



Business Administration, B.S. *major*

Professional Selling Emphasis

A total of 120 semester credits are needed for the **Business Administration, Professional Selling emphasis B.S.** degree and include the following:

- Completion of a minimum of 40 upper division credits (level 3000/4000)
- Completion of all required major credits
- Completion of Core Curriculum credits (Minnesota Transfer Curriculum [MnTC] Goal Areas 1-10 with a minimum of 40 credits) required for all baccalaureate degrees
- Completion of BSU Focus and Nisidotaading Course Requirements

Dual Degrees

Students wishing to complete two degrees concurrently, (example: Bachelor of Science and Bachelor of Arts) must complete a minimum of an additional 30 credits above the required 120 credits.

Multiple Credentials

Any additional major, minor or certificate in a degree must have at least 6 credits of course work not used to meet the requirements of another major, minor or certificate in the degree.

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

REQUIRED COURSES

Complete the following courses:

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

Select 1 course:

A MATH course from Core Curriculum Goal Area 4 at a higher level than College Algebra may be substituted for this requirement

- MATH 1170 College Algebra (3 credits)

Select 1 course:

A STAT course at a higher level than Business Statistics may be substituted for this requirement

- BUSN 2231 Business Statistics I (3 credits)

ADDITIONAL REQUIRED COURSES

Complete the following courses:

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

REQUIRED ELECTIVES

Select 2 elective courses for the Professional Selling emphasis:

- BUSN 3467 Advertising Management (3 credits)
- BUSN 3500 Marketing Analytics (3 credits)
- BUSN 3569 Digital Marketing (3 credits)
- BUSN 3751 International Marketing (3 credits)
- BUSN 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
5. Graduates will demonstrate ability to ethically address complex problems in a realistic business environment.