

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

The Bachelor of Science in Business Administration offers the following specialization:

- Business Management
- Marketing
- Sports Management
- Business Management - Online

UNIVERSITY CORE REQUIREMENTS:

Christian Studies Core (15 hours)

Christian Studies

BIBL 2313	Life of Christ	3 hrs
THEO 1223	Christian Doctrine	3 hrs

Humanities

BIBL 1113	Survey of the Bible	3 hrs
PHIL 1123	Christian Apologetics	3 hrs

Social Science

SOCI 2403	Marriage and Family	3 hrs
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English Composition (6 hours)

ENGL 1113	English Composition I	3 hrs*
ENGL 1213	English Composition II	3 hrs*

Liberal Arts (4 hours)

HPES --	Physical Education Activity Class	1 hr
IDIS 1553	College Gateway: Saints Seminar	3 hrs*

Mathematics (3 hours)

MATH 1553	Functions and Modeling	3 hrs*
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Natural Sciences (6 hours + 1 hour of lab)

BIO, CHEM, or NATS (1000 or above)	7 hrs
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U.S. History and Government (6 hours)

HIST 1323/1423	American History	3 hrs
POLS 1523	American Federal Government	3 hrs

Core Electives (9 hours)

University Core Requirement is 50 hours.

BUSINESS ADMINISTRATION CORE REQUIREMENTS:

ACCT 2523	Elementary Accounting I	3 hrs*
ACCT 2623	Elementary Accounting II	3 hrs*
BUSN 2213	Introduction to Business	3 hrs*
BUSN 3323	Business Law	3 hrs*
BUSN 3503	Business Communication	3 hrs*
COMM 1113	Fundamentals of Speech	3 hrs*
ECON 2123	Macroeconomics	3 hrs*
MGMT 3303	Management Principles	3 hrs*
STAT 3003	Statistics	3 hrs*

Business Administration Core Requirement is 27 hours

Choose One Specialization:

Business Management, Marketing, Sports Management, or Business Management (Online).

BUSINESS MANAGEMENT SPECIALIZATION (Moore Campus)

The Business Management program provides a broad general education with Biblical and religious studies at the core, to prepare students to serve Jesus Christ, to function successfully in business, or to perform with competence in graduate school. Upon completion of the business program, the student will be able to:

- Deliver effective written and oral business communications which are clear, logical, concise, grammatically correct, and clear to a target audience.
- Demonstrate the ability to recognize the underlying ethical, legal and sustainability implications inherent in business situations and apply that knowledge to make responsible decisions.
- Exhibit an understanding of the value of various forms of diversity in the business environment.
- Understand and predict the complexities of the cultural, economic, regulatory, demographic, and social environments as they impact business in a global economy.
- Use technology and analytical skills to make sound business decisions using the computer and qualitative and quantitative techniques.
- Demonstrate functional business knowledge in each of the core foundational disciplines of accounting, business law, economics, finance, marketing, and management.

BUSINESS MANAGEMENT REQUIREMENTS:

BUSN 3003	Business Ethics	3 hrs*
BUSN 3103	Business Finance	3 hrs*
BUSN 3313	Intercult. Comm. In Global Workplace	3 hrs*
BUSN 3333	Principles of Marketing	3 hrs*
BUSN 4513	Coop Work Experience	3 hrs*
ECON 2223	Microeconomics	3 hrs*
ENGL 3113	Writing and Research	3 hrs*
MATH 2703	Applied Calc for Bus., Life & Soc Sci.	3 hrs*
MGMT 3503	Management Information System	3 hrs*

15 hours of electives (9 of which must be upper level) 15 hrs*
Must be Accounting, Business, Computer Science, Economics, Leadership, Math, Management, Marketing, or Foreign Language.

Business Management Requirement is 42 hours

GRADUATION REQUIREMENT:

BUSN 4543	Strategic Business Capstone	3 hrs*
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122 hours (40 of which must be upper level) is required for Bachelor of Science in Business Administration – Business Management.

A minimum grade of 'C' is required for all courses pertaining to the major. These courses are indicated with an asterisk. A minimum cumulative GPA of 2.0 is required.

