

## Bachelor of Business Administration (BBA)

The undergraduate degree program in business administration is called the *iBBA*, as an *individualized* program of study in business administration, students do not select a predetermined major, but rather are able to design a series of courses corresponding to individual interests, goals, and career aspirations. This individualized program may consist of up to 24 semester hours, providing the student the flexibility needed to pursue career and life goals.

The individualized nature of the program provides the student with a faculty mentor. If the student has a specific interest in a business specialty area (e.g., marketing, management, accounting, finance, information technology or global business), the mentor will be from that discipline and will be available to advise and counsel the student on an appropriate program of study to meet individual career aspirations within the multi-faceted business environment.

Four elements compose the 120 hour degree program:

General Education Courses 30 hours  
Non-Business Elective Courses 24 hours  
Business Core Courses 42 hours  
iBBA Supporting Electives (Business or non-Business) 24 hours  
Total 120 hours

### Requirements for the BBA Degree Program

#### General Education Requirement (30 hours)

Students must conform to the General Education requirements of the university that specify course work over seven domains of knowledge. The following general education courses will be taken by all business students and will fulfill 18 of the required 30 hours of course work. Students should work closely with their mentor to ensure they complete the General Education requirements in a timely fashion.

ENG 101 Composition – Domain 1 3 hours  
MCOM 150 Principles of Public Speaking – Domain 1 3 hours  
MATH 101 Pre-calculus – Domain 3 3 hours  
BA 203 Statistics and Data Analysis – Domain 3 3 hours  
EC 211 Principles of Macroeconomics – Domain 6 3 hours  
EC 212 Principles of Microeconomics – Domain 6 3 hours

#### Non-Business Elective Courses (24 hours)

(A course in either sociology or psychology 3 hours  
Other 3-credit courses (not BA, EC or ISCT) 21 hours)

## Secondary Teacher Education Professional Studies Certificate (6-12 and K-12)

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This program contains the professional studies required by the Virginia Department of Licensure Regulations for secondary education teachers and K-12 endorsements.

Students may elect to add this program as a minor to their current or completed major in a liberal arts field so they could apply for a Virginia Teacher's license in that field.

Course Title	Credit Hours
PSY 220 Child Development	3
EDU 221 Child Development Lab	1
EDU 301 Orientation to Teaching	3
EDU 343 Methods and Assessment in Middle/Secondary Schools	3
EDU 344 Methods and Management in Middle/Secondary Schools	3
RDG 425 Reading and Writing in the Content Area (6-12)	3
Pass PRAXIS II requirement before student teaching	
EDU 441 Student Teaching in the Middle/Secondary Schools	9
Total	25*

*\*Teacher endorsement area requirements may be satisfied through transcript analysis by the Education Department faculty. The outcome of this analysis may be possible recommendations for supplementary coursework in order for students to achieve compliance with Virginia Department of Education regulations.*

### **Business Core Courses (42 hours)**

ISCT 204 Computer Applications in Business Analysis  
BA 201/303 Legal Environment of Business  
BA 211 Principles of Accounting I  
BA 212 Principles of Accounting II  
BA 302 Quantitative Methods  
BA 307 Introduction to Management and Organizational Behavior  
BA 310 Introduction to MIS and E-Commerce  
BA 330 Introduction to Finance  
MCOM 350 Business and Professional Communication  
BA 360 Introduction to Marketing  
BA 395 Introduction to Operations and Supply Chain Management  
EC 450 International Economics  
BA 453 Human Resource Management and Business Ethics  
BA 490 Business Policy and Strategy

### **iBBA Supporting Electives (24 hours)**

With the guidance of a faculty mentor, students will choose electives supporting an individualized BBA program consisting of a minimum of 18 hours of iBBA Supporting Electives that must be taken in the business school at the 300/400 level in Business Administration (BA), Economics (EC) and/or Information Systems & Computer Technology (ISCT). By advance permission of the dean, an iBBA student may substitute an alternative coherent program of study that includes no fewer than 12 credit hours at the 300- and 400-level of Business, Economics and Information Systems & Computer Technology courses and no more than 6 credit hours at the 100- and 200-level in total.

### **BSB Junior Level Standing**

An iBBA student has BSB junior level standing upon meeting all of the following requirements:

1. Complete a minimum of 54 credits with a minimum overall GPA of 2.00
2. Complete the following six courses with a minimum GPA of 2.00:

BA 203 Business Statistics  
BA 211 Principles of Accounting I  
BA 212 Principles of Accounting II  
EC 211 Principles of Macroeconomics  
EC 212 Principles of Microeconomics  
ISCT 204 Introduction to Computers

### **BSB Senior Level Standing**

An iBBA student has BSB senior level standing upon meeting all of the following requirements:

1. Complete a minimum of 84 credits with a minimum overall GPA of 2.00
2. Complete the six courses identified for BSB junior-level standing
3. Complete the following six courses with a minimum GPC of 2.00

BA 201/303 Legal Environment  
BA 302 Quantitative Analysis  
BA 307 Introduction to Management  
BA 310 Introduction to MIS  
BA 330 Introduction to Finance  
BA 360 Introduction to Marketing