

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

The University of Charleston School of Business offers a Bachelor of Science degree in Business Administration (BSBA) on the Charleston campus with a choice of the following majors:

- [ACCOUNTING*](#)
- [BUSINESS ANALYTICS*](#)
- [DIGITAL MARKETING*](#)
- [ENTREPRENEURSHIP*](#)
- [FINANCIAL PLANNING*](#)
- [MANAGEMENT*](#) (also offered online)
- [MARKETING](#)
- [PROFESSIONAL SELLING](#)
- [SPORT ANALYTICS*](#)
- [SPORT BUSINESS*](#)
- [SPORT MEDIA*](#)

*Accredited by the Accreditation Council for Business Schools & Programs

All majors under the BSBA degree will complete a common business core of 15 courses (45 credits) that provides students a foundation of knowledge in all functional areas of business and satisfies an undergraduate Common Professional Component (CPC) recognized by the Accreditation Council of Business Schools & Programs (ACBSP). The School of Business programs noted above are fully accredited by ACBSP. ACBSP accreditation focuses on recognizing teaching excellence, achieving student learning outcomes, and acknowledging rigorous quality standards. New programs yet to be recognized with ACBSP accreditation will be submitted for ACBSP accreditation once they have existed for two years and students have graduated from the major.

Beyond the business core, students gain additional specialized knowledge, skills, and abilities from coursework in their majors. The program's design gives students a common core of knowledge and the ability to choose a major that meets their unique educational goals. The Business Administration degree prepares broadly educated, analytical thinkers with the knowledge base, ethical grounding, professional preparation, and technology skills necessary to meet the challenges of today's business environment. The programs provide the professional preparation needed for productive careers in their chosen professions, a commitment to continuous learning, and a sense of responsibility to serve their communities.

The BSBA majors integrate professional preparation certifications and experiences throughout the core and major courses. The business administration core includes professional certification opportunities for Microsoft Office Specialist (MOS) certification, Google Analytics, and an Ethical Leadership Certification from the National Association of State Boards of Accountancy Center for the Public Trust.

Program Learning Outcomes

In addition to demonstrating the competencies associated with the University's institutional outcomes, graduates will demonstrate the achievement of learning outcomes in the BSBA core and their chosen major(s).

Business Administration Core Outcomes

The graduate will:

1. Develop technical, professional, and interpersonal skills to maximize effective communication in business and legal environments.
2. Apply ethical frameworks and evaluate global, economic, and cultural environments.
3. Apply and evaluate various critical thinking and decision-making models using appropriate analytical and quantitative techniques.

The BSBA degree programs require the completion of all business core outcomes and the major outcomes.

BSBA Core Program of Study

Students pursuing one of the majors under the BSBA degree complete a total of 45 credits in the business core plus additional credits within their major. The 45-credit core for the BSBA degree is as follows:

BS in Business Administration – Core Requirements for All Majors		
ACCT 201	Principles of Accounting I	3
ACCT 202	Principles of Accounting II	3
ECON 201	Principles of Microeconomics	3

ECON 202	Principles of Macroeconomics	3
BUSI 220	Information Systems & Software Applications	3
BUSI 241	Business Communication	3
BUSI 316	Business Statistics I	3
BUSI 317	Business Statistics II	3
BUSI 407	Global Dimensions of Business	3
BUSI 450	Business Strategy	3
FINA 312	Business Finance	3
MGMT 311	Principles of Management	3
MRKT 321	Principles of Marketing	3
Legal Studies	Select one: BUSI 231 or SPBU 460	3
Ethics	Select one: BUSI 360, ACCT 462, or SPBU 435	3
BSBA Core:		45

Admission

Students must gain general admission to the University of Charleston.

Additional Requirements

Business students are required to take MATH 121 College Algebra or higher. Students who plan to pursue graduate study are strongly advised to take MATH 201 Calculus I.

All students in a BSBA degree program must complete an exit-level assessment in their major. BSBA degree program graduates must take and pass the Peregrine Business Administration exit assessment in BUSI 450 in the senior year. BSBA majors must complete the capstone class, BUSI 450, with a final grade of C or above. On campus students must enroll in the in-seat section of BUSI 450. An online section is available for students enrolled in an online program.

To graduate, students must maintain an overall 2.0 cumulative grade point average, a 2.0 cumulative grade point average in the BSBA core, and a 2.0 in the major. Students must earn 30 hours of upper-division credits. The University requires a grade of C or higher for general education courses.

A PC laptop is required for students pursuing a BSBA major. Although non-PC devices (e.g., MacBook) can potentially meet the technical specifications, they will not work with all the required software, as we have experienced in several business classes and applications. Ultimately, the student must ensure that all devices are compatible with the necessary classroom software, including Power BI, Tableau, and R.

Processor: Intel or AMD Quad Core Processor i7 or better

Minimum Processor Speed: x64 Processor: 1.4 GHz

Operating System - Microsoft Windows 10 or greater

Memory: minimum RAM at least 4 GB (8 GB recommended)

Minimum of 20 GB Hard Drive; Solid State Drive (SSD) preferred

Webcam, microphone, speaker

Appropriate connections: WIFI, Ethernet, USB-3

Students may consult the program director or IT Help Desk for assistance.

Internship Program

All undergraduate business students are strongly encouraged to participate in at least one internship work experience at the University; internship experiences are required in the curriculum for majors in business analytics, digital marketing, management, marketing, professional selling, sport analytics, sport business, and sport media. Internship experiences improve the marketability of graduates, often leading directly to offers of employment. Current students are enjoying placements with regional and national firms. The University's Center for Career Development (CCD) assists students when searching for internships or cooperative employment. Students should consult with their faculty advisor and the CCD for assistance.

BUSINESS ADMINISTRATION MINOR

The minor in Business Administration is offered both in-seat in Charleston and online. The minor allows students from other disciplines to develop business skills. Students must complete 21 credits consisting of the following courses:

Minor in Business Administration		
BUSI 151*	Introduction to Business	3
ACCT 201	Principles of Accounting I	3
ACCT 202	Principles of Accounting II	3
ECON 201	Principles of Microeconomics	3
FINA 312	Business Finance	3
MGMT 311	Principles of Management	3
MRKT 321	Principles of Marketing	3
Total for Minor:		21

*Students planning to enter UC's Master of Business Administration (MBA) Program may substitute BUSI-316 for BUSI-151.

Completing a Double Major

Students earning a BSBA degree may choose more than one major or pursue a concentration in another field of study. Such combinations give the student a broader range of opportunities upon graduation. These options are especially attractive for majors in the three-year program or those who wish to complete the 150-credit hour requirements for the CPA examination.

Undergraduate students pursuing two BSBA majors in the School of Business may complete one 3-credit hour internship to satisfy both majors. The student must obtain prior approval from the academic advisor(s) of both majors before registration. The academic advisor(s) will assess the relevance of the internship and ensure that it meets each major's academic standards and learning objectives. If the internship is deemed suitable, the academic advisor(s) will waive one of the internship requirements for graduation.

Note: Students completing two majors (one BSBA and one BS or BA) must complete the required BSBA internship and should consult the academic advisor for details on the secondary major.

BSBA Concentrations

All students pursuing a BSBA degree have the option of completing one or more of the following concentrations:

- [Accounting](#)
- [Business Analytics](#)
- [Digital Marketing](#)
- [Entrepreneurship](#)
- [Financial Planning](#)
- [Management](#)
- [Professional Selling](#)
- [Sport Analytics](#)
- [Sport Business](#)
- [Sport Media](#)