

Business Administration

Bachelor of Arts or Bachelor of Science

The business administration program educates and inspires students to approach life and work from creative, collaborative, and critical perspectives by helping students gain the knowledge, skills and experiences to achieve their highest potentials in preparation for business careers in a dynamic global environment.

Our goal is to provide the highest quality educational experience consisting of classroom, research, internship, and practical experiences. As such, the program offers distinctive goals:

- **Ethics** Students will apply ethical understanding and perspective to business situations
- **Collaboration and Professionalism** Students will promote effective individual and group interpersonal relationships
- **Communication** Students will demonstrate communication skills by conveying business concepts, strategies, ideas, and opinions
- **Critical Thought** Students will conceive—through creative and critical analysis—independent and original concepts and affect change in the global business environment.
- **Business Concepts** Students will be able to use logic and reasoning to integrate the various business disciplines into a comprehensive understanding of the business profession.

Graduates of the business administration program are prepared for careers and advanced degrees in finance, accounting, international business, general and operations management, advertising, marketing, sales, public relations, administrative services, industrial and production management, purchasing, transportation, not-for-profit management, and government service.

The business administration program prepares students to become responsible, productive business leaders. The program prepares students to meet strategic and competitive challenges required in a fast-changing, global business environment. More importantly, the business administration program at Lees-McRae College helps students to develop their own “moral compasses” to prepare them for the ethical issues that they will face as managers. This grounding can be applied throughout life to a multitude of different occupations.

Business Administration Requirements:

- General Education
- Bachelor of Arts or Bachelor of Science Requirements
- Major Requirements
- Specialization (optional)
- Electives (12 hours required)

Total Credit Hours | 120

General Education Requirements

See details in the General Education section of the catalog.

Bachelor of Arts Requirements

Proficiency in a foreign language, demonstrated through:

- Graduation from a high school where all instruction was conducted in a language other than English;
- Passing a CLEP or other designated examination at the intermediate level;

- Completion of one of the College's language sequences through the intermediate level (non-Spanish). Intermediate level proficiency (for students enrolled in Spanish) will be demonstrated by the successful completion of SPA 211 or a higher level 3-hour SPA course.

OR

Bachelor of Science Requirements

6-8 additional hours in math or science, not duplicating coursework, taken from:

Prefix	Course Number
BIO	101, 102, 105, 114, 115, 121, 122
CHM	101, 111
MAT	111, 112, 116, 117, 215, 220, 227
PHY	101, 111, 112
SCI	211

Major Requirements | 57 Credit Hours

Class Name	Credit Hours
BUS 101 Introduction to Business	3 credit hours
BUS 102 Introduction to Business Computing	3 credit hours
BUS 221 Principles of Microeconomics	3 credit hours
BUS 222 Principles of Macroeconomics	3 credit hours
BUS 241 Accounting I	3 credit hours
BUS 299 Business Communications	3 credit hours
BUS 301 Principles of Marketing	3 credit hours
BUS 311 Operations Management	3 credit hours
BUS 351 Organizational Behavior	3 credit hours
BUS 372 Principles of Finance	3 credit hours
BUS 385 Data Analytics	3 credit hours
BUS 411 Business Law	3 credit hours
BUS 421 International Business I	3 credit hours
BUS 498 Strategic Management	3 credit hours
MAT 215 Statistics	3 credit hours

Specializations | Select 12 Credit Hours per Specialization

Specialization	Required Credit Hours
Accounting	12 credit hours
Finance	12 credit hours
Marketing	12 credit hours

Electives | Select 12 Credit Hours

Students are encouraged to complete a specialization as fulfillment of the 12 hours of the business electives. Selection of a specialization is not a requirement for graduation. Students may also choose to obtain a general business administration degree without a specialization.

A general degree without a specialization requires a minimum of 12 credit hours from the following elective business administration courses. This requirement is above the general education requirements and the required courses for a business administration degree.

