Program Coordinator: D. Robinson

The Bachelor of Arts in Business (B.A. in Business) program at King is designed for traditional students. The B.A. in Business program provides an academically challenging experience that empowers students with excellent business, writing, speaking, and critical thinking skills. The B.A. in Business program allows students to directly integrate skills, theory, and tools for a successful career.

Student Learning Outcomes
The B.A. in Business program furthers the mission of King to build meaningful lives of achievement and cultural transformation in Christ by preparing students to excel in business in a principled manner while recognizing personal and professional responsibilities.

Upon completion of the B.A. in Business program, graduates will:
1. Demonstrate effective written, oral, and visual communication skills appropriate for business contexts and settings.
2. Demonstrate critical thinking skills.
3. Demonstrate functional knowledge and skills in the following areas: accounting, ethics, finance, strategy, leadership, economics, global business, information management systems, legal environment, management, marketing, and quantitative research/statistics.

Computer Requirements
Students in the B.A. in Business program are required to have access to a computer, with minimum of Microsoft Office 2010 or later, wireless capability, and webcam.

Comprehensive Assessment Requirement
During the last semester of the program of study, B.A. in Business students will take the Peregrine Academic Services Business Program Assessment Examination which covers these functional areas: accounting, ethics, finance, strategy, leadership, economics, global business, information management systems, legal environment, management, marketing, and quantitative research/statistics.

Internship Requirement
All students in the B.A. in Business program must complete an internship as part of their graduation requirements. Internship qualifications include:
- 2.5 minimum GPA
- Junior standing
- Approval from both advisor and Internship Coordinator

Core Curriculum Requirements
Business majors should fulfill specified categories of the King Core Curriculum by taking the courses indicated below. See “The Core Curriculum” section of the catalog for additional details.
Quantitative Literacy  
MATH 1560  
Introduction to Statistics..........................................................4 s.h.

U.S. and Global Citizenship  
ECON 2200  
Economic and Social Systems: Principles of Economics..............4 s.h.

Business Major Common Requirements  
BUSA 2130  
Business Communication ..........................................................2 s.h.
BUSA 2251  
Principles of Management .........................................................4 s.h.
BUSA 2630  
Financial Accounting...............................................................4 s.h.
BUSA 2650  
Management Information Systems ...........................................4 s.h.
BUSA 3000  
Managerial Accounting .............................................................4 s.h.
BUSA 3300  
Principles of Marketing ............................................................4 s.h.
BUSA 3550  
Corporate Financial Management..............................................4 s.h.
BUSA 3730  
Business Law..............................................................................4 s.h.
BUSA 3740  
Professional Development Strategies .......................................1 s.h.
BUSA 3800  
Internship..................................................................................2 s.h.
BUSA 4001  
Business Policy and Strategic Management...............................4 s.h.
BUSA 4990  
Comprehensive Assessment ......................................................0 s.h.

Track Requirements for a B.A. in Business  
Students must choose a track in either Accounting, Economics, Finance, Management, Marketing, or Sport Management.

Accounting Track  
BUSA 3110  
Intermediate Accounting I..........................................................4 s.h.
BUSA 3120  
Intermediate Accounting II.........................................................4 s.h.
BUSA 3841  
Federal Taxation ........................................................................4 s.h.
BUSA 4810  
Advanced Accounting ................................................................4 s.h.
BUSA 4870  
Principles of Auditing..................................................................4 s.h.
Summary of Total Credits
Core Curriculum ........................................................................ 42 s.h.
Common Major Requirements ...................................................... 37 s.h.
Track Requirements .................................................................... 20 s.h.
Electives/Minor/Second Major ..................................................... 25 s.h.
Minimum to Earn Bachelor of Arts .............................................. 124 s.h.

Business Administration Track
Only students who have chosen Business as a second major may select the Business Administration Track. Their first major should be a program housed outside of the School of Business.

BUSA Elective, 3000-level or above .............................................. 4 s.h.

