BUSINESS ADMINISTRATION

Successful businesses, no matter what they sell, have at least one thing in common: they need to be well managed. Successful management, however, is not a narrow set of skills. Business professionals must be able to analyze economic opportunities, predict outcomes, and implement business decisions. They need to be literate in the worlds of accounting, economics, finance, law, ethics, and information technology—all to navigate an ever-changing business world.

EVENING & ONLINE

REQUIRED COURSEWORK

(48-63 SEMESTER HOURS)

ACC 210 - Financial Accounting Principles

ACC 220 - Managerial Accounting Principles

BUS 150 - Pathways to Success: An Introduction to Business

BUS 301 - Management Information Systems

BUS 330 - Management Principles

BUS 340 - Principles of Business Finance

BUS 410 - Business Law I

BUS 491 - Business Policy and Strategy (WI)

ECN 230 - Principles of Microeconomics

ECN 235 - Principles of Macroeconomics

MAT 220 - Probability and Statistics

MKT 350 - Marketing Principles

And the completion of at least one emphasis designated for the Business Administration major. *See attachment for detailed information.*

- Business Economics
- Communication
- Cooperative Education
- Digital Marketing
- Finance
- Forensic/Fraud
- Healthcare Management
- Hospitality Management
- Human Resource Management
- Insurance
- International Business
- Management
- Nonprofit Management
- Retail Management
- Sales Management
- Sport Management
- Student Designed

Business Administration (B.A.)

The business administration major, the central program of Lakeland's J. Garland Schilcutt School of Business and Entrepreneurship, 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 emphasis. Students thus graduate with essential competencies in business administration, as well as focused understanding of at least one key area.

This combination of broad-based and specific knowledge in business opens doors into marketing and finance, as well as leadership positions in private industry, government, and nonprofit organizations. In its comprehensiveness and commitment to developing problem-solving and decision-making skills, the business administration program is designed to help its graduates succeed anywhere.

Students who have successfully completed a B.A. in Business Administration from Lakeland University should be able to:

- Explain the major concepts in the functional areas of accounting, economics, marketing, finance, management, leadership, and management information systems.
- Construct and present effective oral and written forms of professional communication.
- Identify the key legal and ethical issues related to contemporary business conduct.
- Demonstrate responsible and effective workplace behavior skills and traits in a professional business environment.

Notes: See page 2 for notes.

Education designed for the working adult.

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NOTES

A student completing a major in Business Administration is not eligible to earn a major in Organizational Management.

A student completing a major in Business Administration is not eligible to earn a minor in Cooperative Education. A student is not eligible to complete Cooperative Education emphasis requirements of other majors.*

Students pursuing two or more Business and Entrepreneurship majors requiring completion of an emphasis must select a separate emphasis area for each major, mindful of any emphasis restrictions.

INTERDISCIPLINARY STUDIES

RHETORICAL SKILLS

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

THE CRITICAL THINKING CORE SEQUENCE

GEN 130 - General Studies Core I: Foundations of Critical Thinking *(Exempt with at least 30 transfer credits)*
GEN 3XX - General Studies Core II: Exploring the Human Condition *(Exempt with at least 75 transfer credits)*
GEN 4XX - General Studies Core III: Shaping the Future

DISTRIBUTIONAL STUDIES

Select a minimum of 3 semester hours from 7 of the 8 following categories:

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

History and Political Science (HIS, POL)

Literature and Writing (ENG, WRT)
Excludes ENG 230, WRT 211 and WRT 212

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, DVS, ECN, SOC, PSY)

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

Upon completion of the requirements for the Bachelor of Arts degree through the Lakeland University 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 University;
- 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 University.

The Lakeland University 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.

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AREAS OF EMPHASIS

BUSINESS ECONOMICS
(12-13 semester hours)

Student not eligible to choose this emphasis if completing a minor in Economics.

- ECN 360 - Money, Banking and National Income
- ECN 361 - Intermediate Macroeconomics
- ECN 362 - Intermediate Microeconomics

One of the following:

- BUS 309 - Healthcare Economics
- ECN 301 - The Economics of Sports
- ECN 365 - International Economics
- EXP 100 - Professional Protocol (1 SH) AND
  BUS 400 - Business Internship

COMMUNICATION
(12 semester hours)

- COM 212 - Team-Based and Group Communication
- COM 330 - Strategic New Media and Digital Communication
- WRT 201 - News Writing
- WRT 330 - Advertising and Public Relations Writing

COOPERATIVE EDUCATION
(23-27 semester hours)

**Only available to Business Administration or Organizational Management majors.*

- EXP 100 - Professional Protocol (1 SH)
- EXP 300 - Experiential Learning Seminar (1 SH)
  - ► Is completed two times, for a total of 2 SH
  - ► Co-requisite with either BUS/EXP 390 or BUS /EXP 391
- BUS 390 or EXP 390 - Cooperative Education Experience (1-12 SH)
  - ► Is completed two times, for a total of 20-24 SH
  - ► One experience must be in BUS 390
- BUS 391 or EXP 391 - Cooperative Education Experience (0 SH)
  - ► Is completed at least once over a summer session

DIGITAL MARKETING
(12-13 semester hours)

Choose 4 of 5:

- COM 212 - Team-Based and Group Communication OR
  COM 220 - Persuasion & Advocacy
- COM 330 - Strategic New Media and Digital Communication
- COM 331 - Critical Communication Approaches to New Media
- EXP 100 - Professional Protocol (1 SH) AND
  BUS 400 - Business Internship
- MKT 450 - Digital Marketing Management

