

Business Administration

A comprehensive study of key factors driving sound business decisions.

The Bachelor of Arts degree with a major in Business Administration is currently offered at all Lakeland College centers. Most courses are also offered BlendEd®.

Central Wisconsin Center

800.522.9473
centralwi@lakeland.edu

Chippewa Valley Center

800.993.3413
chippewavalley@lakeland.edu

Fox Cities Center

888.942.4444
foxcities@lakeland.edu

Green Bay Center

888.861.8255
greenbay@lakeland.edu

Madison Center

800.589.5134
madison@lakeland.edu

Milwaukee Center

800.421.2949
milwaukee@lakeland.edu

Sheboygan Center

800.569.2166
sheboygan@lakeland.edu

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 (<i>Writing Intensive</i>)
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.

Business Administration Major

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.



General Studies Requirements

(Up to 41 semester hours)

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
	<i>or</i>
ECN 301	Economics of Sports
	<i>or</i>
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
<i>Choice of any 3 (9 credits) from the following:</i>	
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
	<i>or</i>
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
	<i>or</i>
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
	<i>or</i>
ESS 450	Essentials of Ethics and Law in Sport

