

B.S. in Business Administration

The Bachelor of Science degree in Business Administration requires successful completion of a minimum of 120 credit hours and is normally completed in eight semesters. Designed for students interested in obtaining a strong business foundation, the degree lets the student select a major in either:

- Accounting and Finance
- Management
- Marketing

Students should declare their major at the beginning of their sophomore year. Students who participate in the Cooperative Education program may substitute up to 6 credit hours, if approved, toward the specified courses required in their major.

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

Students enrolled in the Air Force, Army, or Naval ROTC programs may substitute AF, MY, or NSC courses for the open elective courses.

Students should be aware that several courses in each academic year may require prerequisite subject knowledge and/or class standing. Check the course descriptions before registering for classes to ensure appropriate placement.

Students will:

- Analyze current societal trends and their impact on the aviation/aerospace industry.
- Apply business and leadership principles to lead teams ethically and effectively across business functions.
- Prepare business communications to effectively engage diverse audiences.
- Use research and data to develop reasoned, defensible solutions to business problems.
- Demonstrate they possess critical business knowledge in accounting, economics, management, quantitative business analysis, finance, marketing, legal and social, information systems, and international issues.
- Disclose to stakeholders accounting analysis obtained in accordance with accepted accounting principles.
- Demonstrate they possess critical business knowledge related to the accounting discipline.
- Apply appropriate analytical techniques to make optimal financial decisions.
- Demonstrate they possess critical business knowledge related to the finance discipline.
- Critique organizational behavior and general management concepts and theories.
- Demonstrate they possess critical business knowledge related to the management discipline.
- Apply marketing concepts to recommend appropriate marketing strategies for organizations.
- Demonstrate they possess critical business knowledge related to the marketing discipline.

General Education Requirements

For a full description of Embry-Riddle General Education guidelines, please see the General Education section of this catalog. These minimum requirements are applicable to all degree programs.

| | |
|----------------------|------------|
| General Education | 36 |
| Program Support | 12 |
| Business Core | 36 |
| Major | 21 |
| Open Electives | 15 |
| Total Credits | 120 |

General Education*

| | |
|---|-----------|
| Communication Theory and Skills | 9 |
| Lower-Level Humanities | 3 |
| Lower-Level Social Sciences (EC 210) | 3 |
| Lower or Upper-Level Humanities or Social Sciences (EC 211) | 3 |
| Upper-Level Humanities or Social Sciences | 3 |
| Computer Science (BA 125) | 3 |
| Mathematics | 6 |
| Physical and Life Sciences | 6 |
| Total Credits | 36 |

Embry-Riddle courses in the general education categories of Communication Theory and Skills, Mathematics, Computer Science, Physical and Life Sciences, Humanities, and Social Sciences may be chosen from those listed above, assuming prerequisite requirements are met and with the permission of the advisor. Courses from other institutions are acceptable if they fall into these broad categories and are at the level specified above in the Aviation Business Administration vertical outline. Other courses may also be used with the permission of a department chair.

Program Support

| | | |
|----------------------|--|-----------|
| AS 120 | Principles of Aeronautical Science | 3 |
| BA 232 | Techniques in Business Analytics | 3 |
| BA 352 | Business Analytics for Decision Making | 3 |
| MA 222 | Business Statistics | 3 |
| Total Credits | | 12 |

Business Core

| | | |
|----------------------|--|-----------|
| ACC 210 | Financial Accounting | 3 |
| ACC 312 | Managerial Accounting | 3 |
| BA 201 | Principles of Management | 3 |
| BA 225 | Business Law | 3 |
| BA 317 | Organizational Behavior | 3 |
| BA 320 | Business Information Systems | 3 |
| BA 325 | Social Responsibility and Ethics in Management | 3 |
| BA 335 | International Business | 3 |
| BA 420 | Management of Production and Operations | 3 |
| FIN 332 | Corporate Finance I | 3 |
| MK 220 | Marketing | 3 |
| MK 490 | Strategic Marketing Analytics and Data Visualization | 3 |
| or BA 490 | Strategic Management | |
| Total Credits | | 36 |

* Required Core course for Marketing Major

Open Electives

| | |
|---|-----------|
| Students select a minor or complete open electives of their choice. | 15 |
| Total Credits | 15 |

Accounting and Finance Major

| | | |
|-----------------------|----------------------------|-----------|
| ACC 338 | Intermediate Accounting I | 3 |
| ACC 348 | Intermediate Accounting II | 3 |
| FIN 334 | Investment Analysis | 3 |
| FIN 434 | Corporate Finance II | 3 |
| Specified Elective ** | | 3 |
| Major Elective | | 6 |
| Total Credits | | 21 |

