

OUACHITA BAPTIST UNIVERSITY

Degree: B.A.

Major: Business Administration

2019 – 2020

COMMON CORE		Credit Hours
All students take the following courses.		
CORE 1002	OBU Connections ¹	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 ¹	4
CORE 3023	Scientific Connections ²	3
¹ Prerequisite: Completion of the Analytic & Quantitative Reasoning Requirement. ² Prerequisite: CORE 2334 Scientific Inquiry		
FLEXIBLE CORE		
Choose as indicated from each of the seven categories.		
Analytic & Quantitative Reasoning (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.		
Applied Skills (One course)		0
COMM 1003	Fundamentals of Public Speaking	
FINN 2003	Personal Finance (Required for major)	
Artistic Engagement (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.		
Civic Engagement in America (One course)		3
PSCI 2013	American National Government	
HIST 2003	United States History to 1877	
HIST 2013	United States History Since 1877	
Intercultural Appreciation and Communication † (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.	
Physical Well-being (One course)		2-3
KIN 1002	Concepts of Wellness	
KIN 2073	Health and Safety	
LST 2013	Outdoor Leisure Pursuits	
EXPERIENTIAL CORE		
CHAP 1000	Chapel (7 credits required)	0
FINA 4011	Arts Engagement Series	1
Total		45-46

† 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
BASIC SCHOOL REQUIREMENTS:		
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>	
SOCI 1003	Introduction to Sociology	3
Basic School Requirements Total		12
BUSINESS CORE:		
ACCT 2013	Principles of Accounting I	3
ACCT 2023	Principles of Accounting II	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
Business Core Total		52
Total		64

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

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
Total	120-122