



**Business
Business & Economics
Bachelor of Arts
Traditional**

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.

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.

Student Learning Outcomes

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.

Technology 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 2000

Introduction to Economic Principles 4 s.h.

Please Note: Immediately following this note are two (2) *Business Major Common Requirements* lists. The first is for the Fall 2017 semester; the second is for the Spring 2018 semester. *Some course numbers will change for Spring 2018, but content will be the same.*

Business Major Common Requirements (Fall 2017)

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 Finance 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.

Business Major Common Requirements (Spring 2018)

NOTE: *Some course numbers have changed, but content remains the same.*

BUSA 2130

Business Communication 2 s.h.

BUSA 2200

Management Information Systems 4 s.h.

BUSA 2251

Principles of Management 4 s.h.

BUSA 3200	
Financial Accounting.....	4 s.h.
BUSA 3230	
Corporate Finance.....	4 s.h.
BUSA 3231	
Managerial Accounting	4 s.h.
BUSA 3240	
Principles of Marketing	4 s.h.
BUSA 3276	
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: Accounting	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.
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Summary of Total Credits	
Core Curriculum	42 s.h.
Common Major Requirements	37 s.h.
Track Requirements: Business Administration.....	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.
<i>Choose from the following courses</i>	<i>12 s.h.</i>
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 3810	
Economic Issues in Public Policy and Current Events (4 s.h.)	
PSYC 3100	
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: Economics	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: Finance	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: Management	16 s.h.
Electives/Minor/Second Major	29 s.h.
Minimum to Earn Bachelor of Arts	124 s.h.

Marketing Track

<i>Choose from the following courses</i>	<i>16 s.h.</i>
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: Marketing	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.
TCOM 3220	
Sports Information.....	2 s.h.

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