

# BUSINESS ADMINISTRATION / BACHELOR OF ARTS

**Total Credit Hours:** 120  
**Major Credit Hours:** 57-60

*Offered to students enrolled in the School of Graduate, Professional, and Continuing Education, or at the Saint Augustine College location.*

The Bachelor of Arts (BA) in Business Administration provides students with a comprehensive foundation in business principles grounded in the liberal arts. Designed to accommodate the needs of nontraditional and working adult learners, the program emphasizes both academic rigor and practical application within a flexible, student-centered environment. Graduates are well-prepared to pursue diverse career opportunities across private industry, government agencies, nonprofit organizations, and international business sectors.

Students develop core competencies in accounting, economics, management theory and organizational behavior, business law, marketing, financial management, international business, human resources, and strategic decision-making.

The program culminates in a senior capstone course, offering students the opportunity to apply their learning through applied research in areas such as strategic planning, international business operations, or entrepreneurship. Upon completion of the degree, graduates are equipped for roles in business administration, operations, and leadership, or may choose to pursue graduate study, including an MBA or other advanced business credentials.

As a graduate of the **BA in Business Administration** program, you will be prepared to:

1. Demonstrate a strong foundation of business knowledge and decision-making skills for every level of business operation.
2. Apply analytical skills, business strategies, method, and techniques to manage real-world business situations.
3. Understand the legal environment of business, to act and behave in an ethical manner when dealing with personnel, business activities, and the law.
4. Demonstrate both a leadership attitude and the skills to work with a team, as well as the capability to face daily work business situations that require competent and positive interpersonal conduct.
5. Display effective communication skills, including oral, written, electronic, and social media applications.
6. Demonstrate competence with technology to organize, understand, and analyze business operations, as well as to propose new ideas and solutions.

## Requirements

Code	Title	Hours
<b>Core Courses</b>		
ACCT 10000	Applied Accounting for Business Professionals	3
BSAD 20000	Principles of Management	3
MKTG 20000	Principles of Marketing	3
BSAD 25000	Business Law 1	3
BSAN 20000	Accounting and Business Information Systems	3
BSAD 30000	Business Communication in the Digital Age	3

FINA 20000	Principles of Finance	3
ORGL 36100	Leadership Strategies for Innovation, Influence, and Impact	3
BSAD 21000	Introduction to International Business	3
MATH 17000	Finite Mathematics	3
ECON 20000	Basic Macroeconomics	3
BSAD 49800	Applied Integrative Business Administration Capstone	3
PHIL 21500	Introduction to Ethics	3
MKTG 30500	Introduction to Digital Marketing	3
FINA 35000	Personal Financial Planning	3

### Recommended Course

BSAD 11000	Business Fundamentals for Professionals	12
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### Concentrations

<b>Human Resource Management</b>		
BSAD 36000	Human Resource Management	
HURM 37000	Employment Law	
HURM 38000	Organization Theory and Design	
HURM 41500	Compensation and Benefits	

### Small Business Operations

MKTG 43000	Marketing and Sales Strategies for Small Business	
ENTR 20000	Small Business Fundamentals	
ENTR 42000	Small Business Ownership and Operations	
ENTR 42500	Business and Financial Plan Development	

### Hospitality Management

HOST 40000	Lodging in the Hospitality Industry	
HOST 41000	Management Food Service in the Hospitality Industry	
HOST 42000	Managing Events in the Hospitality Industry	
HOST 43000	Senior Seminar in the Hospitality Industry	

### Organizational Leadership

ORGL 32000	Life, Career and the Emerging Workplace	
ORGL 34000	Organizational Development	
ORGL 40000	Learning in Organizations	
ORGL 42000	Leadership for Service	

### Custom Concentration

Any combination of 12 credit hours from Available Concentrations		
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<b>Total Hours</b>	<b>57</b>
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