management
- IST 458 Routing and Switching Systems
- MGT Small Business Entrepreneurs
462
- MKT Global Marketing
450
- MKT Advertising
452
- MKT Consumer Behavior
456
- Elective
200/300/400