



# Business Administration Major

Department of Business Administration and Economics

www.wartburg.edu/business

## **Core required for a Business Administration Major (13 course credits):**

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| <ul style="list-style-type: none"> <li>+AC 121 Principles of Accounting I</li> <li>+AC 122 Principles of Accounting II</li> <li>BA 325 Business Communication</li> <li>BA 331 Business Law I</li> <li>BA 334 Business Finance</li> <li>BA 345 Principles of Management</li> <li>BA 353 Principles of Marketing</li> <li>BA 460 Senior Seminar in Business</li> <li>+EC 117 Principles of Macroeconomics</li> <li>+EC 118 Principles of Microeconomics</li> </ul> | <ul style="list-style-type: none"> <li>+CS 110 Introduction to Information Systems<br/><i>or</i> CS 120 Introduction to Computers</li> <li>+MA 107 Finite Math<br/><i>or</i> MA 250 Applied Calculus</li> <li>+MA 214 Statistical Methods<br/><i>or</i> MA 313 Math Probability &amp; Statistics</li> </ul> <p><b>+ Complete by the end of 2nd year</b></p> |
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## **Students may also complete one or more concentrations:**

<b>Finance</b>		<b>Management</b>	
<b>Required Courses</b>	<b>BA 435 Financial Modeling and Valuation</b> <b>EC 342 Financial Markets &amp; Modern Money</b>		<b>BA 346 Human Resource Management</b> <b>BA 438 Organizational Behavior &amp; Management</b> <b>BA 361 Operations Management</b> <i>(BA 361 is recommended for all students and is required for all management students entering under the Fall 2011 catalog)</i>
<b>Electives:</b> <i>Select two</i>	AC 223 Cost Accounting AC 321 Intermediate Accounting I AC 423 Income Tax Accounting I BA 332 Business Law II BA 418 Social Capital Markets BA 365 Principles of Insurance EC 355 International Trade and Finance*	<b>Electives:</b> <i>Select one</i>	BA 377 Nonprofit Management BA 436 Trends in Business Management BA 441 Multinational Management* BA 447 Entrepreneurship BA 449 Organizational Leadership
<b>Marketing</b>		<b>International Business</b>	
<b>Required Courses</b>	<b>BA 454 Advertising and Promotion</b> <b>BA 424 Consumer Behavior</b>	<i>Students take the following four courses, plus a Minor in foreign language is required.</i>	
<b>Electives:</b> <i>Select two.</i>	BA 414 Intro. to Sales & Sales Management BA 433 Trends in Marketing BA 442 International Marketing* BA 444 Marketing Research CA 346 Public Relations Techniques BA /CA 388 E-Business (.5cc) <i>plus</i> BA/CA 488 E-Business Practicum (.5cc) BA 447 Entrepreneurship	BA 441 Multinational Management* BA 442 International Marketing* EC 349 Comparative Economic Systems* EC 355 International Trade & Finance*	
<i>*Meets Diversity Across the Curriculum Requirement</i>			
<b>Sport Management</b>			
<b>Required Courses</b>	BA 346 Human Resource Management <i>or</i> BA 454 Advertising and Promotion PE 142 Intro to Sport Management (.5cc) PE 300 Contemporary Issues in Sport Management	PE 375 Administration and Organization of Fitness Programs and Facilities PE 471 Sport Management Internship	
<i>The Sport Management concentration is designed as a preparation for Master Degree programs in Sport Management. Without additional credentials, job opportunities at the BA level are very limited.</i>			