

BUSINESS ADMINISTRATION MAJOR

Faculty

Program Chair: Cliff Boggs

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Major Description

Judson University's Business Administration major will equip students to effectively manage processes, achieve goals, and solve problems in a corporate or organizational setting. Students will integrate Christian values while developing appropriate business aptitudes, including communication, operation, marketing, strategy and financial skills.

Concentrations give students the opportunity to focus their coursework in a specialized area. Students majoring in Business Administration have a variety of concentration options, such as Marketing Management, Entrepreneurship, Human Resource Management, and Leadership.

This program was designed with input from business professionals.

Learning Outcomes

The Bachelor of Arts in Business Administration program equips students to:

- Develop a managerial perspective for capitalizing on business opportunities and challenges considering the current economic and business climate.
- Analyze business problems and situations critically and creatively to execute logical decisions within a business environment.
- Apply interpersonal skills to work collaboratively with diverse groups of people to accomplish organizational, team, and individual goals.
- Employ exemplary oral and written communication skills to present a professional image within the context of a variety of business environments.
- Develop organizational strategies and proposals by synthesizing the functional areas of a business to best meet organizational goals.
- Formulate personal ethical perspective and identify Christian-based principles in approaching professional and organizational responsibilities.

Business Administration Major

Important Notes

- No major program courses may be exempted or taken at another college.
- Block A should be completed first. Blocks B and C may be completed in any order. Block D must always be the final block.
- The following concentrations are available with this major: Entrepreneurship, Human Resources, Leadership, and Marketing Management.

Major Requirements

Code	Title	Hours
Block A		
LDB301	Academic and Interpersonal Effectiveness	3
BUS304	Critical Thinking, Research and Writing	3
BUS374	Economics	3
BUS421	Leading Innovation	3
Block B		
BUS330	Managerial Budgeting and Accounting	3
BUS342	Organizational and Corporate Finance	3
BUS376	Financial Accounting and Analysis	3
BUS378	Business Law	3
Block C		
Complete 12 hours from the following: ¹		12
HSC315	Applied Psychology	
HSC327	Psych Test and Measurement	
HSC345	Applied Social Psychology	
HSC365	Cultural Competence: Divergence of Deviance	
HSC420	Applied Positive Psychology	
HSC440	Not-for-Profit Management	
300- or 400-level Business Elective		
300- or 400-level Human Resource Management Elective		
300- or 400-level Organizational Leadership Elective		
Block D		
BUS350	Technology Management	3
BUS485	Business Capstone	3
BUS425	Marketing Analytics	3
LDB481	Faith and Life Issues	3
Total Hours		48

¹ Elective courses may not duplicate with the major, 2nd major or any certificate. Concentration courses may be used in lieu of electives.

Optional Concentrations

Marketing Management Concentration

Code	Title	Hours
BUS338	Principles of Marketing Management	3
BUS339	Strategic Marketing Management	3
BUS356	Consumer Behavior	3
BUS337	Integrated Mktg Communications	3

Entrepreneurship Concentration

Code	Title	Hours
BUS356	Consumer Behavior	3
BUS363	Leading an Entrepreneurial Venture	3
BUS365	Professional Selling	3
BUS337	Integrated Mktg Communications	3

Human Resource Management Concentration

Code	Title	Hours
HRM330	Theory and Practice of Training and Development	3
HRM351	Human Resource Management	3
HRM353	Legal Aspects of HR Management	3

HRM425	Employee Benefits and Compensation Management	3
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Leadership Concentration

Code	Title	Hours
BUS306	Strategic Management	3
ORL328	Diversity and Intergenerational Effectiveness	3
ORL340	Leading Change in Organizations	3
HRM351	Human Resource Management	3

Advanced Certificate in Business Administration (for Organizational Leadership majors)

Important Notes

- This advanced certificate is for students who have earned/are pursuing an Organizational Leadership major.
- No program courses may be exempted or taken at another college.
- Students do not need to take BUS485 Business Capstone (3 c.h.) for an advanced certificate.

Major Requirements

Code	Title	Hours
Business Administration Core		
BUS342	Organizational and Corporate Finance	3
BUS376	Financial Accounting and Analysis	3
BUS378	Business Law	3
BUS485	Business Capstone	0-3
Electives		
Select 12 hours from the following:		12
BUS337	Integrated Mktg Communications	
BUS356	Consumer Behavior	
BUS363	Leading an Entrepreneurial Venture	
BUS365	Professional Selling	
HRM330	Theory and Practice of Training and Development	
HRM351	Human Resource Management	
HRM353	Legal Aspects of HR Management	
HRM425	Employee Benefits and Compensation Management	
HSC315	Applied Psychology	
HSC327	Psych Test and Measurement	
HSC345	Applied Social Psychology	
HSC365	Cultural Competence: Divergence of Deviance	
HSC420	Applied Positive Psychology	
HSC440	Not-for-Profit Management	
300- or 400-level Business Elective		
Total Hours		21-24

Second Major or Advanced Certificate in Business Administration (for Human Science Majors)

Important Notes

- This 2nd major/advanced certificate is for students who have earned/are pursuing a major outside the Business Programs in the Division of Professional Studies.
- Students who have earned/are pursuing a major in Organizational Leadership may not earn a second major in Business Administration.
- No program courses may be exempted or taken at another college.
- Students do not need to take BUS485 Business Capstone (3 c.h.) for an advanced certificate.

Program Requirements

Code	Title	Hours
Core Requirements		
BUS330	Managerial Budgeting and Accounting	3
BUS342	Organizational and Corporate Finance	3
BUS350	Technology Management	3
BUS374	Economics	3
BUS376	Financial Accounting and Analysis	3
BUS378	Business Law	3
BUS425	Marketing Analytics	3
BUS485	Business Capstone	0-3
Total Hours		21-24