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 a 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.
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.

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 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
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: 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**

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