** Any ACC/BA/EC/FIN/MK Upper-Level course not required in Business core or Major.

Major Electives

Students must complete a combination of six hours from the courses listed below: 6

| | | |
|----------------------|------------------------------------|----------|
| ACC 340 | International Accounting | |
| ACC 351 | Auditing Principles and Procedures | |
| BA 318 | Entrepreneurship I | |
| BA 345 | Business Law II | |
| FIN 418 | Airport Administration and Finance | |
| Total Credits | | 6 |

Management Major

| | | |
|------------------------------|---------------------------------------|-----------|
| BA 314 | Human Resource Management | 3 |
| BA 427 | Management of Multicultural Workforce | 3 |
| EC 315 | Managerial Economics | 3 |
| Select one of the following: | | 3 |
| BA 318 | Entrepreneurship I | |
| BA 327 | Airline-Airport Operations | |
| FIN 334 | Investment Analysis | |
| Specified Electives ** | | 9 |
| Total Credits | | 21 |

** Any ACC/BA/EC/FIN/MK Upper-Level course not required in Business core or Major, or COM 415 or HF 300

Marketing Major

Marketing Major Capstone: required of all students, Senior standing with completion of 12 hours of MK major classes, with MK 355 a specified prerequisite; used in place of BA 490 for the Marketing major

| | | |
|-------------------------------------|--|-----------|
| MK 330 | Professional Selling | 3 |
| MK 355 | Data Driven Decision Making | 3 |
| MK 402 | Creative Content | 3 |
| Select four of the following | | 12 |
| BA 318 | Entrepreneurship I | |
| BA 363 | Supply Chain Management | |
| BA 411 | Logistics Management for Aviation/Aerospace | |
| MK 400 | Social Media Marketing | |
| MK 405 | Corporate Aviation Marketing | |
| MK 415 | Aerospace Marketing | |
| MK 425 | Airline Marketing | |
| MK 435 | Airport Marketing | |
| MK 445 | Government as Customer: Aerospace Business Development | |
| Total Credits | | 21 |

* See General Education in the introduction

Total Degree Credits 120

Suggested Plan of Study**Management Major****Year One**

| | | Credits |
|-------------------------|---|----------------|
| AS 120 | Principles of Aeronautical Science | 3 |
| BA 101 | Introduction to Business Programs and Careers | 1 |
| BA 125 | Foundations in Business Data Analytics | 3 |
| BA 201 | Principles of Management | 3 |
| BA 232 | Techniques in Business Analytics | 3 |
| COM 122 | English Composition | 3 |
| EC 210 | Microeconomics | 3 |
| EC 211 | Macroeconomics | 3 |
| | Lower-level Humanities | 3 |
| | Mathematics | 6 |
| Credits Subtotal | | 31.0 |

Year Two

| | | |
|-------------------------|-------------------------------|-------------|
| ACC 210 | Financial Accounting | 3 |
| ACC 312 | Managerial Accounting | 3 |
| BA 225 | Business Law | 3 |
| BA 314 | Human Resource Management | 3 |
| COM 219 | Speech | 3 |
| COM 222 | Business Communication | 3 |
| MA 222 | Business Statistics | 3 |
| MK 220 | Marketing | 3 |
| | Physical and Life Science | 3 |
| | Physical and Life Science Lab | 1 |
| | Open Elective | 3 |
| Credits Subtotal | | 31.0 |

Year Three

| | | |
|-------------------------|---|-------------|
| BA 317 | Organizational Behavior | 3 |
| BA 320 | Business Information Systems | 3 |
| BA 352 | Business Analytics for Decision Making | 3 |
| BA 427 | Management of Multicultural Workforce | 3 |
| BA 327 | Airline-Airport Operations | 3 |
| or BA 318 | Entrepreneurship I | |
| or FIN 334 | Investment Analysis | |
| EC 315 | Managerial Economics | 3 |
| FIN 332 | Corporate Finance I | 3 |
| | Physical and Life Sciences | 3 |
| | Upper Level Humanities or Social Sciences | 3 |
| | Open Elective | 3 |
| Credits Subtotal | | 30.0 |

Year Four

| | | |
|-------------------------|--|-------------|
| BA 325 | Social Responsibility and Ethics in Management | 3 |
| BA 335 | International Business | 3 |
| BA 420 | Management of Production and Operations | 3 |
| BA 490 | Strategic Management | 3 |
| | Specified Electives | 9 |
| | Open Electives | 9 |
| Credits Subtotal | | 30.0 |
| Credits Total: | | 120 |

