

## BUSINESS ADMINISTRATION MAJOR

Bachelor of Science in Business Administration (B.S.B.A.)  
 As of fall 2021

Major Requirements: 42 semester hours. **At least 24 semester hours must be taken at Aquinas.** If students are pursuing a degree in this degree, the marketing electives may NOT count towards the electives required for the BSBA. A GPA of 2.0 must be maintained. A grade of C- or better will count toward the major.

### AQUINAS REQUIREMENTS

### TRANSFER EQUIVALENTS

_____	AG 210 Principles of Accounting I	4.0
_____	AG 211 Principles of Accounting II	4.0
_____	BS 201 Principles of Management	3.0
_____	BS 202 Principles of Marketing	3.0
_____	BS 305 Financial Management	3.0
_____	BS 331 Business Law I <b>OR</b>	3.0
	BS 332 Business Law II	
_____	BS 460 Ethical Application in Business	3.0
_____	BS 492 Business Policy	3.0
_____	ES 211 Microeconomics	3.0
_____	ES 212 Macroeconomics	3.0
_____	CS 152 Spreadsheets	1.0
_____	MS 151 Elementary Statistics (MS 252 or MS 494 may be substituted)	3.0

<u>ACC 201 Principles of Accounting I</u>
<u>ACC 202 Principles of Accounting II</u>
<u>BUS 122 Principles of Management</u>
<u>BUS 260 Principles of Marketing</u>
<u>BUS 123 BUSINESS LAW I</u>
<u>ECON 102 Principles of Microeconomics</u>
<u>ECON 101 Principles of Macroeconomics</u>
101
or
<u>CIS 102 Spreadsheets</u>
<u>BUS 105 Business Statistics or</u>
115
or
<u>MATH 215 Probability and Statistics</u>

### Electives: 6 semester hours

_____	_____	_____
_____	_____	_____

Please Note: Aquinas College reserves the right to change, modify or amend the above-stated requirements and/or courses in its sole discretion and without prior notice.

### Concentrations (optional):

#### MARKETING CONCENTRATION (15 Credits Total)

Choose four of the following:

_____	BS 311 Advertising (BS202, junior status)	3
_____	BS 316 International Marketing	3
_____	BS 342 Digital Marketing	3
_____	BS 360 Consumer Behavior (BS202 or PG100, sophomore)	3
_____	BS 357 Public Relations (BS202, junior status) (WI)	3

<u>BUS 263 ADVERTISING DYNAMICS</u>
_____
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_____	BS 414 Supply Chain Management (BS201, BS202)	3	
_____	BS 415 Sales Management (BS201, BS202)	3	<u>BUS 161A EFFECTIVE SELLING</u>
_____	ES 311 Intermediate Microeconomics	3	

PLUS choose one of the following:

_____	BS 483 Marketing Strategy (BS202, junior status)	3	
_____	BS 442 Cases in International Business (BS201, 202, ]	3	

**HUMAN RESOURCES CONCENTRATION (15 Credits Total)**

Complete five of the following:

_____	BS 321 Industrial Psychology	3	
_____	BS 340 Public Administration	3	
_____	BS 355 Organizational Behavior (BS201 or PG100)	3	<u>BUS222 FUNDAMENTALS OF ORGANIZATIONAL</u>
_____	BS 356 Organizational Leadership (BS201 or PG100)	3	
_____	BS 362 Negotiations	3	
_____	BS 372 Training and Development (BS201)	3	
_____	BS 410 Human Resource Management (BS201)	3	
_____	BS 496 Human Resource Practicum	3	

**International Business (15 credits)**

_____	BS456 Cases in International Business	3.0	
Choose	four (4) courses from the following:		
_____	BS313 International Business	3.0	<u>BUS 200 INTERNATIONAL BUSINESS</u>
_____	BS315 Culture in International Business	3.0	
_____	BS316 International Marketing	3.0	
_____	BS397 Field Experience in International/Global Business (min. 3 credits)	3 or more	
_____	BS455 International Finance	3.0	
_____	BS490 Study Away Business Experience	3.0	
_____	ES342 International Economics	3.0	

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