

BACHELOR OF BUSINESS ADMINISTRATION IN BUSINESS ADMINISTRATION

Web Site: <https://twu.edu/business/undergraduate-programs-college-of-business/bba-in-business-administration/>

The B.B.A. in Business Administration prepares you for a wide range of career options. It is designed to give you a broad set of business and management skills while allowing you to choose your focus areas. This flexibility gives you the freedom to discover your passion. Our program provides broad exposure to the following disciplines:

- Accounting
- Communications
- Information Systems
- Law
- Management
- Marketing
- Statistics

In addition to courses that are required for all business degrees (our Business Core), the B.B.A. in Business Administration allows you to select nine business courses in conjunction with your advisor that reflect your interests and professional goals.

Classes are located on our Denton campus in face-to-face and online formats. If you transfer from a community college with an associate's degree, our B.B.A. in Business Administration can be completed online.

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/thecb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

Discipline-Based Skills

- a. Strategic planning: B.B.A. Business Administration Specific Application- SWOT analysis; CPM; environmental scanning. General Employment Application- Ability to effectively analyze and evaluate the internal and external environment that the firm operates in.
- b. Excel Skills: B.B.A. Business Administration Specific Application- Create and format data as tables and graphs; perform basic arithmetic functions. General Employment Application- Analyze organization and client data; prepare reports, charts, and other common business uses of Microsoft Excel.
- c. Employee motivation: B.B.A. Business Administration Specific Application- Excellent grasp of theories of motivation. General Employment Application- Influence other employees to perform well at work.
- d. Budget analysis: B.B.A. Business Administration Specific Application- Understanding financial data. General Employment Application-

Ability to read financial statements, spreadsheets, tables, and other decision tools used in the workplace.

- e. Business communication skills: B.B.A. Business Administration Specific Application- Effectively communicate through a variety of mediums and modes. General Employment Application- Effectively communicate information, both written and verbal, to reach the desired needs of the firm.

Admissions

All applicants must meet the general undergraduate admission requirements (<http://catalog.twu.edu/undergraduate/admission-information/>).

Degree Requirements

Total Semester Credit Hours (SCH): 120

Major: 63 SCH

Program Code: BUSADM.BBA **CIP Code:** 52.0201.00

Texas Core Curriculum

Code	Title	SCHs
ENG 1013	Composition I	3
ENG 1023	Composition II	3
Mathematics		3
Life & Physical Sciences		6
Language, Philosophy, & Culture		3
Creative Arts		3
HIST 1013	History of the United States, 1492-1865	3
HIST 1023	History of the United States, 1865 to the Present	3
POLS 2013	U.S. National Government	3
POLS 2023	Texas Government	3
Social & Behavioral Sciences		3
CAO: Women's Studies		3
CAO: First Year Seminar, Wellness or Mathematics		3
Total SCHs		42

Courses Required for Major

Code	Title	SCHs
Business		
ACCT 2043	Fundamentals of Accounting I	3
ACCT 2053	Fundamentals of Accounting II	3
BUS 3013	Business Law and Ethics	3
BUS 3163	Business Communications	3
FIN 3053	Business Finance	3
MGT 3003	Principles of Management	3
MGT 3313	Business Analytics	3
MGT 3533	Management Information Systems	3
MGT 4333	Business Policy (taken in final semester)	3
MGT 4563	Operations Management	3
MKT 3113	Principles of Marketing	3
Major		
BUS 3183	Introduction to International Business	3

Advanced Business Electives	27
Total SCHs	63

Advanced Business Electives are any College of Business courses at the 3000 or 4000 level, not otherwise required.

Departmental Requirements

Code	Title	SCHs
ECO 1013	Principles of Microeconomics (may be applied from core)	3
ECO 1023	Principles of Macroeconomics (may be applied from core)	3
FIN 2153	Foundations of Money Management (may be applied from core)	3
MATH 1703	Elementary Statistics I (may be applied from core)	3
MATH 2203	Business Analysis I (may be applied from core)	3
Total SCHs		15

Recommended Plan of Study

First Year

Fall		TCCN	SCHs
ENG 1013	Composition I	ENGL 1301	3
HIST 1013	History of the United States, 1492-1865	HIST 1301	3
UNIV 1231	Learning Frameworks: The First Year Experience	EDUC 1100, EDUC 1200, EDUC 1300	1
MATH 1703	Elementary Statistics I	MATH 1342	3
ECO 1013	Principles of Microeconomics	ECON 2302	3
Life & Physical Science Core			3
SCHs			16
Spring		TCCN	
ENG 1023	Composition II	ENGL 1302	3
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3
Wellness CAO Core			2
Life & Physical Science Core			3
ECO 1023	Principles of Macroeconomics	ECON 2301	3
SCHs			14

Second Year

Fall		TCCN	
POLS 2013	U.S. National Government	GOVT 2305	3
Language/Philosophy/Culture Core			3
Multicultural Women's Studies CAO Core			3
MATH 2203	Business Analysis I	MATH 1324	3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3
SCHs			15
Spring		TCCN	
POLS 2023	Texas Government	GOVT 2306	3
Creative Arts Core			3
ACCT 2053	Fundamentals of Accounting II	ACCT 2302	3
FIN 2153	Foundations of Money Management	BUSI 1307	3

Non-Business Elective	3
SCHs	15

Third Year

Fall	TCCN	
BUS 3163	Business Communications	3
BUS 3183	Introduction to International Business	3
MGT 3003	Principles of Management	3
MGT 3313	Business Analytics	3
MKT 3113	Principles of Marketing	3
SCHs		15
Spring	TCCN	
BUS 3013	Business Law and Ethics	3
FIN 3053	Business Finance	3
Advanced Business Elective		3
Advanced Business Elective		3
Advanced Business Elective		3
SCHs		15

Fourth Year

Fall	TCCN	
MGT 3533	Management Information Systems	3
MGT 4563	Operations Management	3
Advanced Business Elective		3
Advanced Business Elective		3
Non-Business Elective		3
SCHs		15
Spring	TCCN	
MGT 4333	Business Policy	3
Advanced Business Elective		3
Advanced Business Elective		3
Advanced Business Elective		3
Advanced Business Elective		3
SCHs		15
Total SCHs:		120

Advanced Business Electives are any College of Business courses at the 3000 or 4000 level, not otherwise required.