Suggested Plan of Study

Marketing Major

| Year One | | Credits |
|-------------------------|--|-------------|
| AS 120 | Principles of Aeronautical Science | 3 |
| BA 101 | Introduction to Business Programs and Careers | 1 |
| BA 125 | Foundations in Business Data Analytics | 3 |
| BA 201 | Principles of Management | 3 |
| BA 232 | Techniques in Business Analytics | 3 |
| COM 122 | English Composition | 3 |
| EC 210 | Microeconomics | 3 |
| EC 211 | Macroeconomics | 3 |
| | Lower-level Humanities | 3 |
| | Mathematics | 6 |
| Credits Subtotal | | 31.0 |
| Year Two | | Credits |
| ACC 210 | Financial Accounting | 3 |
| BA 225 | Business Law | 3 |
| BA 352 | Business Analytics for Decision Making | 3 |
| COM 219 | Speech | 3 |
| COM 222 | Business Communication | 3 |
| MA 222 | Business Statistics | 3 |
| MK 220 | Marketing | 3 |
| MK 330 | Professional Selling | 3 |
| | Physical and Life Science | 3 |
| | Physical and Life Science Lab | 1 |
| | Open Elective | 3 |
| Credits Subtotal | | 31.0 |
| Year Three | | Credits |
| ACC 312 | Managerial Accounting | 3 |
| BA 317 | Organizational Behavior | 3 |
| BA 320 | Business Information Systems | 3 |
| BA 335 | International Business | 3 |
| FIN 332 | Corporate Finance I | 3 |
| MK 402 | Creative Content | 3 |
| | Physical and Life Sciences | 3 |
| | Specified Major Elective | 3 |
| | Upper Level Humanities or Social Sciences | 3 |
| | Open Elective | 3 |
| Credits Subtotal | | 30.0 |
| Year Four | | Credits |
| BA 325 | Social Responsibility and Ethics in Management | 3 |
| BA 420 | Management of Production and Operations | 3 |
| BA 490 or MK 490 | Strategic Management Strategic Marketing Analytics and Data Visualization | 3 |
| MK 355 | Data Driven Decision Making | 3 |
| | Specified Electives | 6 |
| | Specified Major Elective | 3 |
| | Open Electives | 9 |
| Credits Subtotal | | 30.0 |
| Credits Total: | | 120 |

Accounting & Finance Major

| Year One | | Credits |
|-------------------------|--|-------------|
| AS 120 | Principles of Aeronautical Science | 3 |
| BA 101 | Introduction to Business Programs and Careers | 1 |
| BA 125 | Foundations in Business Data Analytics | 3 |
| BA 201 | Principles of Management | 3 |
| BA 232 | Techniques in Business Analytics | 3 |
| COM 122 | English Composition | 3 |
| EC 210 | Microeconomics | 3 |
| EC 211 | Macroeconomics | 3 |
| | Lower-level Humanities | 3 |
| | Mathematics | 6 |
| Credits Subtotal | | 31.0 |
| Year Two | | Credits |
| ACC 210 | Financial Accounting | 3 |
| ACC 312 | Managerial Accounting | 3 |
| BA 225 | Business Law | 3 |
| COM 219 | Speech | 3 |
| COM 222 | Business Communication | 3 |
| MA 222 | Business Statistics | 3 |
| MK 220 | Marketing | 3 |
| | Physical and Life Science | 3 |
| | Physical and Life Science Lab | 1 |
| | Specified Major Elective | 3 |
| | Open Elective | 3 |
| Credits Subtotal | | 31.0 |
| Year Three | | Credits |
| ACC 338 | Intermediate Accounting I | 3 |
| BA 317 | Organizational Behavior | 3 |
| BA 320 | Business Information Systems | 3 |
| BA 352 | Business Analytics for Decision Making | 3 |
| FIN 332 | Corporate Finance I | 3 |
| FIN 334 | Investment Analysis | 3 |
| | Physical and Life Sciences | 3 |
| | Upper Level Humanities or Social Sciences | 3 |
| | Major Elective | 3 |
| | Open Elective | 3 |
| Credits Subtotal | | 30.0 |
| Year Four | | Credits |
| ACC 348 | Intermediate Accounting II | 3 |
| BA 325 | Social Responsibility and Ethics in Management | 3 |
| BA 335 | International Business | 3 |
| BA 420 | Management of Production and Operations | 3 |
| BA 490 | Strategic Management | 3 |
| FIN 434 | Corporate Finance II | 3 |
| | Open Electives | 9 |
| | Specified Elective | 3 |
| Credits Subtotal | | 30.0 |
| Credits Total: | | 120 |