

# OUACHITA BAPTIST UNIVERSITY

Degree: B.A.

Major: Business Administration

2021 – 2022

COMMON CORE		Credit Hours
All students take the following courses.		
CORE 1002	OBU Connections <sup>1</sup>	2
CORE 1023	The Contemporary World	3
CORE 1043	Composition I	3
CORE 1113	Survey of the Bible	3
CORE 1123	Interpreting the Bible	3
CORE 2233	World Literature	3
CORE 2243	History of World Societies	3
CORE 2334	Scientific Inquiry <sup>1</sup>	4
CORE 3023	Scientific Connections <sup>2</sup>	3
<sup>1</sup> Prerequisite: Completion of the Analytic & Quantitative Reasoning Requirement.		
<sup>2</sup> Prerequisite: CORE 2334 Scientific Inquiry		
FLEXIBLE CORE		Credit Hours
Choose as indicated from each of the seven categories.		
<b>Analytic &amp; Quantitative Reasoning</b> (One course*)		3
MATH 1003	College Algebra (See Additional Area Requirements)	
MATH 1033	Mathematics for the Liberal Arts	
PHIL 1003	Introduction to Philosophy	
PHIL 1023	Logic	
* Students with ACT math score of 22 or less (SAT 530 or less) must choose one of the MATH courses.		
<b>Applied Skills</b> (One course)		0
COMM 1003	Fundamentals of Public Speaking	
FINN 2003	Personal Finance (Required for major)	
<b>Artistic Engagement</b> (One course**)		3
FINA 3113	Fine Arts: Art	
FINA 3123	Fine Arts: Music	
FINA 3133	Fine Arts: Theatre	
** May be satisfied by participation in the European Study Program.		
<b>Civic Engagement in America</b> (One course)		3
PSCI 2013	American National Government	
HIST 2003	United States History to 1877	
HIST 2013	United States History Since 1877	
<b>Intercultural Appreciation and Communication</b> (Two courses)		6
CHIN, FREN, GERM, GREK, HEBR, ITAL, JAPN, LATN, RUSS, SPAN	Two semesters of credit in the same foreign language. May also be satisfied by approved language-intensive study-abroad experience.	
<b>Physical Well-being</b> (One course)		2-3
KIN 1002	Concepts of Wellness	
KIN 2073	Health and Safety	
LST 2013	Outdoor Leisure Pursuits	
EXPERIENTIAL CORE		Credit Hours
CHAP 1000	Chapel (7 credits required)	0
FINA 4011	Arts Engagement Series	1
<b>Total</b>		<b>45-46</b>

<sup>1</sup> For more detail, refer to the School of Interdisciplinary Studies section of the catalog.

GENERAL GRADUATION REQUIREMENTS	
7 Chapel Credits, or 1 per semester for transfer students	
2.000 minimum GPA (overall, OBU, major, and minor)	
At least 24 hours with grades of C or higher in the major	
Jr./Sr. Hours: At least 39 total, 12 in the major and 6 in the minor	
At least 60 hours taken at OBU, including 30 of last 36 hours.	

MAJOR		Credit Hours
<b>BASIC SCHOOL REQUIREMENTS:</b>		
FINN 2003	Personal Finance	3
BUAD 1003	Business Foundations	3
BUAD 1033	Microcomputer Applications	3
PSYC 1013 <i>or</i>	General Psychology <i>or</i>	3
SOCI 1003	Introduction to Sociology	
<b>Basic School Requirements Total</b>		<b>12</b>
<b>BUSINESS CORE:</b>		
ACCT 2013	Principles of Financial Accounting	3
ACCT 2023	Principles of Managerial Accounting	3
BUAD 2033	Statistics for Business & Economics	3
MGMT 2053	Business Communications	3
BUAD 3003	The Legal Environment of Business	3
ECON _____	ECON elective	3
ECON ¾ _____	Jr./Sr.-level ECON elective	3
FINN 3013	Corporate Financial Management	3
MGMT 3023	Management Information Systems	3
MKTG 3033	Principles of Marketing	3
MGMT 3043	Organization Behavior & Management	3
BUAD 3103	Global Business	3
MGMT 4043	Production & Operations Management	3
BUAD 4083	Business Ethics	3
MGMT 4093	Management Strategy & Policy	3
BUAD 4601	Senior Seminar	1
FINN, MGMT, MKTG, SPTM	6 Jr./Sr.-level Business Electives (or any approved minor)	6
<b>Business Core Total</b>		<b>52</b>
<b>Total</b>		<b>64</b>

**Business Administration majors must choose an emphasis from one of the following 4 areas: (a grade of C or better is required in each course)**

<b>Entrepreneurship: 12 hours</b>		<b>Sport Management: 12 hours</b>	
ENTR 3003	Innovation & Entrepreneur.	<i>Select 4 of the following courses:</i>	
ENTR 4033	Entrepreneurial Finance	SPTM 4013	Big Data/Data Mining
ENTR 4053	Business Plan Development	SPTM 4023	Sport Law
<i>Select one of the following courses:</i>		LST 3013	Program Design & Mgmt.
ENTR 3013	Social Entrepreneurship	KIN 4013	Org. & Admin. KIN/LST
ENTR 3023	Managing Family Business	SPTM 4993	SPTM Internship
<b>Management: 9 hours</b>		<b>Marketing: 9 hours</b>	
ENTR 4053	Business Plan Development	MKTG 3053	Transport Channels Mgmt.
MGMT 4023	HR Management	MKTG 4113	Consumer Behavior
MGMT 4053	Business Leadership	<i>Select one of the following courses:</i>	
		COMM 3063	Principles of Advertising
		COMM 3073	PR Principles & Problems
<b>Total</b>		<b>9-12</b>	

### ADDITIONAL AREA REQUIREMENTS

College Algebra (or higher). Credit counted in CORE

**ELECTIVES:** Choose courses to total 120 hours, including 39 Jr./Sr-level hours. 0-2

### CREDIT HOUR SUMMARY

CORE	45-46
MAJOR	64
EMPHASIS	9-12
ELECTIVES	0-2
<b>Total</b>	<b>120-122</b>