Bachelor of Science in Business Administration

49 Semester Credit Hours
All courses must be passed with a minimum grade of “C”.

STDV 3000 | Introduction to Professional Studies | 1 credit
This course is designed as an orientation course for adult degree-completion candidates returning to higher education to complete an undergraduate degree. Topics to be covered in this course include academic program planning, time management, group interaction, professional and personal growth, library resource utilization, and other items relevant to goal accomplishment in an academic setting. (4 weeks)

MGNT 3370 | Professional Presentations | 3 credits
This course is designed to provide an in-depth examination of factors involved in preparing and delivering persuasive presentations. The focus will include both individual and team presentations. Students will practice both individual and team presentations to enhance their professional skills. (5 weeks)

ENGL 3360 | Professional Communication | 3 credits
This course provides students with the opportunity to enhance their written communication skills. Students will be expected to construct management documents that are well organized and well written. APA style will be emphasized. (6 weeks)

BUSA 3400 | Principles of Marketing | 3 credits
The role of marketing within the organization is analyzed. The factors affecting consumer behavior, development of marketing strategies, and the recognition of marketing variables are examined. (5 weeks)

ACCT 3000 | Fundamentals of Financial Accounting | 3 credits
The focus of this course is to provide students with a big picture of financial statements and the use of accounting information. The course will emphasize the basics: what accounting information is, what it means, and how it is used. This is a foundation course which will improve students’ decision-making and problem-solving skills. (6 weeks)

ACCT 3040 | Managerial Accounting | 3 credits
This course is designed to present an understanding of managerial accounting for leaders and managers. The course will focus on how practicing managers use economic and financial information in the planning and control functions. The course will emphasize a variety of approaches to cost analysis for different purposes. (6 weeks) Prerequisite: ACCT 3000

BUSA 2040 | Quantitative Methods | 3 credits
This course builds upon the foundational tools learned in MATH 1020 by providing the quantitative reasoning skills needed to solve business problems. Students will learn to analyze, interpret, evaluate, and differentiate quantitative information needed for modeling, forecasting, and graphing. (7 weeks)

BUSA 3310 | Management and Leadership | 3 credits
This course is a study of management techniques and their application for improving managerial effectiveness. Topics include management functions, decision making, management theory, ethics and social responsibility, motivation theory, and strategic planning. (5 weeks)

BUSA 3180 | Fundamentals of Statistics | 3 credits
This course surveys descriptive statistics with emphasis on practical applications of statistics and statistical analysis. It includes an examination of the role of statistics in research, statistical terminology, the appropriate use of statistical techniques, and the interpretation of statistical findings in organizational and business research. (5 weeks)
FINA 3200 | Financial Management | 3 credits
This course is an overview of the fundamentals of financial management. The emphasis is on techniques used in the development of financial thought, financial decisions and risk-return relationships, legal forms to the organization, tax implications on the business tools of financial analysis, the determination of long-term sources of capital, the use of funds, a firm's financial structure, cost of capital, leverage, and long-term financing policies. (5 weeks)

ECON 3160 | Economics for Managers | 3 credits
The basic principles and concepts of economics, such as opportunity cost, demand and supply, elasticity, costs and benefits, competition, GDP, unemployment, aggregate demand and supply, inflation, taxation, money supply, fiscal and monetary policy, and international trade will be studied with emphasis on how they influence business decisions. (6 weeks)

BUSA 4320 | Production and Operations Management | 3 credits
This course looks at traditional production and operations management issues by tailoring them to both the learner’s past experiences and expected future needs. (5 weeks)

MGNT 4500 | International Business Management | 3 credits
This course focuses on broadening the understanding of international business management. A variety of topics will be addressed. Students will explore different organizational structures, staffing strategies, and diverse management styles and practices. Social and cultural issues will be highlighted emphasizing their importance to successful international management. (5 weeks)

BUSA 4350 | Issues in Management Ethics | 3 credits
This course provides an understanding of ethical issues involving equity, fairness, and respect for individual rights and corporate social responsibility. Students are challenged to develop and defend personal viewpoints relating to economic justice, capitalism, and socialism, as well as the responsibility of the corporation to society, the environment, and questionable business practices. Through readings and case problems that view ethical problems from various viewpoints, students develop an appreciation for the ramifications of their decisions relative to their own professional business careers and public policy issues. (5 weeks)

MGNT 4600 | Strategic Management | 3 credits
This course is designed to integrate knowledge from many of the other business courses. Case studies will be used to blend theory with practice. (5 weeks)

BUSA 4700 | Applied Research Project | 6 credits
This course is designed to help students develop skills in conducting an applied research project, including collecting data, analyzing data, interpreting data, and drawing appropriate conclusions. Results of the applied research project are documented in a final written report then presented orally in a professional manner. All major required courses in the BSBA program must be completed before taking this course. (10 weeks)

All courses within this curriculum must be taken, and all courses must be taken in the prescribed sequence. Shorter University reserves the right to change courses and to revise the course sequence.