

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) IN BUSINESS ADMINISTRATION – GENERAL BUSINESS  
ONLINE PROGRAM (MAJOR CODE: 2086)**

	<b>Semester Offered</b>		
	<b>FA</b>	<b>SP</b>	<b>#SU</b>
<b>Business Support Courses.....6-9 hours</b>			
^ECON 2103 Principles of Microeconomics	X	X	X
^MATH 1513 College Algebra	X	X	X
^MATH 2053 Math Analysis for Business (Prereq: MATH 1453 or MATH 1513 or MATH 1533 or High School Algebra II with a minimum grade of "C" or appropriate placement score)	X	X	X
<b>Business Administration – General Business.....63 hours</b>			
<b>Business Core Courses.....36 hours</b>			
^ACCT 2113 Accounting I	X	X	X
^ACCT 2133 Accounting II (Prereq: ACCT 2113)	X	X	X
^ECON 2173 Principles of Business Statistics (Prereq: MATH 2053 or concurrent with MATH 2053)	X	X	X
^ECON 2203 Principles of Macroeconomics	X	X	X
^MRKT 3013 Principles of Marketing (Prereq: 30 hours earned)	X	X	X
^MGMT 3103 Principles of Management (Prereq: 60 hours earned)	X	X	X
^LS 3113 Legal Environment of Business (Prereq: 60 hours earned)	X	X	X
^BCOM 3143 Business Communication (Prereq: ENG 1113 & ENG 1213)	X	X	X
^ISOM 3263 Management Information Systems (Prereq: 30 hours earned)	X	X	X
^ISOM 3313 Operations Management (Prereq: ECON 2173)	X	X	X
^ISOM 3323 Business Analytics (Prereq: ECON 2173)	X	X	X
^FIN 3563 Fund of Bus Finance (Prereq: ACCT 2113, ACCT 2133, ECON 2103, ECON 2173, ECON 2203, & MATH 2053)	X	X	X
<b>Capstone.....3 hours</b>			
^MGMT 4813 Strategic Management (Prereq: All business core courses)	X	X	X
<b>General Business Electives.....24 hours</b>			
<b>Select no more than 9 hours from any one of the areas below (all courses must be 3000/4000 level courses)</b>			
<b>Accounting</b>			
^ACCT 3113 Managerial Accounting (Prereq: ACCT 2113 & ACCT 2133)	X	X	X
<b>Business Communication</b>			
BCOM 3373 Administrative Communication	X	X	X
<b>Finance</b>			
^FIN 3413 Real Estate Principles	X	X	X
^FN 3423 Real Estate Practice (Prereq: FIN 3413)	X	X	X
^FIN 3473 Real Property Management	X	X	X
^FIN 3523 Foundations of Insurance and Risk Management	X	X	X
^FIN 3603 Financial Statement Analysis (Prereq: FIN 3563)	-	X	-
^FIN 4243 Commercial Bank Management (Prereq: FIN 3563)	-	X	-
^FIN 4273 International Finance (Prereq: Junior standing or above)	X	-	-
^FIN 4413 Financial Institutions (Prereq: FIN 3563)	X	-	X
<b>Information Systems &amp; Operations Management</b>			
^ISOM 3363 Business Problem Solving with Software (Prereq: ISOM 3323)	-	X	X
^ISOM 3393 Mobil App Programming for Business (Prereq: ISOM 2313 & ISOM 3363 with junior or senior standing)	X	-	-
<b>Legal Studies</b>			
^LS 4143 Law of Business Organizations (Prereq: LS 3113)	X	X	X
^LS 4533 Law of International Business Transactions (Prereq: LS 3113 recommended)	X	X	X
<b>Management</b>			
^MGMT 3133 Business Ethics (Prereq: Junior standing or above)	X	X	-
^MGMT 3313 Human Resource Management (Prereq: MGMT 3103)	X	X	X
^MGMT 3413 Legal Environment of HR Compliance (Prereq: MGMT 3103, MGMT 3313, & junior standing or above)	X	-	X
^MGMT 4203 Organizational Behavior (Prereq: MGMT 3103 & BCOM 3143)	X	X	X
^MGMT 4213 Management Theory (Prereq: MGMT 3103, MGMT 3313, & junior standing or above)	X	X	X
^MGMT 4253 International Business (Prereq: MGMT 3103)	X	X	-
^MGMT 4263 Small Business Management (Prereq: MGMT 3103)	X	-	-
^MGMT 4423 HR Training and Development (Prereq: MGMT 3103 & MGMT 3313)	-	-	X
^MGMT 4483 Cross Cultural Diversity Management (Prereq: MGMT 3313)	X	X	-
<b>Marketing</b>			
^MRKT 3423 Consumer and Market Behavior (Prereq: MRKT 3013)	X	X	X
^MRKT 3443 Business to Business Marketing (Prereq: MRKT 3013 OR MRKT 3123)	X	X	X
^MRKT 4113 Marketing Research (Prereq: MRKT 3013 & ECON 2173)	-	X	-
^MRKT 4353 Marketing Ethics (Prereq: MRKT 3013 OR MRKT 3123)	X	X	-
^MRKT 4413 International Marketing (Prereq: MRKT 3013)	X	X	X
^MRKT 4433 Purchasing and Materials Management (Prereq: MRKT 3013)	X	X	-
^MRKT 4453 Retail Management (Prereq: MRKT 3013 OR MRKT 3123)	-	-	X
^MRKT 4463 Integrated Marketing Communication (Prereq: MRKT 4463)	X	X	-
^MRKT 4813 Marketing Management (Prereq: 9 hours of marketing & senior class standing)	-	-	X

