

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

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

- Business Management (*In-Person or Online*)
- Marketing
- Sports Management

Business Management Specialization

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.

Marketing Specialization

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.

Sports Management Specialization

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.

CURRICULUM		
UNIVERSITY CORE		50 hrs

Christian Studies Core (15 hours)

BIBL 1113	Survey of the Bible	3 hrs
BIBL 2313	Life of Christ	3 hrs
PHIL 1123	Christian Apologetics	3 hrs
SOCI 2403	Marriage and Family	3 hrs
THEO 1223	Christian Doctrine	3 hrs

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*
-----------	------------------------	--------

Natural Sciences (6 hours + 1 hour of lab)

BIOL, CHEM, or NATS (1000 or above)	7 hrs
-------------------------------------	-------

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)

BUSINESS ADMINISTRATION CORE		
		48 hrs*

ACCT 2523	Elementary Accounting I	3 hrs*
ACCT 2623	Elementary Accounting II	3 hrs*
BUSN 2213	Introduction to Business	3 hrs*
BUSN 3003	Business Ethics	3 hrs*
BUSN 3103	Business Finance	3 hrs*
BUSN 3323	Business Law	3 hrs*
BUSN 3333	Principles of Marketing	3 hrs*
BUSN 3503	Business Communication	3 hrs*
COMM 1113	Fundamentals of Speech	3 hrs*
ECON 2023	Survey of Economics	3 hrs*
ENGL 3113	Writing and Research	3 hrs*
MGMT 2113	Principles of Public Relations	3 hrs*
MGMT 3303	Management Principles	3 hrs*
MGMT 3403	Managing People in Organizations	3 hrs*
MGMT 3503	Management Information Systems	3 hrs*
STAT 3003	Statistics	3 hrs*

BUSINESS ADMINISTRATION ELECTIVES		12 hrs*
--	--	----------------

12 hours of electives (3 of which must be upper level)
Must be Accounting, Business, Computer Science, Economics, Leadership, Math, Management, Marketing, or Foreign Language.

SPECIALIZATION		12 hrs*
-----------------------	--	----------------

Choose One Specialization:

Business Management Specialization

BUSN 3313	Intercultural Comm. in Global Wrkplc.	3 hrs*
BUSN 4333	Business Analytics	3 hrs*
BUSN 4543	Strategic Business Capstone	3 hrs*
MGMT 4283	Supply Chain Management	3 hrs*

Marketing Specialization

MKTG 3173	Digital Marketing	3 hrs*
MKTG 3413	Consumer Behavior	3 hrs*
MKTG 4113	Marketing Research	3 hrs*
MKTG 4973	Marketing Capstone	3 hrs*

Sports Management Specialization

BUSN 4113	Sports Fundraising & Sponsorship	3 hrs*
MGMT 4213	Sports Facility Management	3 hrs*
MGMT 4303	Sports Management	3 hrs*
MGMT 4523	Sports Management Capstone	3 hrs*

TOTAL REQUIRED		122 hrs
-----------------------	--	----------------

- 40 hours must be upper level.
- 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)

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

TOTAL REQUIRED		121 hrs
-----------------------	--	----------------

- Note: The online specialization university core differs from the in-person as it does not contain a Physical Education Activity Class. The university core is 49 hours.
- 40 hours must be upper level.
- 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.