Nebraska Wesleyan University

Business Administration (B.S)

Catalog

2016-2017

Program Description

The Adult Undergraduate Business Administration program will give you a broad understanding of business concepts and practices. The core foundation of business administration is planning, leading, organizing, and controlling the aspects of a small or worldwide business.

The objective of the Business Administration program is to provide students with a solid grounding in business administration and accounting in sufficient depth to achieve a professional position in a variety of industries.

Departments

1. Business (Adult Undergraduate)

Business Administration (B.S., 52 hours)

Required Courses	49 hours
ACCT 1310 Principles of Accounting I	3 hours
ACCT 1320 Principles of Accounting II	3 hours
ECON 1530 Macroeconomic Principles	3 hours
ECON 1540 Microeconomic Principles	3 hours
BUSAD 1090 Spreadsheet Applications	1 hour
BUSAD 2000 Principles of Marketing	3 hours
BUSAD 2100 Business and Economic Statistics	3 hours
BUSAD 2300 Business Communication	3 hours
BUSAD 2500 Principles of Management	3 hours
BUSAD 2700 Business Law I	3 hours
BUSAD 3100 Managing Information Systems	3 hours
BUSAD 3200 Human Resource Management	3 hours
BUSAD 3300 Quantitative Methods	3 hours
BUSAD 3700 Financial Management	3 hours
BUSAD 4600 Business Ethics	3 hours
BUSAD 4300 International Marketing	3 hours
BUSAD 4970 Business Internship or BUSAD 4700 Entrepreneurship	3 hours
Senior Comprehensive	**3 hours**

BUSAD 4800 Strategic Management	3 hours

Business Administration majors must also complete a departmentally-approved mathematics course (MATH 1100 College Algebra or higher).