Summary of Total Credits
Core Curriculum ........................................................................ 42 s.h.
Common Major Requirements ...................................................... 37 s.h.
Track Requirements .................................................................... 4 s.h.
First Major/Minor/Electives ......................................................... 41 s.h.
Minimum to Earn Bachelor of Arts .............................................. 124 s.h.

Economics Track
ECON 3260
Intermediate Microeconomic Theory (4 s.h.)

Choose from the following courses ............................................ 12 s.h.
BUSA 3560
Investment Management (4 s.h.)
ECON 3250
Money and Banking (4 s.h.)
ECON 3270
Intermediate Macroeconomic Theory (4 s.h.)
ECON 3280
Issues in Political Economy (4 s.h.)
ECON 3800
Economic Issues in Public Policy and Current Events (4 s.h.)
PSYC 2500
Statistics for the Social Sciences (4 s.h.)

Summary of Total Credits
Core Curriculum ........................................................................ 42 s.h.
Common Major Requirements ...................................................... 37 s.h.
Track Requirements .................................................................... 16 s.h.
Electives/Minor/Second Major ..................................................... 29 s.h.
Minimum to Earn Bachelor of Arts .............................................. 124 s.h.

Finance Track
ECON 3250
Money and Banking .................................................................... 4 s.h.
ECON 3270  
Intermediate Macroeconomic Theory......................................................... 4 s.h.

BUSA 3560  
Investment Management................................................................................. 4 s.h.

BUSA 4590  
Advanced Corporate Finance ................................................................. 4 s.h.

**Summary of Total Credits**
Core Curriculum ......................................................................................... 42 s.h.
Common Major Requirements ................................................................. 37 s.h.
Track Requirements .................................................................................... 16 s.h.
Electives/Minor/Second Major ................................................................. 29 s.h.
**Minimum to Earn Bachelor of Arts** ...................................................... 124 s.h.

**Management Track**
ECON 3260  
Intermediate Microeconomic Theory ......................................................... 4 s.h.

BUSA 3620  
Organizational Behavior............................................................................. 4 s.h.

BUSA 3621  
Human Resource Management ................................................................. 4 s.h.

BUSA 3850  
Small Business Entrepreneurship ............................................................. 4 s.h.

**Summary of Total Credits**
Core Curriculum ......................................................................................... 42 s.h.
Common Major Requirements ................................................................. 37 s.h.
Track Requirements .................................................................................... 16 s.h.
Electives/Minor/Second Major ................................................................. 29 s.h.
**Minimum to Earn Bachelor of Arts** ...................................................... 124 s.h.

**Marketing Track**
Choose from the following courses ........................................................... 16 s.h.

DMAD 1500  
Introduction to Web Presence and Social Media Strategy (4 s.h.)

ECON 3260  
Intermediate Microeconomic Theory (4 s.h.)

BUSA 3660  
Consumer Behavior (4 s.h.)

BUSA 3680  
Promotion Strategies (4 s.h.)

BUSA 4230  
Sales Management and Professional Selling (4 s.h.)

**Summary of Total Credits**
Core Curriculum ......................................................................................... 42 s.h.
Common Major Requirements ................................................................. 37 s.h.
Track Requirements .................................................................................... 16 s.h.
Electives/Minor/Second Major ................................................................. 29 s.h.
**Minimum to Earn Bachelor of Arts** ...................................................... 124 s.h.
Sport Management Track

PHED 2910
- Athletic Administration ................................................................. 2 s.h.
PHED 2920
- Sport Marketing ........................................................................ 2 s.h.
PHED 3200
- Event Management .................................................................... 2 s.h.
PHED 3565
- Ethics and Legal Issues in Sport Management ......................... 4 s.h.
PHED 3580
- Sport Finance ........................................................................... 2 s.h.
PHED 3590
- Sport Facilities .......................................................................... 2 s.h.
COMM 3220
- Sports Information ...................................................................... 2 s.h.

Summary of Total Credits

Core Curriculum ........................................................................... 42 s.h.
Common Major Requirements ....................................................... 37 s.h.
Track Requirements ..................................................................... 16 s.h.
Electives/Minor/Second Major .................................................... 29 s.h.
Minimum to Earn Bachelor of Arts ............................................. 124 s.h.