

BACHELOR OF ARTS

BUSINESS STUDIES

OVERVIEW

The Business Studies degree program is designed for students who are clearly able to define their career goals and apply them to an interdisciplinary program of study.

A Business Studies major allows students to design an individual program targeted towards their personal interests and career goals.

Focusing on the individual student's career goals and objectives, students choose eight courses from the upper-division major areas offered by the College of Business. Courses may be selected from areas as diverse as finance, marketing, mathematics, communication, management, law, or economics.

By pursuing a customized Bachelor of Arts in Business Studies, students are able to develop distinctive skills and competencies that will enhance their career opportunities in a rapidly changing global workforce.

CONTACT

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BACHELOR OF ARTS / BUSINESS STUDIES

Total Credit Hours: 128
Major Credit Hours: 64

I. Core Courses (40)

- 04-200 Basic Macroeconomics (3)
- 04-201 Basic Microeconomics (3)
- 23-120 Principles of Accountancy I (3)
- 23-121 Principles of Accountancy II (3)
- 24-349 Business Statistics (3)
- 24-350 Decision Science (3)
- 25-200 Principles of Marketing (3)
- 61-200 Principles of Management (3)
- 61-250 Business Law I (3)
- 61-300 Business Communication in the Digital Age (3)
- 61-390 Management Seminar (1)
- 62-200 Principles of Finance (3)
- 63-200 Introduction to Information Systems (3)
- 24-240 Business Calculus (3)

Select one of the following:

- 24-230 Finite Mathematics (3)

II. Major Area Courses (24)

Eight courses selected by the student, in consultation with the Business Studies Advisor, from the upper-division major area courses offered in the College of Business.

III. The advanced writing requirement of the general education curriculum is satisfied by Business Studies majors by successful completion of Business Communications in the Digital Age.

**MINOR / BUSINESS STUDIES FOR
NON-BUSINESS MAJORS**

Minor Credit Hours: 21

*Non-college of Business students can minor in Business Studies by completing the following seven courses:***I. Minor Courses (21)**

- 04-200 Basic Macroeconomics (3)
- 04-201 Basic Microeconomics (3)
- 23-120 Principles of Accountancy I (3)
- 25-200 Principles of Marketing (3)
- 61-200 Principles of Management (3)
- 62-200 Principles of Finance (3)
- 63-200 Introduction to Information Systems (3)

II. For students contemplating an MBA program, the following additional courses are recommended

- 23-121 Principles of Accountancy II (3)
- 24-349 Business Statistics (3)
- 24-350 Decision Science (3)

**MINOR / BUSINESS STUDIES FOR
CRIMINAL / SOCIAL JUSTICE MAJORS**

Minor Credit Hours: 21

*Criminal/Social Justice majors can minor in Business Studies by completing seven of the following courses:***I. Minor Courses (15)**

- 23-120 Principles of Accountancy I (3)
- 23-121 Principles of Accountancy II (3)
- 23-430 Individual Income Tax (3)
- 61-250 Business Law I (3)
- 62-200 Principles of Finance (3)

II. Select two of the following (6)

- 04-335 Money and Banking (3)
- 23-431 Advanced Federal Tax (3)
- 63-200 Introduction to Information Systems (3)