

# BUSINESS ADMINISTRATION

This major is 54 credits • *2018-2019 Catalog Year*  
Revised: 07-31-2018

## CAREERS & POST-GRADUATE WORK

Recent Heidelberg graduates with this degree are doing ...

- MBA Program • Marketing Manager
- Recruitment Specialist • Marketing Coordinator • Talent Acquisition Specialist • Self-Employed

The Business Administration Major does not allow grade waivers (D waiver) in the pre-professional and professional core courses.

### MAJOR ACADEMIC PLAN (MAP): A SAMPLE 4-YEAR PLAN

This MAP is a guide for students preparing for course selections. This is a suggested schedule. Actual course selections should be made with the advice of your advising specialist or faculty advisor. For course descriptions, pre-requisites, and rotations (e.g., fall or spring only classes, classes taught in alternate years), consult the Heidelberg University Undergraduate Catalog.

#### FIRST-YEAR FALL

| Course                                      | Prerequisites  | Hrs       | Notes   |
|---|--|-----------|---|
| HEI 101: Advise, Inspire, Mentoring Program |  | 1         | Required of all first-year students.  |
| WRI 101: College Writing II                 |  | 3         |   |
| IST 110: Intro to Information Systems       |  | 3         | IST 316: Spreadsheet Modeling is another option for business majors. IST 316 prerequisites are CSP 201 (prerequisite of MTH 119) and MTH 119. |
| MTH 119: Statistics I                       | Placement exam into MTH 114 or higher or C- of better in MTH 090 | 3         | Mathematics Placement Assessment score determines placement in MTH courses and eligibility for non-MTH Quantitative Literacy (Q) courses.     |
| General Education/Honors Support Courses    |  | 5         |   |
| <b>Total Credits:</b>                       |  | <b>15</b> |   |

#### FIRST-YEAR SPRING

| Course   | Prerequisites  | Hrs       | Notes                                |
|--|--|-----------|--------------------------------------|
| HEI 102: Advise, Inspire, Mentoring Program  | HEI 101  | 0         | Required of all first-year students. |
| COM 100: Public Speaking & Engagement  |  | 3         |                                      |
| MTH 219: Statistics II<br>OR<br>MTH 312: Intro to Mathematical Statistics<br>OR<br>BAE 316: Research Methods | C- or better in MTH119<br><br>MTH 223<br><br>MTH 119 | 3         | Students may choose any option       |
| PHI 216: Ethics<br>OR<br>PHI 218: Ethics in Professional Life  |  | 3         |                                      |
| General Education/Honors Support Courses   |  | 6         |                                      |
| <b>Total Credits:</b>  |  | <b>15</b> |                                      |

## SECOND-YEAR FALL

| Course   | Prerequisites   | Hrs       | Notes   |
|--|---|-----------|---|
| ACC 201: Financial Accounting                              | Sophomore standing & completion of one college level mathematics course and | 3         |   |
| ECO 251: Principles of Microeconomics                      | Sophomore Standing  | 3         |   |
| MTH 121: Elementary Functions<br>OR<br>MTH 222: Calculus I | MTH 114, or MTH 119, or MTH 201<br><br>Placement or MTH 121                 | 3         |   |
| General Education/Honors Support Courses                   |   | 6         |   |
| <b>Total Credits:</b>                                      |   | <b>15</b> | Consider completing the <b>Foreign Language Requirement</b> : Students not in the Honors Program must complete a foreign language to the 102-level or equivalent. Placement is based on the Foreign Language Assessment and some students may need to begin at the 101-level. |

## SECOND-YEAR SPRING

| Course                                   | Prerequisites      | Hrs       | Notes   |
|--|--------------------|-----------|---|
| ACC 202: Managerial Accounting           | ACC 201            | 3         | Failure to complete successfully the pre-professional core courses may lead to a delay in graduation. See your advisor for information and options. |
| ECO 252: Principles of Macroeconomics    | Sophomore Standing | 3         |   |
| General Education/Honors Support Courses |                    | 9         |   |
| <b>Total Credits:</b>                    |                    | <b>15</b> |   |

