**Nebraska Wesleyan University**

# Business Administration (B.A., B.S.)

## Catalog

2026-2027

## Program Description

Academically equivalent, both bachelor of art and bachelor of science degrees will prepare you for a career in Business Administration. If you choose to graduate with two majors, and one major is only offered as a B.A. or B.S., the second major should match the first degree.

## Departments

1. Business, Accounting and Economics (Undergraduate)

### Business Administration Major (B.A. or B.S., 51 hours)

| Required Courses | 48 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 2000 Principles of Marketing | 3 hours |
| Statistics course (Choose from:)<br>• BUSAD 2100 Business and Economic Statistics<br>• MATH 1300 Statistics<br>• MATH 3300 Mathematical Statistics I<br>• PSYCH 2100 Psychological 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 4970 Business Internship | 3 hours |

| Required Courses | 48 hours |
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| International Course (select one)<br>• BUSAD 4300 International Marketing<br>• BUSAD 4400 International Finance<br>• ECON 4570 International Trade | 3 hours |

| Capstone | 3 hours |
| --- | --- |
| BUSAD 4800 Strategic Management | 3 hours |

Also required: A department-approved math course: (MATH 1100 College Algebra or MATH 1600 Calculus I).

MATH 1600 Calculus I is strongly recommended for students considering graduate school.