



## **Business Administration A.B.**

Curriculum Code: 0243

Effective: Fall 2019 – Summer 2024

### **Description**

This degree, which can be completed entirely online, provides basic instruction in key business areas such as management, marketing, finances, computers and other business-related areas. Graduates may qualify for entry level/hands-on positions. Additional education will enhance an individual's employment and advancement opportunities. Not all courses in this program transfer to all colleges. Students planning to transfer should see an academic advisor before enrolling in any course.

### **Additional Information**

Students in this program choose a subspecialty, Accounting/Finance, Entrepreneurial, General Business, Insurance, Management, or Marketing, to determine the courses needed to complete the degree.

Upon completion of a subspecialty, any additional subspecialty courses will not count toward the student's enrollment level for determining financial aid eligibility.

### **Contact Information**

Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1522, or the Academic Advising Department, Gannon Building - StarZone, telephone number 517-483-1904.

### **General Education Core Courses, Recommended Choices**

(For the full list of options, see [General Education Core](#))

- Communication – *Select one*  
COMM 130, Fund of Public Speaking, 3 credits / 3 billing hours
  
- Global Perspective and Diversity – *Select one*  
COMM 280, Intercultural Communication, 3 credits / 3 billing hours  
MGMT 234, Diversity in the Workplace, 3 credits / 3 billing hours
  
- Math – *Select one*  
MATH 119, Math - Applications for Living, 4 credits / 4 billing hours  
MATH 120, College Algebra, 4 credits / 4 billing hours  
STAT 170, Introduction to Statistics, 4 credits / 4 billing hours
  
- Science – *Select one*  
BIOL 120, Environmental Science, 4 credits / 6 billing hours  
CHEM 135, Chemistry in Society, 4 credits / 5 billing hours  
PHYS 120, The Art of Physics, 4 credits / 5 billing hours

- Writing – *Select one*  
ENGL 121, Composition I, 4 credits / 4 billing hours  
ENGL 131, Honors Composition I, 4 credits / 4 billing hours

### Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
ACCG 210	Principles of Financial Accg	4 / 4
BUSN 118	Introduction to Business	3 / 3
BUSN 201	International Business	3 / 3
CITA 110	Intro to Microsoft Office	3 / 3
ECON 201	Principles of Economics-Micro	4 / 4
ECON 202	Principles of Economics-Macro	4 / 4
LEGL 215	Business Law-Basic Principles	3 / 3
MGMT 200	Creative Thinking for Business	3 / 3
MGMT 225	Principles of Mgmt/Leadership	3 / 3
MKTG 200	Principles of Marketing	3 / 3

*Select one of the following subspecialties:*

### Accounting/Finance Subspecialty Required Courses

Course Code	Course Title	Credit / Billing Hours
ACCG 161	Accounting with Quickbooks	2 / 2
ACCG 211	Principles of Managerial Accg	4 / 4
BUSN 250	Personal Finance	3 / 3
BUSN 251	Understanding Investments	3 / 3
BUSN 254	Introduction to Investments	2 / 2

### Entrepreneurial Pathway Subspecialty Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 150	Legal Issues: Start Small Busn	2 / 2
BUSN 155	Marketing Your Small Business	1 / 1
BUSN 157	Business Feasibility Analysis	2 / 2
BUSN 160	Starting a Business	4 / 4
BUSN 161	Writing a Business Plan	2 / 2

### General Business Pathway Subspecialty Courses

Course Code	Course Title	Credit / Billing Hours
ACCG 161	Accounting with Quickbooks	2 / 2
BUSN 160	Starting a Business	4 / 4
MGMT 150	Managing Customer Relations	3 / 3
MGMT 234	Diversity in the Workplace	3 / 3

### Insurance Subspecialty Required Courses

Course Code	Course Title	Credit / Billing Hours
INSU 105	Prin of Prop & Liability Ins	3 / 3
INSU 110	Personal Insurance	3 / 3
INSU 125	Commercial Insurance	3 / 3
INSU 175	Intro to Financial Advising	3 / 3

### Management Subspecialty Required Courses

Course Code	Course Title	Credit / Billing Hours
MGMT 223	Supervisory Skills	3 / 3
MGMT 224	Human Resource Management	3 / 3
MGMT 227	Training/Development for Busn	3 / 3
MGMT 228	Organization Behavior	3 / 3

### Marketing Subspecialty Required Courses

Course Code	Course Title	Credit / Billing Hours
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 140	Introduction to Advertising	3 / 3
MKTG 210	Marketing on the Internet	3 / 3
MKTG 229	Public Relations	3 / 3

### Total Credit Hours

62-65 credits / 63-67 billing hours

### Recommended Course Sequence

Semester I	Semester II
Communication Core Writing Core BUSN 118 MKTG 200 CITA 110	Global Perspectives and Diversity Core Math Core BUSN 201 ECON 201 LEGL 215

Semester III	Semester IV
Science Core ACCG 210 MGMT 200 MGMT 225 ECON 202	Subspecilty courses