# Summer class offerings are dependent upon funding and faculty availability.

^ Courses that are currently offered online.

Please Note: Students are encouraged to see their Advisor at least once per semester prior to enrollment. We typically enroll in April for Summer & Fall semesters and in November for the Spring semester.

Advisor: Joan Caldwell [jcaldwell6@uco.edu](mailto:jcaldwell6@uco.edu)

Department Chair: Dr. Steve Black [sblack@uco.edu](mailto:sblack@uco.edu)

Advisement Appointments: <https://cbadvisement.uco.edu/casamonline/>

\*\*\*WITH THIS DEGREE, EARNING A MINOR(S) IS HIGHLY RECOMMENDED\*\*\*



Please note: This is **NOT** an official university document. This is only a guide. We cannot guarantee the availability of courses in any given semester based on demand for courses and available funding. It is best to meet with your Advisor to develop a plan that meets your individual needs based on course availability each semester.  
Last Updated: 7/27/18 NM

**B.B.A. IN BUSINESS ADMINISTRATION – GENERAL BUSINESS (ONLINE PROGRAM)  
SUGGESTED SCHEDULE 18-19**

COURSE	FALL (1)	16 HRS
ENG 1113	ENGLISH COMPOSITION	3
HIST	AMERICAN HISTORY (SEE DEGREE REQUIREMENT SHEET)	3
UNIV 1012	SUCCESS CENTRAL OR ELECTIVE LIFE SKILLS COURSE (2-3 HRS) (SEE DEGREE REQUIREMENT SHEET)	2
MATH 1513	COLLEGE ALGEBRA	3
	SOCIAL/BEHAVIORAL ANALYSIS (SEE DEGREE REQUIREMENT SHEET)	3
HLTH 1112	HEALTHY LIFE SKILLS	2

COURSE	SPRING (2)	16-17 HRS
ENG 1213	ENGLISH COMPOSITION & RESEARCH	3
POL 1113	AMERICAN NATIONAL GOVERNMENT	3
MCOM 1113	FUNDAMENTALS OF SPEECH	3
BIO	LIFE SCIENCE REQUIREMENT * (SEE DEGREE REQUIREMENT SHEET)	4-5
MATH 2053	MATH ANALYSIS FOR BUSINESS	3

