

B.S. in Business Administration

The Bachelor of Science in Business Administration students study core business principles alongside aviation and aerospace peers while learning from experienced faculty and engaging with industry resources and student organizations.

At the **Daytona Beach Campus**, the Business Administration program is offered through the David B. O'Maley College of Business. Students select from three majors: Accounting and Finance, 21 credit hours; Management, 21 credit hours; and Marketing, 21 credit hours. A combined program allows qualified students to begin graduate coursework in any of the college's master's programs while completing their undergraduate degree in Business Administration. The Business Administration program with concentrations in Management, Marketing, Accounting, and Finance is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

At the **Prescott Campus**, the Bachelor of Science in Business Administration is offered through the School of Business in the College of Business, Security and Intelligence. The program maintains connections with the Arizona Business Aviation Association (AZBAA), providing access to internships, mentorships, and employment opportunities with aviation and business organizations. The Business Administration program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Program-Level Student Learning Outcomes

Daytona Beach

Students will:

- Demonstrate foundational knowledge across core business disciplines.
- Use research and data to develop reasoned, defensible solutions to business problems.
- Prepare business communications to effectively engage diverse audiences.
- Analyze the business ethical environment and apply ethical reasoning.
- Apply business and leadership principles to lead teams ethically and effectively across business functions.
- Analyze for the purpose of disclosing accounting information for use by stakeholders in accordance with accepted accounting principles.
- Apply appropriate analytical techniques to make optimal financial decisions.
- Critique organizational behavior and general management concepts and theories.
- Apply marketing concepts to recommend appropriate marketing strategies for organizations.
- Analyze current societal trends and their impact on business.

Prescott

Students will:

- Use research and data to develop reasoned, defensible solutions to business problems.
- Prepare business communications to effectively engage diverse audiences.
- Apply appropriate analytical techniques to make optimal financial decisions.
- Demonstrate educational goals through professional industry performance.

- Apply business and leadership principles to lead teams ethically and effectively across business functions.
- Analyze current societal trends and their impact on business.

Daytona Beach Program Requirements

General Education Requirements	36
Core Requirements	36
Program Support Courses	12
Area of Concentration	21
Electives	15
Total Credits	120

General Education Requirements

Communication	9
COMM 122 English Composition	
COMM 219 Speech	
COMM 221 Technical Communication or COMM 222 Business Communication or COMM 223 Intelligence Communication	
Humanities - Lower Level	3
Social Sciences - Lower Level	3
ECON 210 Microeconomics	
Humanities/Social Sciences - Lower or Upper Level	3
ECON 211 Macroeconomics	
Humanities/Social Sciences - Upper Level	3
Computer Science/Information Technology	3
BUAN 125 Foundations in Business Data Analytics	
Mathematics	6
MATH 111 Pre-calculus for Aviation or MATH 120 Applied College Algebra or MATH 140 College Algebra	
MATH 112 Applied Calculus for Aviation or MATH 221 Concepts of Calculus	
Physical/Life Sciences	6
One Course Must Include a Lab	
Total Credits	36

Core Requirements

ACCT 210 Financial Accounting	3
ACCT 312 Managerial Accounting	3
MGMT 201 Principles of Management	3
BUSA 390 Business Law	3
MGMT 317 Organizational Behavior	3
MMIS 320 Business Information Systems	3
BUSA 325 Social Responsibility and Ethics in Management	3
BUSA 335 International Business	3
SCLM 420 Management of Production and Operations	3
MGMT 436 Strategic Management * or MKTG 490 Strategic Marketing Analytics and Data Visualization	3
FINE 332 Corporate Finance I	3
MKTG 311 Marketing	3
Total Credits	36

* Only Marketing Majors should select MKTG 490.

