

Business (BA) (BS)

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We prepare students to embark on the next phase of their lives, whether it is entering the work environment or pursuing graduate studies, with a powerful skill set. Students will develop the ability to assess a situation, choose effective business tools, and adapt to often complex and changing environments.

We offer several challenging and focused baccalaureate options for both undergraduate residential programs and for distance learning students through MBU Online. Our bachelor of arts in business has a strong broad-based core covering all the fundamental components necessary to understand the business world and the dynamic environment in which it operates. Students complete the core, as well as at least one area of emphasis, specific to their needs and interests. Emphasis areas include: management, marketing, accounting, human resource management, and project management. (**Note:** Students may complete no more than two areas of emphasis.)

A bachelor of science in business is also available.

The second baccalaureate option available to students in undergraduate residential programs is a Marketing Communication major. This unique major focuses specifically on marketing and communication theory and practice and equips students to understand, assess, and navigate in a world that is increasingly diverse. Students will gain knowledge and skills enabling them to understand different contexts, cultures, and media and be able to leverage the power of effective, informed and targeted communication. There are two tracks available in the Marketing Communication degree option: Integrated Marketing and Communication Studies. Students have the opportunity to become effective and impassioned communicators, decision makers, and team players.

Department: [Business](#)

Type: Major

Bachelor of Arts in Business

The degree in Business is a preparation for engaging in the world after graduation in almost any endeavor, whether profit-seeking or not.

The core of the program focuses on three critical abilities:

- To communicate one's ideas to others and to learn from them
- To organize people and activities in order to effectively accomplish one's goals
- To track and evaluate progress against those goals

Students will be required to complete a series of business courses intended to provide a foundation in essential business competencies which will be supplemented by additional coursework in one of seven emphasis areas.

Note for transfer students: Microeconomics and Macroeconomics credits transferred from another college meet the ECON 101 and 102 requirements for the bachelor of arts in business, but only ECON 102 taken at MBU meets the Global Understanding requirement. Students transferring the ECON 102 course from another college must meet this learning outcome from one of the other qualifying courses at MBU.

**Accounting concentration students should take BUAD 210 and BUAD 211 in place of BUAD 208 and BUAD 209.*

Business Core Requirements

Item #	Title	Credits
BUAD 104	SUSTAINABILITY & BUSINESS	3
BUAD 200	MANAGEMENT PRINCIPLES (W)	3
BUAD 208	ACCOUNTING PRINCIPLES	3
BUAD 209	FINANCIAL DECISION MAKING (Q)	3
BUAD 220	THE LEGAL ENVIRONMENT OF BUSINESS	3
	BUAD 234 OR INT 222	3
BUAD 230	MARKETING PRINCIPLES	3
BUAD 307	BUSINESS & SOCIETY (R)	3
BUAD 400	STRATEGY/SUSTAIN IN BUSINESS (O)	3
BUAD 401	SENIOR SEMINAR (M)	3
ECON 101	PRINCIPLES OF MICROECONOMICS (SQ)	3
ECON 102	PRIN INTERN'L & MACROECONOMICS (I)	3

Requirements for the Bachelor of Arts in Business — Emphasis in Management

Undergraduate residential programs and MBU Online

Item #	Title	Credits
	Business Core Requirements	36
BUAD 202	ORGANIZATIONAL BEHAVIOR	3
BUAD 250	GENDER IN THE WORKPLACE (G)	3
BUAD 304	MANAGING ORGANIZATIONAL CHANGE	3
BUAD 305	GLOBAL BUSINESS (I)	3

Requirements for the Bachelor of Arts in Business — Emphasis in Human Resource Management

Undergraduate residential programs and MBU Online

Item #	Title	Credits
	Business Core Requirements	36
BUAD 202	ORGANIZATIONAL BEHAVIOR	3
BUAD 302	MANAGING HUMAN CAPITAL	3
BUAD 321	RECRUITING, HIRING & ONBOARDING EMP	3
BUAD 322	MANAGING EMPLOYEE PERFORMANCE	3

Requirements for the Bachelor of Arts in Business - Emphasis in Marketing

Undergraduate residential programs and MBU Online

Item #	Title	Credits
	Business Core Requirements	36
BUAD 334	MULTICULTURAL MARKETING IN AMERICA (D)	3
BUAD 338	AUDIENCE INSIGHTS & ANALYSIS	3
BUAD 362	BUYER BEHAVIOR	3
COMM 245	SOCIAL MEDIA	3

Requirements for the Bachelor of Arts in Business — Emphasis in Accounting

Undergraduate residential programs and MBU Online

Item #	Title	Credits
	Business Core Requirements	36
BUAD 340	FINANCIAL MANAGEMENT (Q)	3
	Accounting Emphasis Courses - Take three courses	9

Requirements for the Bachelor of Arts in Business - Project Management Emphasis

Undergraduate residential programs and MBU Online

**BUAD 230 is not required for Project Management Emphasis*

Item #	Title	Credits
	Business Core Requirements	36
BUAD 350	FOUNDATIONS OF PROJECT MANAGEMENT I	3
BUAD 351	FOUNDATIONS PROJECT MANAGEMENT II	3
BUAD 352	PROJECT MANAGEMENT RISK	3
BUAD 353	PROJECT MANAGEMENT SCHEDULING	3
BUAD 354	PROJECT MANAGEMENT QUALITY	3

Requirements of the Bachelor of Science in Business

Students planning to enter a Master of Business Administration (MBA) program would benefit from taking: BUAD 305 Global Business BUAD 312 Cost Accounting BUAD 334 Multicultural Marketing BUAD 340 Principles of Financial Management

Item #	Title	Credits
	Business Core Requirements	36
	ECON 301 or POLS 301	3
	Three Math courses at the 200-level or above	9
	Two lab science courses at the 200 level or above	6

Accelerated Path Bachelors to MBA 4+1

Upon entering MBU, qualified students may elect to complete their Bachelor's in Business **and** Master's in Business Administration through MBU in just five years.

- Declare the BA or BS in Business, any emphasis area, no later than 2nd semester of sophomore year. Students transferring with a completed associate's degree must declare upon admission into MBU's undergraduate business program.
- Include three graduate classes (9 sh) as part of the undergraduate degree, beginning in the third year: Buad 500, Buad 502, and Buad 505.
- Complete the Bachelor's degree with a 3.0 GPA in the major.
- Move directly into the MBA program and complete remaining requirements in one calendar year; 21 credit hours as a graduate student spread over three subterms (9sh/6sh/6sh).
- Financial Aid may be utilized, with 9 sh graduate courses charged at the undergraduate course fee.
- Separate application into the MBA is not required until students complete the Bachelor's degree and enter fully into the graduate program. Students should declare their intention to pursue the MBA to their advisor no later than the second semester of their second year at MBU.
- Advising moves officially from undergraduate advisor to MBA advisor once the Bachelor's degree is complete; however, the undergraduate advisor and graduate advisor together will work with the student in their final undergraduate year.
- The Bachelor's degree will be conferred independently of the graduate program.