COURSE	FALL (3)	15-16 HRS
ACCT 2113	ACCOUNTING I	3
ECON 2103	PRINCIPLES OF MICROECONOMICS	3
ECON 2173	PRINCIPLES OF BUSINESS STATISTICS	3
HUM	AESTHETIC ANALYSIS (SEE DEGREE REQUIREMENT SHEET)	3
	CULTURAL AND LANGUAGE ANALYSIS (SEE DEGREE REQUIREMENT SHEET)	3-4

COURSE	SPRING (4)	15-16 HRS
ACCT 2133	ACCOUNTING II	3
ECON 2203	PRINCIPLES OF MACROECONOMICS	3
BCOM 3143	BUSINESS COMMUNICATION	3
PHIL	CRITICAL INQUIRY (SEE DEGREE REQUIREMENT SHEET)	3
	PHYSICAL SCIENCE * (SEE DEGREE REQUIREMENT SHEET)	3-4

COURSE	FALL (5)	16 HRS
MRKT 3013	PRINCIPLES OF MARKETING	3
MGMT 3103	PRINCIPLES OF MANAGEMENT	3
FIN 3563	FUNDAMENTALS OF BUSINESS FINANCE	3
	3000/4000 LEVEL BUSINESS ELECTIVE #1 SELECT FROM: ACCT, BCOM, ECON, ENTR, FIN, ISOM, IB, LS, MGMT, MRKT	3
	ELECTIVE LIFE SKILLS (SEE DEGREE REQUIREMENT SHEET)	1
	FREE ELECTIVES	3

COURSE	SPRING (6)	13-16 HRS
ISOM 3313	OPERATIONS MANAGEMENT	3
ISOM 3263	MANAGEMENT INFORMATION SYSTEMS	3
	3000/4000 LEVEL BUSINESS ELECTIVE #2 SELECT FROM: ACCT, BCOM, ECON, ENTR, FIN, ISOM, IB, LS, MGMT, MRKT	3
	3000/4000 LEVEL BUSINESS ELECTIVE #3 SELECT FROM: ACCT, BCOM, ECON, ENTR, FIN, ISOM, IB, LS, MGMT, MRKT	3
	FREE ELECTIVES	1-4

COURSE	FALL (7)	15 HRS
LS 3113	LEGAL ENVIRONMENT OF BUSINESS	3
ISOM 3323	BUSINESS ANALYTICS	3
	3000/4000 LEVEL BUSINESS ELECTIVE #4 SELECT FROM: ACCT, BCOM, ECON, ENTR, FIN, ISOM, IB, LS, MGMT, MRKT	3
	3000/4000 LEVEL BUSINESS ELECTIVE #5 SELECT FROM: ACCT, BCOM, ECON, ENTR, FIN, ISOM, IB, LS, MGMT, MRKT	3
	FREE ELECTIVES	3

COURSE	SPRING (8)	12-15 HRS
MGMT 4813	STRATEGIC MANAGEMENT (CAPSTONE)	3
	3000/4000 LEVEL BUSINESS ELECTIVE #6 SELECT FROM: ACCT, BCOM, ECON, ENTR, FIN, ISOM, IB, LS, MGMT, MRKT	3
	3000/4000 LEVEL BUSINESS ELECTIVE #7 SELECT FROM: ACCT, BCOM, ECON, ENTR, FIN, ISOM, IB, LS, MGMT, MRKT	3
	3000/4000 LEVEL BUSINESS ELECTIVE #8 SELECT FROM: ACCT, BCOM, ECON, ENTR, FIN, ISOM, IB, LS, MGMT, MRKT	3
	FREE ELECTIVES	0-3

\* One science course must include a lab.

GPA REQUIREMENTS: 2.25 Retention, UCO, Major, and Business Core (including Capstone).

Students may consider summer school to reduce regular semester load. Full-time is 12 hours during regular fall/spring semesters and 6 hours during the summer semester. Students are encouraged to take at least 31 hours per year to graduate in 4 years. Free electives are based on the 124 hour requirement and may vary based on university hour requirements (i.e., senior college, upper division, semester, residency).