

BACHELOR OF BUSINESS ADMINISTRATION



The Bachelor of Business Administration Degree is designed to prepare students for successful careers in a complex business environment. It is the philosophy of the Midstate College Business Administration Department that success in business depends on specialized skills, adaptability, leadership, healthy self-esteem, competency in problem solving, and the ability to communicate effectively. The baccalaureate degree provides individuals with the skill sets for advancement or to pursue administrative, managerial, or entrepreneurial opportunities in today's business world. The four concentration areas are as follows: General Business, Human Resource Management, Management, and Marketing.

Program Objectives:

Upon completion of this program, the graduate will be able to:

1. demonstrate an understanding of economic institutions and the complex relationship between business, government regulations, and the informed consumer.
2. explain and analyze the operational areas of business, while identifying and solving real world business problems.
3. perform leadership tasks, utilizing strategic planning and displaying capabilities of an entrepreneur, while further developing creative thought and independent action.
4. apply an understanding of information technology to create solutions for the business environment.
5. evaluate business situations, articulate values, and apply ethical principles to managerial decisions.
6. evaluate and synthesize key components in human resource management, including employee recruiting, interviewing, hiring, training/development, and the delivery and management of compensation/benefit packages through an employer.
7. conduct research, analyze, and implement a successful marketing plan; including, defining a target market and objectives, recognizing or creating a brand/image, and focusing on relationship marketing and the selling process.

Upon completion of the Human Resource Management Concentration, the graduate will be able to:

8. acquire further insight into the employee life cycle focusing on managing change and developing effective and loyal employees.

Upon completion of the Management Concentration, the graduate will be able to:

8. achieve advanced learning in the management field to further prepare students to become successful managers within the business environment.

Upon completion of the Marketing Concentration, the graduate will be able to:

8. conduct consumer behavior research and use demographic data-driven findings to produce appealing and effective marketing strategies for businesses.

Admission Requirements:

All candidates for admission must pass the College's entrance examination requirements. Each candidate for admission is considered individually on merit and potential.

Graduation Requirements:

All required courses, including a minimum of 186 quarter hours of instruction, must be completed with a cumulative GPA of 2.0 or better on a 4.0 scale in order to be eligible for graduation from the Bachelor of Business Administration program. Students transferring in with upper-division credits must register for a minimum of 32 quarter hours of upper-division business courses. A grade of "C" or better must be achieved in all courses to be eligible to graduate.

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Major:		Quarter Hours:
ACC101	Financial Accounting I	4
ACC105	Financial Accounting II	4
ACC213	Managerial Accounting	4
ACC300	Managerial Cost Accounting I	4
BUS106	Introduction to Business	4
BUS107	Business Law I	4
BUS108	Business Law II	4
BUS204	Principles of Management	4
BUS300	Advanced Business Communications	4
BUS315	Business Ethics	4
BUS340	Organizational Theory	4
BUS370	International Business	4
BUS390	Business Strategies and Policies	4
BUS395	Business Research Project	4
	-or-	4
BUS495	Business Administration Internship	4
CIS114	Computer Usage and Software Applications	4
CIS116	Spreadsheet Applications	4
FIN200	Principles of Finance	4
FIN300	Managerial Finance	4
MGT350	Human Resource Management	4
MGT360	Operations Management	4
MGT375	Leadership and Motivation	4
MGT400	Project Management in Business	4
MKT305	Marketing Management	4
	Total Hours	92

General Education:		Quarter Hours:
BUS232	Business Statistics	4
BUS310	Quantitative Analysis (Advanced Statistics)	4
ECO144	Introduction to Macroeconomics	4
ECO145	Introduction to Microeconomics	4
ENG109	Principles of Speech	4
	-or-	4
ENG120	Interpersonal Communications	4
ENG116	Composition	4
ENG117	Advanced Composition	4
HUM110	Human Potential	4
HUM201	Professional Development	4
MAT140	College Algebra	4
PSY140	Introduction to Psychology	4
	-or-	4
SOC100	Introduction to Sociology	4
	Total Hours	44

General Education Electives:		Quarter Hours:
Humanities		4
Life Science		4
Physical Science		4
Life Science Lab		2
	-or-	2
Physical Science Lab		2
	Total Hours	14
	Total Hours Before Concentration	150

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Choose one of the following:

General Business Concentration: This concentration provides students with an opportunity to broaden their general business knowledge through personal course selection. This concentration will allow students to gain additional business knowledge based upon individual needs. Additionally, this concentration will prepare General Business professionals for success in many different business environments.

General Business:	Quarter Hours:
Upper-Division Electives	12
Open Electives (BUS200 and BUS245 Recommended)	24
Total Hours	36

Human Resource Management Concentration: This concentration provides an option for students who want to focus on the ever-changing field of Human Resources. Students will develop solid theory and practice in selection and retention planning, compensation and benefits administration, training and development programs, and techniques to assess and increase employee performance. This concentration prepares Human Resource professionals for success in ever-changing business environments.

Human Resource Management Concentration:	Quarter Hours:
HR315 Employee Recruitment, Interviewing, and Hiring	4
HR320 Employee Relations Strategies	4
HR330 Compensation and Benefits Administration	4
HR386 Employee Training and Development	4
HR405 Managing Change in the Modern Workplace	4
HR490 Human Resource Performance Improvement	4
Open Electives (BUS200 and BUS245 Recommended)	12
Total Hours	36

Management Concentration: This concentration provides a comprehensive selection of courses to further prepare students for successful management careers in the modern business environment. The coursework incorporates customer service, small business management, entrepreneurship, e-business, and managing change in the modern workplace. This concentration enhances the program's core management curriculum for an in-depth study of best practices in the field.

Management Concentration:	Quarter Hours:
BUS325 Advanced Customer Satisfaction Strategies	4
HR405 Managing Change in the Modern Workplace	4
MGT345 Small Business Management	4
MGT370 Quality Management	4
MGT380 Entrepreneurship	4
MGT420 Principles of E-Business	4
Open Electives (BUS200 and BUS245 Recommended)	12
Total Hours	36

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Marketing Concentration: This concentration is designed to prepare future marketing professionals with the theoretical and practical knowledge for success in diverse marketing-related occupations. The concentration focuses on data-driven decision making through research and analysis of demographic and statistical marketing data. Students will develop and broaden skills in brand management, digital marketing, advertising and promotion, and consumer behaviors which apply to the changing role of marketing in today's organizations.

Marketing Concentration:		Quarter Hours:
BUS405	Professional Selling	4
MKT320	Consumer Behavior	4
MKT340	Brand Management	4
MKT350	Digital Marketing	4
MKT430	Marketing Research	4
MKT475	Advertising and Promotional Strategy	4
Open Electives (BUS200 and BUS245 Recommended)		12
<i>Total Hours</i>		36
Total Hours Required for B.B.A. Degree		186

Gainful Employment Disclosure: Bachelor of Business Administration

Important information about the educational debt, earnings, and completion rates of students who attended this program:
<https://www.midstate.edu/programs/disclosures/BBA>