Class Name	Credit Hours
BUS 288 Special Topics	1-3 credit hours
BUS 303 Social Media Marketing	3 credit hours
BUS 304 Integrated Marketing Communication	3 credit hours
BUS 306 Professional Selling and Sales Management	3 credit hours
BUS 310 E-Business	3 credit hours
BUS 321 Business and Economics of Sports	3 credit hours
BUS 322 Human Resources	3 credit hours
BUS 323 Small Business Marketing	3 credit hours
BUS 333 Personal Finance	3 credit hours
BUS 340 Forensic Accounting	3 credit hours
BUS 341 Managerial Accounting	3 credit hours
BUS 343 Individual Taxation	3 credit hours
BUS 344 Accounting Software Applications	3 credit hours
BUS 345 Intermediate Accounting I	3 credit hours
BUS 346 Intermediate Accounting II	3 credit hours
BUS 375 Commercial Bank Management	3 credit hours
BUS 377 Financial Management	3 credit hours
BUS 388 Special Topics in Business	1-3 credit hours
BUS 402 Marketing Research	3 credit hours
BUS 404 Consumer Behavior	3 credit hours
BUS 422 Entrepreneurship	3 credit hours
BUS 426 International Economics	3 credit hours
BUS 431 International Business II	3 credit hours
BUS 444 Auditing	3 credit hours
BUS 446 Corporate Taxation	3 credit hours
BUS 471 Business Internship	3-6 credit hours
BUS 472 Financial Decision Making	3 credit hours
BUS 474 Investment Management	3 credit hours
BUS 476 International Finance	3 credit hours
BUS 488 Special Topics	1-3 credit hours
BUS 492 Management & Leadership	3 credit hours
BUS 499 Senior Research	3 credit hours
Additional Elective Courses (enough to reach the 120 hour level)	

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Minor

The business administration minor requires 21 credit hours beyond general education and degree requirements and includes the following:

Minor Requirements | 21 Credit Hours

Class Name	Credit Hours
BUS 101 Intro to Business	3 credit hours
BUS 102 Intro to Business Computing	3 credit hours
BUS 221 Principles of Microeconomics OR	3 credit hours
BUS 222 Principles of Macroeconomics	3 credit hours
BUS 241 Accounting I	3 credit hours
BUS 301 Principles of Marketing	3 credit hours
BUS 351 Organizational Behavior	3 credit hours
BUS 372 Principles of Finance	3 credit hours

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Specialization in Accounting

The specialization in accounting develops a strong base of business knowledge while building the accounting skills that can be of value in many industries. The coursework prepares the student for entry to graduate school in accounting and provides 120 credit hours of the 150 credit hours required to sit for the C.P.A. exam. Coursework includes the study of financial accounting, managerial accounting, taxation, auditing, and accounting software along with a general business and general education requirements.

Required Courses | Choose 12 Credit Hours

Class Name	Credit Hours
BUS 340 Forensic Accounting	3 credit hours
BUS 341 Managerial Accounting	3 credit hours
BUS 343 Individual Taxation	3 credit hours
BUS 344 Accounting Software Applications	3 credit hours
BUS 345 Intermediate Accounting I	3 credit hours
BUS 346 Intermediate Accounting II	3 credit hours
BUS 444 Auditing	3 credit hours
BUS 446 Corporate Taxation	3 credit hours

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Specialization in Finance

The specialization in finance allows students to focus on how individuals and businesses make financial decisions and manage money. Students acquire knowledge about how firms make financial decisions, acquire and allocate funds, and how markets operate. A strong emphasis is placed on spreadsheet utilization and design. Careers in finance demand analysis and attention to detail and include positions in corporate finance, banking, and investments.

Required Courses | Choose 12 Credit Hours

Class Name	Credit Hours
BUS 375 Commercial Bank Management	3 credit hours
BUS 377 Financial Management	3 credit hours
BUS 472 Financial Decision Making	3 credit hours
BUS 474 Investment Management	3 credit hours
BUS 476 International Finance	3 credit hours

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Specialization in Marketing

The specialization in marketing develops a competitive advantage through courses that offer firsthand, practical experience shaping the advertising, promotion, and sales strategy of real-world products while developing a solid understanding of business concepts. Many students who concentrate in marketing go on to work in brand management, sales, marketing research, consulting, and entrepreneurial ventures.

Required Courses | Choose 12 Credit Hours

Class Name	Credit Hours
BUS 303 Social Media Marketing	3 credit hours
BUS 304 Integrated Marketing Communications	3 credit hours
BUS 306 Professional Selling and Sales Management	3 credit hours
BUS 323 Small Business Marketing	3 credit hours
BUS 402 Marketing Research	3 credit hours
BUS 404 Consumer Behavior	3 credit hours