



Business Administration A.B.

Curriculum Code: 0243

Effective: Fall 2020 – Summer 2025

Revised: 8/17/20

Description

This degree, which can be completed entirely online, provides basic instruction in key business areas such as management, marketing, finances, computers and other business-related areas. Graduates may qualify for entry level/hands-on positions. Additional education will enhance an individual's employment and advancement opportunities. Not all courses in this program transfer to all colleges. Students planning to transfer should see an academic advisor before enrolling in any course.

Additional Information

Students in this program choose a subspecialty, Accounting/Finance, Entrepreneurial, General Business, Insurance, Management, or Marketing, to determine the courses needed to complete the degree.

Upon completion of a subspecialty, any additional subspecialty courses will not count toward the student's enrollment level for determining financial aid eligibility.

Contact Information

Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1522, or the Academic Advising Department, Gannon Building - StarZone, telephone number 517-483-1904.

General Education – Applied Degrees, Recommended Choices

(For the full list of options, see [General Education](#))

- English Composition or Applied English – *Select one*
ENGL 121, Composition I, 4 credits / 4 billing hours
ENGL 131, Honors Composition I, 4 credits / 4 billing hours
- English (second course)/Communications or Applied Communications – *Select one*
COMM 130, Fundamentals Public Speaking, 3 credits / 3 billing hours
- Humanities and Fine Arts or Social Sciences or Applied Social Sciences
Program of Study Required Courses meets this requirement
- Mathematics or Applied Mathematics – *Select one*
MATH 119, Math - Applications for Living, 4 credits / 4 billing hours
MATH 120, College Algebra, 4 credits / 4 billing hours
STAT 170, Introduction to Statistics, 4 credits / 4 billing hours

- Natural Sciences or Applied Science and Technology Lab – *Select one*
 BIOL 120, Environmental Science, 4 credits / 6 billing hours
 CHEM 135, Chemistry in Society, 4 credits / 5 billing hours
 PHYS 120, The Art of Physics, 4 credits / 5 billing hours

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
ACCG 210	Principles of Financial Accg	4 / 4
BUSN 118	Introduction to Business	3 / 3
BUSN 201	International Business	3 / 3
CITA 110	Intro to Microsoft Office	3 / 3
ECON 201	Principles of Economics-Micro	4 / 4
ECON 202	Principles of Economics-Macro	4 / 4
LEGL 215	Business Law-Basic Principles	3 / 3
MGMT 200	Creative Thinking for Business	3 / 3
MGMT 225	Principles of Mgmt/Leadership	3 / 3
MKTG 200	Principles of Marketing	3 / 3

Program of Study Required Courses, Limited Choice – *select one*

Course Code	Course Title	Credit / Billing Hours
BUSN 285	Business Admin Internship	3 / 3
MKTG 120	Sales	3 / 3
PSYC 200	Introduction to Psychology	4 / 4

Complete all courses in one of the following subspecialties:

Accounting/Finance Subspecialty Required Courses

Course Code	Course Title	Credit / Billing Hours
ACCG 161	Accounting with Quickbooks	2 / 2
ACCG 211	Principles of Managerial Accg	4 / 4
BUSN 250	Personal Finance	3 / 3
BUSN 251	Understanding Investments	3 / 3

Entrepreneurial Subspecialty Courses

Course Code	Course Title	Credit / Billing Hours
ACCG 160	Payroll Systems and Taxes	2 / 2
BUSN 157	Business Feasibility Analysis	2 / 2
BUSN 260	Starting a Business	4 / 4
BUSN 261	Writing a Business Plan	2 / 2

General Business Subspecialty Courses

Course Code	Course Title	Credit / Billing Hours
ACCG 161	Accounting with Quickbooks	2 / 2
BUSN 157	Business Feasibility Analysis	2 / 2
BUSN 260	Starting a Business	4 / 4
MGMT 150	Managing Customer Relations	3 / 3
MGMT 234	Diversity in the Workplace	3 / 3

Insurance Subspecialty Required Courses

Course Code	Course Title	Credit / Billing Hours
INSU 105	Prin of Prop & Liability Ins	3 / 3
INSU 110	Personal Insurance	3 / 3
INSU 125	Commercial Insurance	3 / 3
INSU 175	Intro to Financial Advising	3 / 3

Management Subspecialty Required Courses

Course Code	Course Title	Credit / Billing Hours
MGMT 223	Supervisory Skills	3 / 3
MGMT 224	Human Resource Management	3 / 3
MGMT 227	Training/Development for Busn	3 / 3
MGMT 228	Organization Behavior	3 / 3

Marketing Subspecialty Required Courses

Course Code	Course Title	Credit / Billing Hours
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 140	Introduction to Advertising	3 / 3
MKTG 210	Marketing on the Internet	3 / 3
MKTG 229	Public Relations	3 / 3

Total Credit Hours

61-63 credits / 62-65 billing hours

Recommended Course Sequence

Semester I	Semester II
English Composition or Applied English English (second course)/Communications or Applied Communications BUSN 118 CITA 110 MKTG 200	Mathematics or Applied Mathematics BUSN 201 ECON 201 LEGL 215

Semester III	Semester IV
Natural Sciences Lab or Applied Science and Technology Lab ACCG 210 ECON 202 MGMT 200 MGMT 225	Limited Choice Subspecialty courses