



Business Administration, B.S. *major*

Professional Selling Emphasis

5. Graduates will demonstrate ability to ethically address complex problems in a realistic business environment.

Students majoring in Business Administration are advised to complete at least one course in Psychology, Sociology, or Anthropology as part of their core curriculum requirements.

Required Credits: 63

Required GPA: 2.25

I REQUIRED COURSES

Complete the following courses:

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)
- ECON 2000 Principles of Microeconomics (3 credits)
- ECON 2100 Principles of Macroeconomics (3 credits)
- MATH 1170 College Algebra (3 credits)

ADDITIONAL REQUIRED COURSES

Complete the following courses:

- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Professional Selling (3 credits)
- BUAD 4340 Sales Management (3 credits)
- BUAD 4568 Advanced Professional Selling (3 credits)
- COMM 4160 Business Communication (3 credits)

REQUIRED ELECTIVES

Select 2 elective courses for the Professional Selling emphasis:

- BUAD 3467 Advertising Management (3 credits)
- BUAD 3500 Marketing Analytics (3 credits)
- BUAD 3569 Digital Marketing (3 credits)
- BUAD 3751 International Marketing (3 credits)
- BUAD 4347 Sales Simulator Lab (2 credits)
- COMM 3100 Interviewing (3 credits)

Program Learning Outcomes | Business Administration, B.S.

1. Graduates will demonstrate a foundational knowledge in the field of business.
2. Graduates will utilize practical business tools.
3. Graduates will demonstrate professional communication skills
4. Graduates will collaborate effectively