

BUSINESS MANAGEMENT, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Business Management prepares students to manage organizations of all types. Managers help businesses improve the way they get products and services to their customers. They keep businesses running smoothly by bringing together suppliers, employers, workers and the tools they use to create the products and services sold everywhere. Business management students have opportunities to participate in experiential learning such as working with ATU's Small Business Technology and Development Center to help local businesses to manage more efficiently.

Curriculum

The matrix below is a sample plan for all coursework required for this program.

Course	Title	Hours
Freshman		
Fall		
ENGL 1013	Composition I ¹	3
FAH 1XXX	Fine Arts and Humanities Courses ¹	3
PSY 2003	General Psychology	3
MATH 1113	College Algebra ²	3
BUAD 1111	Introduction to Business	1
BUAD 2003	Business Information Systems	3
Hours		16
Spring		
ENGL 1023	Composition II ¹	3
SCIL 1XXX	Science with Laboratory ¹	4
USHG 1XXX	U.S. History and Government ¹	3
MATH 2223	Quantitative Business Analysis ²	3
COMM 2173 or COMM 2003	Business and Professional Speaking or Public Speaking	3
Hours		16
Sophomore		
Fall		
ACCT 2004 & ACCT 2000	Accounting Principles I and Accounting Principles I Lab	4
ECON 2003	Principles of Macroeconomics	3
FAH 1XXX	Fine Arts and Humanities Courses ¹	3
BDA 2003	Business Problem Solving	3
BLAW 2033	Legal Environment of Business	3
Hours		16
Spring		
ACCT 2013	Accounting Principles II	3
ECON 2013	Principles of Microeconomics	3
SCIL 1XXX	Science with Laboratory ¹	4
STAT 2163 or SOC/PSY 2053	Introduction to Statistical Methods or Statistics for the Behavioral Sciences	3
MGMT 3003	Principles of Management	3
Hours		16
Junior		
Fall		
ENGL 2053	Technical Writing	3
MGMT 3123	Business Ethics	3
MKT 3043	Principles of Marketing	3
Management Elective (3000-4000)		6
Hours		15

Spring		
FIN 3063	Business Finance	3
MGMT 3103	Operations Management	3
Management Elective (3000-4000)		6
Elective		3
Hours		15
Senior		
Fall		
MGMT 4013	Management Information Systems	3
School of Business Elective (3000-4000) ^{3, 4}		3
Elective ⁴		9
Hours		15
Spring		
MGMT 4083	Business Policy	3
School of Business Elective (3000-4000) ^{3, 4}		6
Elective ⁴		2
Hours		11
Total Hours		120

¹ See appropriate alternatives or substitutions in "General Education Requirements (<https://catalog.atu.edu/undergraduate/general-education-requirements/>)".

² Students who have two years of high school algebra with a grade of "C" or better and a math ACT score of 22 or above may omit College Algebra and enroll directly in MATH 2223 Quantitative Business Analysis. If omitted, an additional 3 hours of electives will be required. Students considering graduate school are advised to use free elective hours to take MATH 2914 Calculus I.

³ Excludes HIM and AHS courses.

⁴ This program partners the BSBA undergraduate degree with the MBA degree. A maximum of twelve (12) graduate level credit hours can be counted towards both the BSBA degree in Business Data Analytics and the MBA degree. Four graduate level courses can be used to replace four upper-division undergraduate courses as follows:

- BDA 6203 Business Information Analysis can replace MKT 3153 Marketing Research and Analysis
- MGMT 6203 Decision Modeling in Supply Chain Management can replace MGMT 4103 Supply Chain Management
- MKT 6103 Digital Marketing Strategy can replace MKT 4013 Digital Metrics
- BDA 6323 Applied Predictive Analytics can replace BDA 4003 Business Intelligence