Program Support Courses

ASCI 120 Principles of Aeronautical Science	3
BUAN 232 Techniques in Business Analytics	3

BUAN 352	Business Analytics for Decision Making	3
STAT 222	Business Statistics	3
Total Credits		12

Area of Concentrations

Accounting and Finance Major

ACCT 338	Intermediate Accounting I	3
ACCT 348	Intermediate Accounting II	3
FINE 334	Investment Analysis	3
FINE 434	Corporate Finance II	3
Specified Elective (Any ACCT/BUSA/ECON/FINE/MKTG Upper-Level course not required in the Business core or Major.)		3
Choose Two of the Following:		6
ACCT 340	International Accounting	
ACCT 351	Auditing Principles and Procedures	
MGMT 318	Entrepreneurship I	
BUSA 345	Business Law II	
FINE 418	Airport Administration and Finance	
Total Credits		21

Management Major

MGMT 314	Human Resource Management	3
MGMT 427	Management of the Multicultural Workforce	3
ECON 315	Managerial Economics	3
Specified Electives (Any ACCT/BUSA/ECON/FINE/MKTG Upper-Level course not required in the Business core or Major.)		9
Choose One of the Following:		3
MGMT 318	Entrepreneurship I	
AVMG 327	Airline-Airport Operations	
FINE 334	Investment Analysis	
Total Credits		21

Marketing Major

MKTG 330	Professional Selling	3
MKTG 355	Data Driven Decision Making	3
MKTG 402	Creative Content	3
Choose Four of the Following:		12
MGMT 318	Entrepreneurship I	
SCLM 363	Supply Chain Management	
SCLM 411	Logistics Management for Aviation/Aerospace	
MKTG 400	Social Media Marketing	
MKTG 405	Corporate Aviation Marketing	
MKTG 415	Aerospace Marketing	
MKTG 425	Airline Marketing	
MKTG 435	Airport Marketing	
MKTG 445	Government as Customer: Aerospace Business Development	
Total Credits		21

Electives

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

Suggested Plans of Study

Area of Concentration: Accounting and Finance

Year One

Requirements	Credits
BUAN 125 - Foundations in Business Data Analytics	3
MGMT 201 - Principles of Management	3
COMM 122 - English Composition	3
ECON 210 - Microeconomics	3
MATH 120 - Applied College Algebra	3
Semester Hours	15

Requirements	Credits
COMM 219 - Speech	3
BUSA 390 - Business Law	3
ECON 211 - Macroeconomics	3
MATH 220 - Concepts of Calculus	3
ASCI 120 - Principles of Aeronautical Science	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Two

Requirements	Credits
COMM 222 - Business Communication	3
ACCT 210 - Financial Accounting	3
STAT 222 - Business Statistics	3
MKTG 311 - Marketing	3
BUAN 232 - Techniques in Business Analytics	3
Semester Hours	15

Requirements	Credits
ACCT 312 - Managerial Accounting	3
Humanities - Lower Level	3
Physical/Life Sciences with Lab	3
Open Elective	3
Specified Major Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Three

Requirements	Credits
BUAN 352 - Business Analytics for Decision Making	3
BUSA 335 - International Business	3
MGMT 317 - Organizational Behavior	3
MMIS 320 - Business Information Systems	3
Physical/Life Sciences	3
Semester Hours	15

Requirements	Credits
ACCT 338 - Intermediate Accounting I	3
FINE 332 - Corporate Finance I	3
Humanities/Social Sciences - Upper Level	3
Specified Major Elective	3
Open Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Four

Requirements	Credits
FINE 334 - Investment Analysis	3
ACCT 348 - Intermediate Accounting II	3
BUSA 325 - Social Responsibility and Ethics in Management	3
SCLM 420 - Management of Production and Operations	3
Open Elective	3
Semester Hours	15

Requirements	Credits
FINE 434 - Corporate Finance II	3
MGMT 436 - Strategic Management	3
Specified Major Elective	3
Open Elective	3
Open Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Area of Concentration: Management

Year One

Requirements	Credits
BUAN 125 - Foundations in Business Data Analytics	3
MGMT 201 - Principles of Management	3
COMM 122 - English Composition	3
ECON 210 - Microeconomics	3
MATH 120 - Applied College Algebra	3
Semester Hours	15

Requirements	Credits
ASCI 120 - Principles of Aeronautical Science	3
BUSA 390 - Business Law	3
COMM 219 - Speech	3
ECON 211 - Macroeconomics	3
MATH 220 - Concepts of Calculus	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Two

