Quality leadership from professional managers is a vital resource to successful organizations. A degree in business from Ursuline College prepares students for leadership roles with the necessary knowledge and techniques to analyze and solve the array of complex management problems found in business. The Bachelor of Arts in Business Administration with a General Business, Marketing, or Sport Management concentration will open doors for individuals who want to begin or continue a career in business.

The degree alternatives build on a common foundation of courses that provide students with an introduction to many business disciplines such as Economics, Accounting, Marketing, Human Resource Management, or Sport Management; they then take four additional courses covering their discipline in depth. In addition, the mathematics component of the curriculum is designed to help students be successful in their business education, career, and/or graduate studies. Computer usage, now considered a fundamental job skill, is integrated into many of the business courses.

### Course Requirements

The business program at Ursuline builds on the Ursuline Studies Program to provide students with an excellent liberal arts education and business education. This combination equips graduates with a powerful oral and written communication skills, computer literacy and critical thinking skills key competencies required in today's competitive market.

The student in the business program is required to complete the Ursuline Studies Program of writing-intensive interdisciplinary studies. These 49-semester hours, including mathematics, science, sociology, psychology, history, the arts, philosophy, and religious studies, serve as the liberal arts core of the College.

An additional 51 hours is required for a General Business major, 57 for a concentration in Marketing, 66 credits for a concentration in Sport Management.

Elective courses are taken to complete the remaining hours of the 128 required for the Bachelor of Arts Degree. These elective courses may be used to complete a second major, a minor or the certification program.

### Career Opportunities

The career opportunities in Business Administration are as varied as today's marketplace. The program is designed to provide students with essential skills for entry-level positions, advanced management positions for those with appropriate experience and/or study at the graduate level. Many graduates choose employment with non-profit organizations, public institutions or establish their own businesses.

For graduates entering the work force or changing careers, many opportunities are available including positions in management, sales, purchasing, marketing, marketing research, labor relations and employee benefits.

Students gain useful work experience while pursuing their education through Ursuline's internship and cooperative education programs. The Counseling and Career Services Office is ready to assist students seeking part-time employment while in school and to find positions upon graduation. The office also provides educational, career and personal counseling services.

Business majors may benefit from selecting a second major or minor in areas such as English, Public Relations, Psychology, Long Term Care Administration or Management Information Systems.

It is strongly recommended that students follow the prerequisites listed in the catalog for
a well-planned approach to their degree. The program provides students with a broad range of business knowledge, computer literacy and a firm quantitative base, as well as a strong emphasis on written and oral communication.

The academic internship program is an on-site, paid or unpaid career experience related to the student’s major or other area of interest. Students completing the work experience and satisfying certain academic requirements established by the faculty supervisor earn credit for the internship.

Experienced students are encouraged to explore test out opportunities to earn credit in their major.

**Required Coursework**

**Business Core Required of all Concentrations**

- BU 125 Introduction to Business 3
- BU 200 Communication Skills 3
- BU 220 Principles of Marketing 3
- BU 230 Organizational Behavior 3
- BU 310 Principles of Finance I 3
- BU 330 Human Resource Management 3
- BU 340 Business Law 3
- BU 350 International Business 3
- BU 375 Business Statistics 3
- BU 450 Business Policy 3
- EC 102 Macroeconomics 3
- EC 103 Microeconomics 3
- AC 210 Principles of Accounting I 3
- AC 211 Principles of Accounting II 3
- MC 360 Microcomputer Bus. App’s 3
- BU 475 Academic Internship
  - Traditional Student 3
  - Non-traditional Student 1

**BU 400 and Above Business Electives**

- Traditional Student 3
- Non-traditional Student 6

**Total Credits**

51-52

*Non-traditional students will need an additional 2 credit hours, if they are not completing a 3-hour internship. The requirement of the 2 credit hours come from the completion of elective 300 and 400 level courses.*