

BUSINESS ADMINISTRATION, BACHELOR OF BUSINESS ADMINISTRATION - CONCENTRATIONS IN ACCOUNTING, FINANCE, INTERNATIONAL BUSINESS, MANAGEMENT, MANAGEMENT INFORMATION SYSTEMS, OR MARKETING - BUAD

Major Requirements (54 hours)

Code	Title	Credits
Required		
BUAD 201	Principles of Financial Accounting ¹	3
BUAD 202	Principles of Managerial Accounting ¹	3
BUAD 221	Principles of Management ¹	3
BUAD 231	Principles of Marketing ¹	3
ECON 251	Principles of Macroeconomics ¹	3
ECON 252	Principles of Microeconomics ¹	3
BUAD 312	Principles of Finance	3
BUAD 341	Statistical Applications	3
BUAD 344	Business Law I	3
BUAD 346	Business & Organizational Ethics	3
BUAD 347	Business Analytics	3
BUAD 446	Strategic Management	3
Select one 300/400 level BUAC course		3
Other Required		
MATH 114	Introduction to Statistics	3
Concentration		
Select at least 12 hours in at least one of the following Concentrations:		12
Accounting Concentration (p. 1)		
Finance Concentration (p. 1)		
International Business Concentration (p. 1)		
Management Concentration (p. 1)		
Management Information Systems Concentration (p. 1)		
Marketing Concentration (p. 2)		
Total Credits		54

¹ A cumulative grade point average of 2.5 in the following six courses. Students are not allowed to retake courses in which they have received a grade of "C" or better in order to achieve the 2.5 requirement. Only courses with a grade of "C-" or below must be retaken. All grades are figured into the requirement. The calculation includes only SMC grades. No grade received outside SMC is included in the calculation.

Concentrations

Accounting Concentration

Code	Title	Credits
BUAD 301	Intermediate Accounting I	3
BUAD 302	Intermediate Accounting II	3
BUAD 303	Cost Accounting	3
BUAD 304	Personal Income Tax	3
BUAD 305	Accounting for Not-for-Profit Organizations	3
BUAD 306	Fraud Examination	3
BUAD 390	Topics in Business (approved topics)	1-3
BUAD 401	Advanced Accounting	3
BUAD 402	Auditing	3
BUAD 404	Advanced Topics in Income Tax	3

Finance Concentration

Code	Title	Credits
BUAD 313	Investments	3
BUAD 314	Personal Financial Planning	3
BUAD 315	Management of Financial Institutions	3
BUAD 316	Financial Strategy with Computer Applications	3
BUAD 317	Financial Statement Analysis	3
BUAD 390	Topics in Business (approved topics)	1-3
BUAD 416	International Financial Management	3

International Business Concentration

Code	Title	Credits
BUAD 390	Topics in Business (approved topics)	1-3
BUAD 416	International Financial Management	3
BUAD 422	International Management	3
BUAD 433	Global Digital Marketing	3
ECON 354	Economic Development	3
ECON 452	International Trade and Finance	3

Management Concentration

Code	Title	Credits
BUAD 321	Human Resource Management	3
BUAD 322	Organizational Behavior	3
BUAD 329	Gender and Race Issues in Management	3
BUAD 342	New Venture	3
BUAD 345	Business Communication	3
BUAD 390	Topics in Business (approved topics)	1-3
BUAD 422	International Management	3
BUAD 427	Principles of Operations Research	3

Management Information Systems Concentration

Code	Title	Credits
CPSC 207	Computer Programming	3
CPSC 417	Systems Analysis and Design	4
or CPSC 429	Database Systems	
Select two of the following:		5-7
BUAD 390	Topics in Business (approved topics)	
CPSC 308	Electronic Communications	
CPSC 315	Simulation: Theory and Application	
CPSC 417	Systems Analysis and Design (if not taken above)	

or CPSC 429 Database Systems

An approved 300-400 level CPSC course

Marketing Concentration

Marketing Concentration students must take at least 6 credits among four(4) core classes comprised of BUAD 331, BUAD 333, BUAD 334 and BUAD 433 and 6 credits from the remaining courses listed.

Code	Title	Credits
BUAD 331	Advertising and Promotion	3
BUAD 332	Social Media Marketing	1.5
BUAD 333	Marketing Research	3
BUAD 334	Buyer Behavior	3
BUAD 335	Supply Chain Marketing	1.5
BUAD 336	Brand Management	3
BUAD 342	New Venture	3
BUAD 345	Business Communication	3
BUAD 390	Topics in Business (approved topics)	1-3
BUAD 433	Global Digital Marketing	3
BUAD 434	Sales Management and Professional Selling	3
BUAD 437	Artificial Intelligence Marketing	3
BUAD 438	Service Marketing	3

Advanced Writing Proficiency

To satisfy the Department of Business Administration and Economics Advanced Writing Proficiency requirement students must demonstrate writing proficiency in their chosen disciplines. This requires students to compile a portfolio of three items: a completed LinkedIn profile, accepted comprehensive project paper, and a reflection essay regarding personal lessons gleaned from team work on the comprehensive project.

Senior Comprehensive

B.A. in Economics

The Comprehensive Project in Economics requires successful completion of a major research paper as part of ECON 495 Senior Economics Seminar.

B.B.A.

The Comprehensive Project utilizes a case study format working with faculty mentors. It provides teams of students with an integrative group learning experience and tests technical competencies, problem solving and strategic analysis skills, an awareness of ethical issues, communication and interpersonal skills, and quantitative skills. The case also requires the team to consider international and intercultural ramifications. The project culminates with written and oral presentations to department faculty and peers.