

Bachelor of Arts in Business Administration

College of Business

Today's complex, fast-paced business environment requires professionals with a wide scope of knowledge and skills. 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. 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.

Outstanding Preparation

GSU's outstanding faculty and real-world curriculum prepare you for management and professional leadership that moves organizations forward. You may choose to specialize in Entrepreneurship, Finance, Human Resource Management, Management Information Systems, Management, Marketing, or Operations and Supply Chain Management.

Fact

Median annual earnings of managers in administrative services in 2015 were \$86,110, while the top 10 percent **earned** more than **\$153,570** (Source: Occupational Outlook Handbook, 2015–16 edition, U.S. Department of Labor).

Assurance of Quality

AACSB accreditation is the highest sign of quality among business programs, demonstrating the relevancy and currency of our faculty, programs and courses.

Learn More!

Take the next step. Contact an academic advisor today.

Terrance Felker	Undergraduate Academic Advising Center
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Visit www.govst.edu/BABusinessAdministration/



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 (37 – 38 Hours)

Communications (9 Hours)

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

Mathematics (3 Hours)

- Elementary Statistics (3)

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 – 8 Hours)

[One science must have a lab]

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

II. Business Program Requirements (51 – 52 Hours)

- Financial Accounting (3)
- Managerial Accounting (3)
- Business Law I (3)
- Finite Math or Applied Calculus (3)
- Introduction to Quantitative Methods in Business and Economics (1)*

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

* Students who complete Applied Calculus or equivalent may waive Introduction to Quantitative Methods in Business and Economics

III. Concentrations (15 Hours)

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

IV. Electives (15 – 17 Hours)

Total – 120 Hours

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