The business administration major, the central program of Lakeland’s Business Administration Division, produces graduates with this wide range of skills and expertise. Its core set of classes introduces students to the major fields within business and economics, while requiring students to “focus” on a particular area of business through their choice of an emphasis. Students thus graduate with essential competencies in business administration, as well as focused understanding of one key area.

Students who major in Business Administration will be able to:

- utilize the central principles of business and business administration, ranging from key theories and issues to specialized rules and operations;
- understand the structures and institutions of the American and world economic systems, specifically as they relate to the business world;
- comprehend the various ways in which people use their resources to achieve personal, business, and social objectives;
- communicate business and economic information to stakeholders in a clear and professional manner; and
- appreciate and abide by the ethical and legal rules by which business entities relate to one another and to society.

REQUIRED COURSEWORK (45-51 semester hours)
All courses listed are 3 semester hours.

- ACC 210 Financial Accounting Principles
- ACC 220 Managerial Accounting Principles
- BUS 301 Management Information Systems
- BUS 330 Management Principles
- BUS 340 Principles of Business Finance
- BUS 350 Marketing Principles
- BUS 410 Business Law I
- BUS 491 Business Policy and Strategy (Writing Intensive)
- ECN 220 Principles of Macroeconomics
- ECN 230 Principles of Microeconomics
- MAT 220 Probability and Statistics

Plus the completion of at least one emphasis from the list at right.

AREAS OF EMPHASIS
- Business Economics
- Finance
- Forensic/Fraud
- Healthcare Management
- Hospitality Management
- Human Resource Management
- Insurance
- International Business Management
- Nonprofit Management
- Sport Management

Also available as a minor.
For more information, visit lakeland.edu/adult.
DISTRIBUTIONAL STUDIES

Rhetorical Development
- GEN 110 Composition I: Academic Writing
- GEN 112 Composition II: Argumentation and Research

Quantitative Skills
- MAT 130 Intermediate Algebra  
or
- MAT 150 Statistics for Everyday Life

SELECT A MINIMUM OF 3 CREDITS FROM 7 OF THE 8 FOLLOWING CATEGORIES:

Art, Music and Theatre (ART, MUS, THE)

History and Political Science (HIS, POL)

Literature and Writing (ENG, WRT)  
Excludes WRT 110 and WRT 210

Mathematics (MAT)  
Excludes MAT 130 and MAT 150

Natural Sciences (BIO, CHM, PHY and GEN 183)

Philosophy and Religion (PHI, REL)

Social Sciences (ANT, CRJ, ECN, SOC, PSY)  
Excludes SOCP 335

World Languages (CHI, GER, JPS, SPA or other)

INTERDISCIPLINARY STUDIES

- GEN 130 General Studies Core I: Knowing the Self  *(Exempt with at least 30 transfer credits)*
- GEN 3XX General Studies Core II: Exploring the Human Condition  
  *(Exempt with at least 90 transfer credits)*
- GEN 4XX General Studies Core III: Shaping the Future

Upon completion of the requirements for the Bachelor of Arts degree through the Lakeland College evening, weekend and online program, degree-earning students will have
- earned at least 120 semester hours of college credit, with a minimum of 30 semester hours having been completed through Lakeland College;
- satisfied the requirements of at least one academic major;
- completed the General Studies requirements; and
- maintained a cumulative 2.0 grade point average in both the major and in all coursework taken through Lakeland College.

The Lakeland College evening, weekend and online program’s liberal arts component enables students to develop the necessary skills and knowledge to communicate clearly, inquire methodically, evaluate rationally and reason validly. These skills are developed through courses in:
- Distributional Studies, which develop knowledge in areas outside the major; and
- Interdisciplinary Studies, which encourage the integration of knowledge and values.
# Business Administration Areas of Emphasis

## Business Economics (12 credits)
- ECN 360  Money, Banking and National Income  
- ECN 361  Intermediate Macroeconomics  
- ECN 362  Intermediate Microeconomics  
- BUS 309  Healthcare Economics  
- ECN 301  Economics of Sports  
- ECN 365  International Economics

## Finance (15 credits)
- BUS 365  Personal Financial Management  
- BUS 366  Global Financial Markets  
- BUS 424  Intermediate Corporate Finance  
- BUS 437  Investment Finance  
- ECN 360  Money, Banking and National Income

## Forensic/Fraud (18 credits)
- ACC 265  Fraud Investigation I  
- ACC 365  Fraud Investigation II  
- CPS 200  Programming I  
- CPS 250  Information Security & Forensics I  
- CRJ 140  Introduction to Criminal Justice  
- CRJ 345  Criminal Law

## Healthcare Management (12 credits)
- BUS 305  Survey of the U.S. Healthcare System  
- BUS 308  Healthcare Financial Management  
- BUS 309  Healthcare Economics  
- BUS 422  Healthcare Law and Ethics

## Hospitality Management (12 credits)
- BUS 211  Introduction to Hospitality Management  
- Choice of any 3 (9 credits) from the following:  
  - BUS 312  Facilities Planning and Management  
  - BUS 313  Hospitality Human Resource Management  
  - BUS 314  Hospitality Sales and Marketing  
  - BUS 315  Food and Beverage Management  
  - BUS 316  Accommodations Management  
  - BUS 335  Study Abroad in Business

## Human Resource Management (12 credits)
- BUS 313  Hospitality Human Resource Management  
- BUS 380  Human Resource Management  
- BUS 466  Human Resource Development  
- BUS 467  Compensation and Benefits  
- BUS 468  Employee and Labor Relations

## Insurance (15 credits)
- BUS 325  The Insurance Industry  
- BUS 424  Intermediate Corporate Finance  
- BUS 440  Personal Insurance Lines  
- BUS 441  Commercial Insurance Lines I  
- BUS 442  Commercial Insurance Lines II

## International Business (12 credits)
- BUS 284  Principles of International Business  
- BUS 335  Study Abroad in Business  
- BUS 370  Intercultural Communications  
- BUS 474  International Laws and Regulations  
- ECN 365  International Economics

## Management (12 credits)
- BUS 380  Human Resource Management  
- BUS 425  Retail Management  
- BUS 445  Logistics and Supply Chain Management  
- BUS 455  Entrepreneurial Management

## Nonprofit Management (12 credits)
- NPO 140  Introduction for Nonprofit Organizations  
- NPO 330  Managing Nonprofit Organizations  
- NPO 365  Fundraising  
- NPO 473  Strategic Planning for Nonprofits

## Sport Management (15 credits)
- ESS 144  Introduction to Sport Studies  
- ESS 315  Sport Marketing and Promotion  
- ESS 324  Programming of Athletic Facilities and Events  
- ESS 410  Organization and Management of Sport Programs  
- ECN 301  Economics of Sports  
- ESS 450  Essentials of Ethics and Law in Sport

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LAKELAND COLLEGE