Requirements	Credits
COMM 222 - Business Communication	3
ACCT 210 - Financial Accounting	3
STAT 222 - Business Statistics	3
MKTG 311 - Marketing	3
BUAN 232 - Techniques in Business Analytics	3
Semester Hours	15

Requirements	Credits
ACCT 312 - Managerial Accounting	3
MGMT 314 - Human Resource Management	3
Humanities - Lower Level	3
Physical/Life Sciences with Lab	3
Specified Major Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Three

Requirements	Credits
BUAN 352 - Business Analytics for Decision Making	3
BUSA 335 - International Business	3
MMIS 320 - Business Information Systems	3
MGMT 317 - Organizational Behavior	3
Physical/Life Sciences	3
Semester Hours	15

Requirements	Credits
ECON 315 - Managerial Economics	3
FINE 332 - Corporate Finance I	3
MGMT 427 - Management of the Multicultural Workforce	3
Humanities/Social Sciences - Upper Level	3
Open Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Four

Requirements	Credits
AVMG 327 - Airline-Airport Operations	3
BUSA 325 - Social Responsibility and Ethics in Management	3
SCLM 420 - Management of Production and Operations	3
Open Elective	3
Open Elective	3
Semester Hours	15

Requirements	Credits
MGMT 436 - Strategic Management	3
Open Elective	3
Open Elective	3
Specified Major Elective	3
Specified Major Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Area of Concentration: Marketing

Year One

Requirements	Credits
BUAN 125 - Foundations in Business Data Analytics	3
MGMT 201 - Principles of Management	3
COMM 122 - English Composition	3
ECON 210 - Microeconomics	3
MATH 120 - Applied College Algebra	3
Semester Hours	15

Requirements	Credits
COMM 219 - Speech	3
BUSA 390 - Business Law	3
ECON 211 - Macroeconomics	3
MATH 220 - Concepts of Calculus	3
ASCI 120 - Principles of Aeronautical Science	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Two

Requirements	Credits
COMM 222 - Business Communication	3
ACCT 210 - Financial Accounting	3
STAT 222 - Business Statistics	3
MKTG 311 - Marketing	3
BUAN 232 - Techniques in Business Analytics	3
Semester Hours	15

Requirements	Credits
ACCT 312 - Managerial Accounting	3
MKTG 330 - Professional Selling	3
Humanities - Lower Level	3
Open Elective	3
Physical/Life Sciences with Lab	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Three

Requirements	Credits
BUAN 352 - Business Analytics for Decision Making	3
MMIS 320 - Business Information Systems	3
MGMT 317 - Organizational Behavior	3
BUSA 335 - International Business	3
Physical/Life Sciences	3
Semester Hours	15

Requirements	Credits
FINE 332 - Corporate Finance I	3
MKTG 402 - Creative Content	3
Humanities/Social Sciences - Upper Level	3
Open Elective	3
Specified Major Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Four

Requirements	Credits
MKTG 355 - Data Driven Decision Making	3
SCLM 420 - Management of Production and Operations	3
Open Elective	3
Open Elective	3
Specified Major Elective	3
Semester Hours	15

Requirements	Credits
BUSA 325 - Social Responsibility and Ethics in Management	3
MKTG 490 - Strategic Marketing Analytics and Data Visualization	3
Open Elective	3
Specified Major Elective	3
Specified Major Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Prescott Program Requirements

General Education Requirements	36
Core Requirements	60
Program Support Courses	9
Electives	15
Total Credits	120

Program Details

The Bachelor of Science in Business Administration program requires successful completion of a minimum of 120 credit hours. The program may be completed in eight semesters, or four years, assuming appropriate background and full-time enrollment. Students pursuing this undergraduate degree must earn a minimum cumulative grade point

average (CGPA) of 2.00 for all work completed at the University. The courses necessary to earn this degree are listed below.

Students should be aware that many courses have prerequisites and/or corequisites. Students are responsible for ensuring that all prerequisite and degree requirements are met prior to enrollment in advanced coursework.