## THIRD-YEAR FALL

| Course  | Prerequisites   | Hrs | Notes   |
|---|---|-----|---|
| ECO 352: International Economics<br>OR<br>BAE 328: International Business<br>OR<br>FIN 355: International Finance | Junior Standing, ECO 251, 252<br><br>Junior Standing<br><br>Junior Standing                                 | 3   | Students must declare at least one concentration prior to taking any 300 or 400 level FIN, MGT, or MKT courses beyond FIN 301, MGT 360, or MKT 302.<br><br>To declare a concentration, a student must have junior standing, completed the pre-professional core with a C- or better in each course and submit a signed Declaration of Concentration form to the department. |
| FIN 301: Corporate Finance  | Junior Standing, C- or better in ACC 201, ECO 251, 252, MTH 119+219 or MTH 312 or BAE 369, WRI 101, COM 100 | 3   | Concentrations – see courses on final page <ul style="list-style-type: none"> <li>• Finance</li> <li>• Insurance &amp; Risk Management</li> <li>• Management</li> <li>• Marketing</li> <li>• Self-Designed</li> </ul>   |

| Course                                   | Prerequisites   | Hrs       | Notes |
|--|---|-----------|-------|
| MGT 300: Principles of Management        | Junior Standing, C- or better in ACC 201, ECO 251, 252, MTH 119+219 or MTH 312 or BAE 369, WRI 101, COM 100 | 3         |       |
| BAE 318: Business Law                    | Open to juniors and seniors   | 3         |       |
| General Education/Honors Support Courses |   | 3         |       |
| <b>Total Credits:</b>                    |   | <b>15</b> |       |

### THIRD-YEAR SPRING

| Course                                   | Prerequisites   | Hrs       | Notes                  |
|--|---|-----------|------------------------|
| MGT 360: Operations Management           | Junior Standing, C- or better in ACC 201, ECO 251, 252, MTH 119+219 or MTH 312 or BAE 369, WRI 101, COM 100 | 3         |                        |
| MKT 302: Marketing                       | C- or better in ECO 251, WRI 101, COM 100   | 3         |                        |
| Concentration Course                     |   | 3         | See list on final page |
| General Education/Honors Support Courses |   | 6         |                        |
| <b>Total Credits:</b>                    |   | <b>15</b> |                        |

### FOURTH-YEAR FALL

| Course                                   | Prerequisites  | Hrs       | Notes                  |
|--|--|-----------|------------------------|
| MGT 490: Strategic Management            | Senior Standing, C- or better in BAE 318, BAE 328 or ECO 352 or FIN 355, MGT 300, MGT 360, MKT 302 | 3         |                        |
| Concentration Course                     |  | 3         | See list on final page |
| General Education/Honors Support Courses |  | 9         |                        |
| <b>Total Credits:</b>                    |  | <b>15</b> |                        |

### FOURTH-YEAR SPRING

| Course                                   | Prerequisites | Hrs       | Notes                  |
|--|---------------|-----------|------------------------|
| Concentration Course                     |               | 3         | See list on final page |
| General Education/Honors Support Courses |               | 12        |                        |
| <b>Total Credits:</b>                    |               | <b>15</b> |                        |

## BUSINESS MAJOR CONCENTRATIONS

Students will choose one of the following concentrations within the School of Business prior to enrolling in their third-year courses.

|  |  |  |
|--|--|--|
| <b>Finance</b> <ul style="list-style-type: none"><li>• FIN 330: Intermediate Corporate Finance</li><li>• FIN 350: Financial Markets &amp; Institutions</li><li>• FIN 430: Investments</li></ul>  | <b>Management</b> <ul style="list-style-type: none"><li>• MGT 320: Organizational Behavior</li><li>• MGT 340: Human Resources Management</li><li>• MGT 420: Current Issues &amp; Practices in Management</li></ul> | <b>Marketing</b> <ul style="list-style-type: none"><li>• MKT 325: Consumer Behavior</li><li>• MKT 345: Personal Selling</li><li>• MKT 410: Integrated Marketing Communications<br/>or<br/>MKT 435: Current Issues &amp; Practices in Marketing</li></ul> |
| <b>Insurance &amp; Risk Management</b> <ul style="list-style-type: none"><li>• INS 201: Intro to Insurance &amp; Risk Management</li><li>• INS 301: Personal Lines and Life &amp; Health Insurance<br/>or<br/>INS 302: Risk Management &amp; Insurance Planning</li><li>• INS 303: Commercial Casualty/Property/Insurance</li><li>• INS 490: Risk Management Principles/Practice</li></ul> | <b>Self-Designed</b> <p>3 Courses with 3 different prefixes from ACC, BAE, ECO, FIN, MGT, or MKT at the 300/400 level beyond the professional core.</p>  |  |