

# B.A. Major in Business Administration

The course requirements and offerings for this academic program will likely be updated in future catalogs.

**The B.A. major in Business Administration** requires the Business Administration Core courses including a Business Internship and two additional credit courses for a total of 46 semester hours:

Code	Title	Semester Hours
<b>Business Administration Core courses:</b>		
BUAD 090	Business Internship	0.0
BUAD 161	Business Analytics	3.0
ECON 203	Principles of Microeconomics	3.0
ECON 204	Principles of Macroeconomics	3.0
BUAD 215	Intro to Mgmt Info Systems	3.0
BUAD 251	Financial Accounting	3.0
BUAD 252	Managerial Accounting	3.0
BUAD 320	Marketing	3.0
BUAD 330	Management	3.0
BUAD 336	Organizational Effectiveness	3.0
BUAD 340	Operations & Supply Chain Mgmt	3.0
BUAD 360	Managerial Finance	3.0
BUAD 430	Strategic Management <sup>1</sup>	3.0
BUAD 440	New Venture Creation	4.0
Two of the following electives (only one may be ECON):		6.0
BUAD 140	Innovation!	
BUAD 270	Sustainable Business & Econ	
BUAD 310	Investments	
BUAD 321	Marketing Research	
BUAD 326	Multi-Channel Marketing	
BUAD 328	Global Strategic Marketing	
BUAD 335	International Business	
BUAD 350	Business Law	
BUAD 375	New Venture Incubator	
ECON 303	Intermed Microeconomic Theory	
ECON 321	Money and Banking	
ECON 331	International Economics	
PHIL 265	Business Ethics	
SPRT 360	Exploring Leadership	
<b>Total Semester Hours</b>		<b>46.0</b>

<sup>1</sup> Must be taken at Principia College.

Notes:

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- A cumulative GPA of 2.0 or higher in all required courses is necessary to complete the major.
- See overview page for departmental transfer credit policy.