

BUSINESS ADMINISTRATION / COMMUNICATION MAJOR
Bachelor of Science in Business Administration (B.S.B.A.)
As of Fall 2017

Name: _____
 I.D.#: _____

Overall G.P.A. at time of declaration: _____
 Primary Advisor: _____
 Term of First Enrollment: _____
 Date of Declaration: _____

Major requirements: 57 Semester Hours. At least 18 semester hours must be taken at Aquinas. Every Communication course applied to the major or needed as a prerequisite for another Communication course must be completed with a grade of C or better. The remainder of the courses (accounting, business, etc.) must be completed with a grade of C- or better to have them applied to the major and to fulfill any prerequisite requirements. Students may only take a course twice to obtain the requisite grade or apply it to the major. All CN courses may fulfill GE SS1/SS2 requirements; all AG, BS, and ES courses may fulfill GE SS1. Note: SC= capstone designation; WI= writing intensive.

TERM TAKEN	AQUINAS REQUIREMENTS	COMPLETED GRADE	CREDITS	TRANSFER EQUIVALENT
_____	AG 210 Principles of Accounting I (MS114 recommended)	_____	4	_____
_____	AG 211 Principles of Accounting II (AG210)	_____	4	_____
_____	BS 201 Principles of Management	_____	3	_____
_____	BS 202 Principles of Marketing (ES 211 recommended)	_____	3	_____
_____	BS 305 Financial Management (AG 211, ES 211, MS 151, CS 152)	_____	3	_____
_____	BS 331 Business Law I	_____	3	_____
_____	or BS 332 Business Law II	_____	3	_____
_____	BS 460 Ethical Appl in Business (junior status)	_____	3	_____
_____	CN 101 Introduction to Communication	_____	3	_____
_____	CN 205 Public Speaking (CN 101)	_____	3	_____
_____	CN 206 Interpersonal Communication (CN 101)	_____	3	_____
_____	CN 301 Intercultural Communication (CN 101)	_____	3	_____
_____	CN 305 Advanced Public Speaking (CN 101, 205)	_____	3	_____
_____	CN 307 Small Group Communication (CN 101, 205, 206)	_____	3	_____
_____	CN 401 Organizational Communication (CN 101, 206, junior status)	_____	3	_____
_____	CS 152 Tech: Spreadsheets	_____	1	_____
_____	ES 211 Microeconomics	_____	3	_____
_____	ES 212 Macroeconomics	_____	3	_____
_____	MS 151 Elementary Statistics (MS 107)	_____	3	_____
_____	or MS 252 (MS 114) or MS 494 (493) Statistics	_____	3	_____
Case Study: Choose one course.				
_____	BS 457 Cases in Public Relations (BS 357)	_____	3	_____
_____	or BS 492 Cases in Business Policy (BS 201, 202, 305, junior status) (SC)	_____	3	_____

See back for Concentrations (optional).

Every required Communication course is offered at least once a year, and every elective course is offered at least once every two years. Therefore, no regularly offered course, required or elective, may be taken on independent study. Students are advised to plan their academic schedule ahead.

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 (BS 202, junior status)	_____	3	_____
_____ BS 316 International Marketing	_____	3	_____
_____ BS 342 Digital Marketing	_____	3	_____
_____ BS 357 Public Relations (BS 202, junior status) (WI)	_____	3	_____
_____ BS 360 Consumer Behavior (BS 202 or PG 100, sophomore status)	_____	3	_____
_____ BS 414 Supply Chain Management (BS 201, 202)	_____	3	_____
_____ BS 415 Sales Management (BS 201, 202)	_____	3	_____
_____ ES 311 Intermediate Microeconomics	_____	3	_____

Plus choose one of the following:

_____ BS 483 Marketing Strategy (BS 202, junior status)	_____	3	_____
_____ BS 442 Cases in International Business (BS 201, 202, junior status)	_____	3	_____

HUMAN RESOURCES CONCENTRATION (15 Credits Total)

Complete five of the following:

_____ BS 355 Organizational Behavior (BS 201 or PG 100)	_____	3	_____
_____ BS 356 Organizational Leadership (BS 201 or PG 100)	_____	3	_____
_____ BS 360 Consumer Behavior (BS 202 or PG 100, sophomore status)	_____	3	_____
_____ BS 372 Training and Development (BS 201)	_____	3	_____
_____ BS 410 Human Resource Management (BS 201)	_____	3	_____
_____ *A practicum approved by the department may be substituted for two of the elective courses specified in this concentration.	_____	var.	_____

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