MARKETING SPECIALIZATION **(Moore Campus)**

The Marketing program equips students with the strategic, analytical, and creative skills needed to thrive in the competitive global marketplace while integrating a Christian perspective on ethical leadership and service. Grounded in biblical principles, this program emphasizes integrity, stewardship, and the responsibility to use marketing as a tool for positive impact. This program prepares graduates to lead and innovate in diverse marketing roles while upholding values of honesty, fairness, and social responsibility. The student overall objectives are to:

- Develop a strong business foundation by gaining comprehensive knowledge of core business disciplines, including finance, accounting, management, and operations, with a focus on how marketing integrates within these functions.
- Master marketing strategy and consumer behavior by analyzing consumer behavior, market segmentation, and positioning to develop data-driven marketing strategies that drive business growth.
- Leverage digital and social media marketing by utilizing emerging digital technologies, including social media, search engine marketing, and content strategy, to engage target audiences effectively.
- Apply data analytics and market research by conducting market research using qualitative and quantitative methods to assess consumer trends, measure campaign effectiveness, and inform strategic decision-making.
- Develop branding and advertising expertise by creating and managing strong brand identities through integrated marketing communication strategies, including digital and traditional advertising, public relations, and storytelling.
- Enhance leadership and communication skills by cultivating leadership abilities, teamwork, and persuasive communication skills essential for managing marketing teams and working cross-functionally in organizations.
- Gain hands-on experience with real-world applications by engaging in experiential learning through internships, consulting projects, and case studies that mirror challenges faced by leading businesses and marketing agencies.
- Prepare for diverse career opportunities by equipping students with the skills and knowledge necessary to pursue careers in brand management, market research, digital marketing, sales, and public relations while applying Christian ethics in professional decision-making.

MARKETING REQUIREMENTS:

BUSN 3003	Business Ethics	3 hrs*
BUSN 3333	Principles of Marketing	3 hrs*
BUSN 3343	Professional Selling	3 hrs*
ECON 2223	Microeconomics	3 hrs*
MGMT 2113	Principles of Public Relations	3 hrs*
MGMT 3503	Management Information System	3 hrs*
MKTG 3173	Digital Marketing	3 hrs*
MKTG 3413	Consumer Behavior	3 hrs*
MKTG 4113	Marketing Research	3 hrs*
MKTG 4213	Services Marketing	3 hrs*
MKTG 4333	Strategic Brand Management	3 hrs*
MKTG 4923	Marketing Internship	3 hrs*

6 hours of electives 6 hrs*
Must be Accounting, Business, Computer Science, Economics, Leadership, Math, Management, Marketing, or Foreign Language.

Marketing Requirement is 42 hours.

GRADUATION REQUIREMENT:

MKTG 4973	Marketing Capstone	3 hrs*
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122 hours (40 of which must be upper level) is required for Bachelor of Science in Business Administration – Marketing.

A minimum grade of 'C' is required for all courses pertaining to the major. These courses are indicated with an asterisk. A minimum cumulative GPA of 2.0 is required.

SPORTS MANAGEMENT SPECIALIZATION **(Moore Campus)**

The Sports Management program provides a broad general education with Biblical studies at the core, to prepare students to serve and to function successfully in the sports discipline, or to operate successfully in a sports-related occupation. The student overall objectives are to:

- Exhibit proficiency in written and verbal sports communication.
- Incorporate cultural diversity through the sports community.
- Operate in a global environment and economy.
- Exercise sound decision-making skills and recognize legal issues dealing with sports management.
- Demonstrate core concepts of sports and management.
- Lead effectively and ethically in a sports organization.

SPORTS MANAGEMENT REQUIREMENTS:

BUSN 2313	Sports Law	3 hrs*
BUSN 3303	Sports Marketing	3 hrs*
BUSN 4113	Sports Fundraising & Sponsorship	3 hrs*
HPES 3513	Health Promotion Programs	3 hrs*
HPES 3813	Principles of Health & Fitness	3 hrs*
HPES 3853	Exercise Testing & Prescription	3 hrs*
MGMT 2113	Principles of Public Relations	3 hrs*
MGMT 3403	Managing People in Organizations	3 hrs*
MGMT 4213	Sports Facility Management	3 hrs*
MGMT 4223	Sports Management Internship	3 hrs*
MGMT 4303	Sports Management	3 hrs*

9 hours of electives (6 of which must be upper level) 9 hrs*
Must be Business, Exercise Science, or Management.

Sports Management Requirement is 42 hours.

GRADUATION REQUIREMENT:

MGMT 4523	Sports Management Capstone	3 hrs*
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122 hours (40 of which must be upper level) is required for Bachelor of Science in Business Administration – Sports Management.

A minimum grade of 'C' is required for all courses pertaining to the major. These courses are indicated with an asterisk. A minimum cumulative GPA of 2.0 is required.

BUSINESS MANAGEMENT SPECIALIZATION **(Online Studies)**

The online Business Management program is designed for online studies for adult students. The intent is to allow students to complete the degree program in the context of their adult professional and personal lives.

Reference the Online Studies section of this catalog for program requirements.