FINANCE
(15-16 semester hours)

Choose 5 of 6:

- 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
- EXP 100 - Professional Protocol (1 SH) AND
  BUS 400 - Business Internship

FORENSIC/FRAUD
(18 semester hours)

- ACC 265 - Fraud Investigation I
- ACC 365 - Fraud Investigation II
- CPS 250 - Cybersecurity I
- CRJ 140 - Introduction to Criminal Justice
- CRJ 345 - Criminal Law
- CRJ 347 - Criminal Investigations

SH = semester hours

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HEALTHCARE MANAGEMENT
(12-13 semester hours)

Choose 4 of 5:

- BUS 305 - Survey of the United States Healthcare System
- BUS 308 - Healthcare Financial Management
- BUS 309 - Healthcare Economics
- BUS 422 - Healthcare Law and Ethics
- EXP 100 - Professional Protocol (1 SH) AND
  BUS 400 - Business Internship

HOSPITALITY MANAGEMENT
(12-14 semester hours)

Not eligible to choose emphasis if completing a major in Hospitality Management.

Choose 4 of 5:

- BUS 380 - Human Resource Management
- EXP 100 - Professional Protocol (1 SH) AND
  HSP 407 - Hospitality Internship (4 SH)
- HSP 211 - Introduction to Hospitality Management
- HSP 315 - Food and Beverage Management
- HSP 316 - Accommodations Management

HUMAN RESOURCE MANAGEMENT
(12-13 semester hours)

Choose 4 of 5:

- BUS 380 - Human Resource Management
- BUS 466 - Human Resource Development
- BUS 467 - Compensation and Benefits
- BUS 468 - Employee and Labor Relations
- EXP 100 - Professional Protocol (1 SH) AND
  BUS 400 - Business Internship Insurance

INSURANCE
(15-16 semester hours)

Choose 5 of 6:

- 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
- EXP 100 - Professional Protocol (1 SH) AND
  BUS 400 - Business Internship

INTERNATIONAL BUSINESS
(15-16 semester hours)

BUS 284 - Principles of International Business

Choose 4 of 8:

- BUS 335 - Study Abroad in Business
- BUS 366 - Global Financial Markets
- BUS 370 - Intercultural Communications
- BUS 469 - Global Marketing and Management Strategies
- BUS 474 - International Laws and Regulations
- ECN 365 - International Economics
- EXP 100 - Professional Protocol (1 SH) AND
  BUS 400 - Business Internship
- SPA 100 - Basic Spanish for Business

MANAGEMENT
(12-13 semester hours)

Choose 4 of 7:

- BUS 380 - Human Resource Management
- BUS 445 - Logistics and Supply Chain Management
- BUS 455 - Entrepreneurial Management
- BUS 492 - Organizational Leadership
- COM 111 - Fundamentals of Public Speaking
- EXP 100 - Professional Protocol (1 SH) AND
  BUS 400 - Business Internship
- MKT 425 - Retail Management

NONPROFIT MANAGEMENT
(12-13 semester hours)

Choose 4 of 5:

- EXP 100 - Professional Protocol (1 SH) AND
  NPO 410 - Internship in Nonprofit Management
- LO 532 - Strategic Planning for Nonprofit Organizations
- NPO 140 - Introduction to Nonprofit Organizations
- NPO 330 - Managing Nonprofit Organizations
- NPO 365 - Fundraising

RETAIL MANAGEMENT
(15-16 semester hours)

Choose 5 of 6:

- ACC 220 - Managerial Accounting Principles
- BUS 380 - Human Resource Management
- BUS 445 - Logistics and Supply Chain Management
- EXP 100 - Professional Protocol (1 SH) AND
  BUS 400 - Business Internship
- MKT 425 - Retail Management
- WRT 330 - Advertising and Public Relations Writing

SALES MANAGEMENT
(12-13 semester hours)

Choose 4 of 5:

- BUS 380 - Human Resource Management
- BUS 487 - Sales Management
- COM 211 - Interpersonal Communication
- COM 220 - Persuasion & Advocacy
- EXP 100 - Professional Protocol (1 SH) AND
  BUS 400 - Business Internship

SPORT MANAGEMENT
(15-16 semester hours)

Choose 5 of 7:

- ECN 301 - The Economics of Sports
- EXP 100 - Professional Protocol (1 SH)
  AND SML 400 - Internship in Sport Management and Leadership
- SML 144 - Introduction to Sport Management and Leadership
- SML 315 - Sport Marketing and Promotion
- SML 324 - Programming of Athletic Facilities and Events
- SML 410 - Organization and Management of Sport Programs (WI)
- SML 450 - Essentials of Ethics in Law and Sport

STUDENT DESIGNED
(12 semester hours)

Students may propose a twelve (12) semester-hour emphasis in an area of academic interest that complements their major in the J. Garland Schilcutt School of Business and Entrepreneurship. Students may fulfill the emphasis requirement by completing current courses offered by the J. Garland Schilcutt School of Business and Entrepreneurship, courses offered in other Schools or internship experiences that are relevant to the area of interest. This emphasis plan must be approved in advance by the student's academic advisor and the Dean of the J. Garland Schilcutt School of Business and Entrepreneurship. Cooperative Education courses may not be used to satisfy the requirements of this emphasis.