

# Business Administration (BS)\*

This program is offered by the George Herbert Walker School of Business & Technology/Business Department. It is available at the St. Louis home campus and at select U.S. and international campuses. Please see the Locations Offering Undergraduate Programs section of this catalog for a list of campuses where this program is offered.

## Program Description

The bachelor of science (BS)\* in business administration covers the breadth of business-related disciplines as defined in the business core curriculum. The major does not provide a specific specialization but rather exposes the student to various business functions. This major is ideally suited to the new or transfer upper-division business student or for the student interested in concurrently pursuing another area of study.

\*NOTE: The bachelor of science (BS) degree is abbreviated as BSc when completed in Vienna with Austrian accreditation.

The bachelor of science in business administration is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

## Learning Outcomes

- Students use information, analytical tools and problem-solving skills to make well-reasoned business decisions, considering both quantitative factors and qualitative factors such as ethical considerations.
- Students can develop strategies addressing the legal, ethical, economic and global environment in which the enterprise operates.
- Student will have a working knowledge in a set of analytical business tools related to: math, statistics, accounting, economics, marketing, finance and behavioral science.
- Students can apply business core concepts, principles and analytical skills across functional lines.
- Students can access, develop and use information to analyze business problems and propose feasible solutions.

## Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 45 required credit hours
- 9 upper-level School of Business & Technology credit hours
- Applicable University Global Citizenship Program hours, with accommodations for the business administration BS
- Electives

In addition to the business core curriculum, bachelor of science in business administration students will choose any 3 upper-level 3000-4000 courses (9 hours) from the George Herbert Walker School of Business & Technology.

## Global Citizenship Program for Business Administration BS

Requirements are modified to allow MATH 1430 to satisfy both a requirement of the major and also the GCP 'Quantitative Literacy' requirement.

## Core Curriculum

- BUSN 1000 Business Spreadsheets (1 hour)
- MATH 1430 College Algebra (3 hours)
- WSBT 2000 Career Exploration (1 hour)

- ACCT 2010 Financial Accounting (3 hours)
- ACCT 2025 Managerial Accounting (3 hours)
- BUSN 2750 Introduction to Statistics (3 hours)
- MNGT 2100 Management Theory and Practice (3 hours)
- ECON 2000 Survey of Economics (3 hours)
- WSBT 2300 Personal Branding (1 hour)
- FINC 3210 Principles of Finance (3 hours)
- MNGT 3280 Introduction to Business Law (3 hours)
- MNGT 3450 Organizational Behavior (3 hours)
- BUSN 3500 Business and Global Issues (1 hour)
- MNGT 2500 Marketing (3 hours)
- BUSN 3850 Enterprise Systems\*\* (3 hours)
- WSBT 2700 Career Management Strategies (1 hour)
- BUSN 4110 Operations Management (3 hours)
- BUSN 4500 Ethical Issues in Business (1 hour)
- MNGT 4900 Managerial Policies and Strategies (3 hours)

\*\*For St. Louis campus students. International campus students can substitute this course with either:

- CSIS 2500 Introduction to Data Science (3 hours)
- CSIS 1500 Introduction to Business Technologies (3 hours)

## Emphasis in Economics

This emphasis is only available at the St. Louis home campus.

The emphasis in economics provides students with a solid understanding of the macroeconomic forces that shape and move markets, the structure and behavior of industries within markets and the philosophical underpinnings of the market economy. The study of economics complements the BSBA by developing an underlying paradigm that the decision maker can use to more fully understand the market forces impacting the business environment and to predict the potential impact of their decisions on the firm.

## Emphasis-Specific Learning Outcomes

- The student will demonstrate familiarity with the primary measures of economic performance (GDP, Price Level, Unemployment).
- The student will demonstrate proficiency in the use of the primary economic models (ISLM, Mundell-Fleming, Solow, Consumer Choice Theory, Price Optimization, Cournot Reaction Functions, Edgeworth Box and Game Theory).

## Required Courses

- ECON 3000 Basic Economic Modelling (3 hours)
- ECON 3020 Intermediate Microeconomics (3 hours)
- ECON 3030 Intermediate Macroeconomics (3 hours)
- 3000-level or 4000-level ECON elective (3 hours)
- 3000-level or 4000-level ECON elective (3 hours)
- ECON 4000 Assessment Exam (0 hours)

## Emphasis in Sports and Entertainment Management

This emphasis is only available at the St. Louis home campus.

The emphasis in sports and entertainment management is designed to provide students with the knowledge, skills and tools necessary to succeed in the business-side of sports and entertainment. The administration of academic and professional sports and athletic franchises is a large and growing business in the United States and around the world. Sometimes overlooked but also important is the use of professional sports venues to host live entertainment events (concerts, ice events, children's shows). Recognizing the importance of both sports and entertainment, this

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program provides an inclusive approach providing graduates the skills necessary to be successful in both areas of business.

## Emphasis-Specific Learning Outcomes

Upon completion of this program, students will be able to:

- Formulate business operational, managerial and marketing plans central to professional sports team and entertainment organizations.
- Quantify the economic impact that entertainment events and venues bring to communities.
- Apply critical thinking, problem solving and communication skills to the management of the sports and entertainment business sectors.
- Analyze the trends, opportunities and challenges to compete successfully in a rapidly changing sports and entertainment global environment.

## Required Courses

- BUSN 2037 Introduction to Sports and Entertainment Management (3 hours)
- BUSN 3457 Sports and Entertainment Marketing (3 hours)
- BUSN 4717 Sports Finance (3 hours)
- BUSN 4747 Sports Operations and Logistics (3 hours)
- BUSN 4757 Live Entertainment Management (3 hours)
- BUSN 4827 Sports and Entertainment Internship (3 hours)