General Education Requirements

Communication	9
COMM 122 English Composition	
COMM 219 Speech	
COMM 221 Technical Communication	
or COMM 222 Business Communication	
or COMM 223 Intelligence Communication	
Humanities - Lower Level	3
Social Sciences - Lower Level	3
ECON 210 Microeconomics	
Humanities/Social Sciences - Lower or Upper Level	3
Humanities/Social Sciences - Upper Level	3
Computer Science/Information Technology	3
BUAN 222 Business Analytics Tools	
Mathematics	6
MATH 111 Pre-calculus for Aviation	
or MATH 120 Applied College Algebra	
or MATH 140 College Algebra	
STAT 222 Business Statistics	
Physical/Life Sciences	6
Total Credits	36

Core Requirements

ACCT 210 Financial Accounting	3
ACCT 312 Managerial Accounting	3
MGMT 201 Principles of Management	3
BUSA 390 Business Law	3
MGMT 317 Organizational Behavior	3
MMIS 320 Business Information Systems	3
BUSA 325 Social Responsibility and Ethics in Management	3
BUSA 335 International Business	3
MGMT 437 Strategic Management and Consulting	3
FINE 332 Corporate Finance I	3
MKTG 311 Marketing	3
BUAN 303 Data-driven Managerial Decision Making	3
ECON 211 Macroeconomics	3
ECON 317 Global Economics, Politics and Culture	3
FINE 188 Personal Financial Management	3
FINE 434 Corporate Finance II	3
GSIS 365 Project Management	3
SCLM 341 Global Logistics and Supply Chain Management	3
BUAN 352 Business Analytics for Decision Making	3
Choose One of the Following:	3
SCLM 420 Management of Production and Operations	
MGMT CO-OP	
MGMT Special Topics 300-499	
Approved Study Abroad Experience	
Total Credits	60

Program Support Courses

Security

CISE 119	Introduction to Cyber Security for Non-Majors	3
GSIS 185	Risk Intelligence and Management	3
GSIS 355	Crisis Management and Recovery	3
Total Credits		9

Electives

Open Electives	15
Total Credits	15

Suggested Plan of Study

Year One

Requirements	Credits
GSIS 185 - Risk Intelligence and Management	3
COMM 122 - English Composition	3
MATH 111 - Pre-calculus for Aviation or 120 - Applied College Algebra	3
Humanities - Lower Level	3
Open Elective	3
Semester Hours	15

Requirements	Credits
FINE 188 - Personal Financial Management	3
BUAN 222 - Business Analytics Tools	3
CISE 119 - Introduction to Cyber Security for Non-Majors	3
ACCT 210 - Financial Accounting	3
MGMT 201 - Principles of Management	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Two

Requirements	Credits
ECON 210 - Microeconomics	3
COMM 219 - Speech	3
STAT 222 - Business Statistics	3
ACCT 312 - Managerial Accounting	3
Physical/Life Sciences	3
Semester Hours	15

Requirements	Credits
BUAN 303 - Data-driven Managerial Decision Making	3
ECON 211 - Macroeconomics	3
COMM 222 - Business Communication	3
Humanities/Social Sciences - Lower or Upper Level	3
Open Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Three

Requirements	Credits
BUAN 352 - Business Analytics for Decision Making	3
MKTG 311 - Marketing	3
BUSA 335 - International Business	3
FINE 332 - Corporate Finance I	3
Open Elective	3
Semester Hours	15

Requirements	Credits
GSIS 355 - Crisis Management and Recovery	3
ECON 317 - Global Economics, Politics and Culture	3
MGMT 317 - Organizational Behavior	3
SCLM 341 - Global Logistics and Supply Chain Management	3
Physical/Life Sciences	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Four

Requirements	Credits
GSIS 365 - Project Management	3
BUSA 325 - Social Responsibility and Ethics in Management	3
BUSA 390 - Business Law	3
MMIS 320 - Business Information Systems	3
Open Elective	3
Semester Hours	15

Requirements	Credits
MGMT 437 - Strategic Management and Consulting	3
SCLM 420 - Management of Production and Operations	3
FINE 434 - Corporate Finance II	3
Humanities/Social Sciences - Upper Level	3
Open Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30