

Bachelor of Arts in Business Administration

College of Business & Public Administration

Today's complex, fast-paced business environment requires professionals with a wide scope of knowledge and skills beneficial to the workplace. GSU's **Bachelor of Arts in Business Administration** program is designed to give you a solid foundation in administrative skills and knowledge leading to a successful entry or mid-level business career.

Foundation for Success

This is a flexible program in which you acquire an understanding of business and management theory and practice, and learn how to apply that knowledge to business and non-business organizations of any size. You may choose to specialize in Entrepreneurship, Finance, Human Resource Management, Management Information Systems, Management, Marketing, or Operations and Supply Chain Management.

Outstanding Preparation

GSU's outstanding faculty and real-world curriculum prepare you for management and professional leadership that moves organizations forward. Through core business courses in economics, finance, management, statistics, accounting, business law, business communications, management information systems, and marketing, you will receive a strong background preparing you for your chosen field.

Fact

Median annual earnings of managers in administrative services in 2010 were \$77,890 while the top 10 percent **earned** more than **\$135,000** (Source: Occupational Outlook Handbook, 2012-2013 edition, U.S. Department of Labor).

Assurance of Quality

Business accreditation creates the impetus for relevancy and currency of our faculty, programs and courses to best serve our students.



Learn More!

Take the next step. Contact an academic advisor today.

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Degree Requirements

Students must meet all university and college requirements for a bachelor's degree as specified in the GSU catalog.

I. General Education Requirements (40 Hours)

Communications (9 Hours)

- Written Communication (6)
- Oral Communication (3)

Mathematics (6 Hours)

- Applied Calculus (prereq: College Algebra)

Social and Behavioral Science (9 Hours)

- Principles of Microeconomics (3)
- Principles of Macroeconomics (3)
- One additional non-economics social science course (3)

Humanities and Fine Arts (9 Hours)

- One Humanities course (3)
- One Fine Arts Course (3)
- One Humanities or Fine Arts Course (3)

Physical and Life Sciences (7 Hours)

[One science must have a lab]

- Life Science (3-4)
- Physical Science (3-4)

II. Additional CBPA Requirements (9 hours)

- Basics of Information Technology (3)
- Statistics for Management I (3)
- Statistics for Management II (3)
- MIS Collegial Proficiency Exams (70% or higher score on all prior to 2nd semester)

III. Program Requirements (42 Hours)

- Financial Accounting (3)
- Managerial Accounting (3)
- Business Law I (3)
- Managerial Economics (3)
- Principles of Financial Management (3)
- Introduction to Management Strategies (3)
- Business Communications (3)
- Business Ethics & Social Responsibility (3)
- Production and Operations Management (3)
- Organizational Behavior (3)
- Globalization of Business (3)
- Management Information Systems (3)
- Introduction to Marketing Management (3)
- Strategic Management (capstone) (3)

IV. Concentrations (15-18 Hours)

- Entrepreneurship (18 Hours)
- Finance (15 Hours)
- Human Resource Management (15 Hours)
- Management (15 hours)
- Management Information Systems (18 hours)
- Marketing (18 hours)
- Operations & Supply Chain Management (15 Hours)

V. Electives (11-14 Hours)

Total - 120 Hours

