

B.S. in Business Administration

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	

2 *B.S. in Business Administration*

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
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