



MID-AMERICA
CHRISTIAN UNIVERSITY

BUSINESS ADMINISTRATION AND ETHICS

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAM OVERVIEW

To stand out in today's highly competitive business market, you need to develop specific skills and strengths to become an exceptional business leader.

MACU's BBA in Business Administration combines tested academic theory with real-world learning opportunities like case studies, discussions and business simulations to prepare you for leadership in a variety of management roles. Our standout degree program was developed in cooperation with business professionals with combined decades of real-world success. These successful men and women are eager to provide their expertise to help you succeed in today's workplace!

In your degree program, you'll take courses covering topics such as accounting, legal environment, software applications and marketing in order to acquire a broad understanding of the general operations of a business. You'll also polish soft skills such as communication and change management, making you a well-rounded candidate for a variety of business positions.

PROGRAM OUTCOMES

Your BBA in Business Administration and Ethics will help you become a confident, efficient leader and manager who can make an impact in the world of business. You can follow up your Bachelor's degree program with an MBA from MACU or immediately pursue a business career.

CONCENTRATIONS AVAILABLE

Distinguish your BBA in Business Administration and Ethics with an emphasis in Management Information Systems, Communication, Data Analytics, Digital Marketing or Healthcare Management.

PROGRAM COSTS

Courses in MACU's Business Administration and Ethics program cost \$435/credit hour for lower division (University Core) classes and \$499/hour for upper division (Major) classes.

ACCREDITATION

MACU is accredited through the Higher Learning Commission (HLC) of the North Central Association of Colleges and Schools (NCA).



CAREER OUTLOOK

Employment in business and financial operations occupations is projected to grow 8 percent from 2020 to 2030, adding about 750,800 new jobs.

This median annual wage for business and financial occupations was \$72,250 in May 2020, which was higher than the median annual wage for all occupations of \$41,950. Top jobs include:

- Accountants and Auditors
- Financial Advisors
- Financial Analysts
- Management Analysts
- Marketing Specialists

Want to speak to an Enrollment Counselor about earning your degree?

Contact MACU Today!

Email: enroll@macu.edu

Phone: 888-888-2341

Website: www.macu.edu



BUSINESS ADMINISTRATION AND ETHICS

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

UNIVERSITY CORE (46 hrs.)

Specific courses within the University Core are listed in the University catalog.

Bible/Theology (12 hrs.)
Communication (9 hrs.)
U.S. History and Government (6 hrs.)
Science (6 hrs. plus 1 hr. of lab)
Math (3 hrs.)
Social Sciences (3 hrs.)
Humanities (6 hrs.)

REQUIRED BEFORE MAJOR COURSES (30 hrs.)

BUAD 1103 Introduction to Business
BUAD 2503 Business and Professional Communications
ECON 2503 Survey of Economics
MGMT 2103 Business Software Applications

MAJOR REQUIREMENTS (30 hrs.)

Business Administration and Ethics Major

ACCN 2103 Principles of Financial Accounting
ACCN 2203 Principles of Managerial Accounting
BUAD 3403 Business Finance
BUAD 4103 Legal Environment of Business
BUAD 4303 Human Resource Administration
MGMT 3213 Applied Business Management
MGMT 4103 Group and Organizational Communication
MGMT 4413 Strategic Management
MGMT 4433 Managing Change
MKTG 3103 Principles of Marketing

ELECTIVES (34 hrs.)

Choose thirty-four (34) hours from any area to meet the required minimum 122-hour requirement for your bachelor's degree.

The following are not required but recommended:

BUAD 2603 Personal Finance
BUAD 4503 Small Business Management
*BUAD 4703 Business Ethics
*BUAD 4803 Management of Nonprofit Organization
BUAD 4901-3 Honor Studies
*PMIN 4233 Nonprofit/American Church Law

**These courses constitute a nonprofit and church related studies.*

OPTIONAL CONCENTRATIONS

Students may choose to replace eighteen (18) hours of electives with the following optional concentrations.

Christian Ministries Concentration

Required Courses (18 hrs.)
BINT 2103 Basic Principles of Inductive Bible Study
BINT 3103 Synoptic Gospels
PMIN 1103 Foundations of Ministry
PMIN 4303 Leadership Formation
THEO 3603 Spiritual Formation
THEO 4323 The Teachings of Wesleyan-Arminian Theology

Communication Concentration

Required Courses (18 hrs.)
COMM 2143 Digital Media Literacy
COMM 3213 Organizational and Professional Communication
COMM 3533 Advertising, Brand Management, and Audio Production
COMM 3903 Integrated Marketing and Public Relations
COMM 4103 Special Topics in Media Studies
COMM 4603 Creating Social Media Presence and Strategic Interviewing

Data Analytics Concentration

Required Courses (18 hrs.)
CMSC 1203 Foundations of Programming
CMSC 3103 Analytics Management
CMSC 3463 Advanced Structured Query Language (SQL)
MATH 3703 Introduction to Statistics
MATH 4113 Math Modeling
MISE 4663 Business Intelligence/Data Analytics

Digital Marketing Concentration

Required Courses (18 hrs.)
MKTG 3143 Consumer and Market Behavior
MKTG 3253 Digital Marketing Channels
MKTG 3533 Brand and Product Management
MKTG 3713 Services Marketing
MKTG 4113 International Marketing
MKTG 4603 Social Media Marketing

Healthcare Management Concentration

Required Courses (18 hrs.)
HC 3203 Introduction to Healthcare Management
HC 3213 Fundamentals of Medical Practice Management
HC 3313 Healthcare Human Resource Management
HC 3503 Legal Aspects of Healthcare Management
HC 4203 Healthcare Operations Management
HC 4303 Healthcare Information Systems

Management Information Systems (MIS) Concentration

Required Courses (18 hrs.)
CMSC 1203 Foundations of Programming
MISE 4643 Database Management
MISE 4663 Business Intelligence/Data Analytics

Select 9 hours from the following:

CMSC 3123 Working with Data Structures
MISE 4213 Configuring E-Mail and Web Services
MISE 4513 Advanced Networks
CYBR 3003 Securing Information
CYBR 3103 Risk Management and IT Security
CYBR 3503 Securing Windows
CYBR 4503 Cloud Security

TOTAL REQUIRED HOURS: 122

CHRISTIAN

Not just in our name,
it's who we are

AFFORDABLE

With federal financial
aid and payment plans,
we make it possible

PRACTICAL

Earn college credit for
your work and prior
learning experiences.
Plus, apply what you
learned in class at
work the next day

CONVENIENT

Attend one class every
five weeks and choose
100% online or one
night on ground a week

ACCREDITED

Regional accreditation
means we are transfer
friendly

PERSONAL

Our staff and faculty
know who you are and
where you want to go