

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

Dr. Melissa Farrish, Department Chair

The University of Charleston School of Business offers a Bachelor of Science degree in Business Administration (BSBA) on the Charleston campus with a choice of the following majors:

[ACCOUNTING*](#)

[BUSINESS ANALYTICS*](#)

[DIGITAL MARKETING*](#)

[ENTREPRENEURSHIP*](#)

[FINANCIAL PLANNING*](#)

[MANAGEMENT*](#) (also offered online)

[PROFESSIONAL SELLING](#)

[SPORT ANALYTICS*](#)

[SPORT BUSINESS*](#)

[SPORT MEDIA*](#)

*Accredited by the Accreditation Council for Business Schools & Programs

All majors under the BSBA degree program will complete a common business core of 15 courses (45 credits) that provides students a foundation of knowledge in all functional areas of business and satisfies an undergraduate Common Professional Component (CPC) recognized by the Accreditation Council of Business Schools & Programs (ACBSP). The School of Business & Leadership programs noted above are fully accredited by ACBSP. ACBSP accreditation focuses on recognizing teaching excellence, achieving student learning outcomes, and acknowledging rigorous quality standards. New programs yet to be recognized with ACBSP accreditation will be submitted for ACBSP accreditation once they have been in existence for two years and have graduates.

Beyond the business core, students gain additional specialized knowledge, skills, and abilities from coursework in their majors. The program's design gives students a common core of knowledge and the ability to choose a major that meets his or her unique educational goals. The Business Administration degree program prepares broadly educated, analytical thinkers with the knowledge base, ethical grounding, professional preparation, and technology skills necessary to meet the challenges of today's business environment. The programs provide the professional preparation needed for productive careers in their chosen professions, a commitment to continuous learning, and a sense of responsibility to serve their communities.

The BSBA degrees integrate professional preparation certifications and experiences throughout the core and major courses. The business administration core includes professional certification opportunities for Microsoft Office Specialist (MOS) certification, Google Analytics, and an Ethical Leadership Certification from the National Association of State Boards of Accountancy.

Program Learning Outcomes

In addition to demonstrating the competencies associated with the University's institutional outcomes, graduates will demonstrate the achievement of learning outcomes both in the BSBA core and in their chosen major(s).

Business Administration Core Outcomes

The graduate will:

1. Develop technical, professional, and interpersonal skills to maximize effective communication in business and legal environments.
2. Apply ethical frameworks and evaluate global, economic, and cultural environments.
3. Apply and evaluate various critical thinking and decision-making models using appropriate analytical and quantitative techniques.

The BSBA degree programs require the completion of all business core outcomes and the major outcomes.

BSBA Core Program of Study

Students pursuing one of the majors under the BSBA degree complete a total of 45 credits in the business core plus additional credits within their major. The 45-credit core for the BSBA degree is as follows:

| BS in Business Administration – Core Requirements for All Majors | | |
|--|---|----|
| ACCT 201 | Principles of Accounting I | 3 |
| ACCT 202 | Principles of Accounting II | 3 |
| ECON 201 | Principles of Microeconomics | 3 |
| ECON 202 | Principles of Macroeconomics | 3 |
| BUSI 220X | Information Systems & Software Applications | 3 |
| BUSI 231 | Business Law I | 3 |
| BUSI 241 | Business Communication | 3 |
| BUSI 316 | Business Statistics I | 3 |
| BUSI 317 | Business Statistics II | 3 |
| BUSI 407 | Global Dimensions of Business | 3 |
| BUSI 450 | Business Strategy | 3 |
| FINA 312 | Business Finance | 3 |
| MGMT 311 | Principles of Management | 3 |
| MRKT 321 | Principles of Marketing | 3 |
| Ethics | Select one: BUSI 360, ACCT 462, SPBU 435 | 3 |
| BSBA Core: | | 45 |

Admission

Students must gain general admission to the University of Charleston.

Additional Requirements

Business students are required to take MATH 121 College Algebra or higher. Students who plan to pursue graduate study are strongly advised to take MATH 201 Calculus I.

All students in a BSBA degree program must complete an exit-level assessment in their major. BSBA degree program graduates must take and pass the Peregrine Business Administration exit assessment in the senior year with a final grade of C or above in the capstone class, BUSI 450 Business Strategy. To graduate, students must maintain an overall 2.0 cumulative grade point average. A 2.0 cumulative grade point average is also required in the BSBA core, major, and 30 hours of upper-division credits. The University requires a grade of C or higher for general education courses.

The PC laptop is required for students pursuing BSBA majors. Although non-PC devices (e.g. MacBook) can potentially meet the technical specifications, they will not work with all the required software, as we have experienced in several business classes and applications. Ultimately, it is the student's responsibility to ensure that all devices are compatible with the required classroom software, including Power BI, Tableau, and R.

Processor: Intel or AMD Quad Core Processor i7 or better
Minimum Processor Speed: x64 Processor: 1.4 GHz
Operating System - Microsoft Windows 10 or greater
Memory: minimum RAM at least 4 GB (8 GB recommended)
Minimum of 20 GB Hard Drive; Solid State Drive (SSD) preferred
Webcam, microphone, speaker
Appropriate connections: WIFI, Ethernet, USB-3

Students may consult the program director or IT Help Desk for assistance.

The Cooperative Education/Internship Program

All undergraduate business students are strongly encouraged to participate in at least one cooperative employment or internship work experience while at the University; internship experiences are required in the curriculum for majors in business analytics, digital marketing, management, professional selling, sport analytics, sport business, and sport media. Internship experiences improve the marketability of graduates, often leading directly to offers of employment. Current students are enjoying placements with regional and national firms. The University's Center for Career Development (CCD) assists students when searching for internships or cooperative employment. Students should consult with their faculty advisor and the CCD for assistance.