



Business Administration Marketing Concentration Major

John E. Simon Department of Accounting, Business Administration, Economics, and Management Information Systems.

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The Business Administration major is offered through the John E. Simon Department of Accounting, Business Administration, and Economics. Course work is designed to study the nature and complexity of organized commercial and not-for-profit activities, preparing students for service to society, the organization, and self.

The major develops an appreciation for the role of business in society, the moral and ethical dimensions of business, and the impact of diverse cultures on business operations. Students will also learn to appreciate human interaction in the work environment, and the process of conceiving, planning, designing, and running a business enterprise. The major will develop an ability to analyze complex problems and make reasoned judgments, to understand and work with financial data, and to understand and use personal computers and computer systems. Finally, students will develop an ability to communicate effectively and work with others.

Business majors are well prepared for entry-level positions in a wide variety of organizations. In addition, graduate programs are available across the country for further study at the masters and doctoral levels. Students with graduate degrees find ready employment in business, education, research, and/or consulting.

Students must have either sophomore standing or be in their third semester as full-time Westminster students to enroll in any business course.

All business administration majors must complete ACC 215 and 216, ECN 211 and 212, and MAT 114 and achieve junior standing before registering for any 300- or 400- level courses in accounting, business administration, or economics.

Majors must have at least a 2.00 grade point average in all accounting, business administration, management information systems (MIS), and economics courses needed to satisfy major requirements.

Business administration majors must complete 12 credit hours of accounting, business, economics, or MIS courses as electives. PHL 244 Business Ethics is also accepted as an elective. At least 6 credit hours of electives must be business (BUS) courses.

It is possible for a Business major to be completed with no concentration, by completing any accounting, business, or economics courses (2 of them BUS courses) in addition to the required courses.

Students may also choose to complete one or more of the four concentration areas: Finance, marketing, management, or entrepreneurial studies.

To complete a concentration area, a student must choose three of his/her electives from the list provided for that concentration area, plus one additional accounting, business, or economics course. (For entrepreneurial studies, students must take BUS 325 and choose two more of their electives from the list.)

Some courses serve multiple concentrations. However, any given elective may be counted toward at most two concentrations simultaneously.

If any substitutions or waivers of requirements are allowed, please list below and initial.

Course #	Title of Course	Hours Completed	Semester Completed	Grade

MAJOR: Business Administration Marketing Concentration

Student's Last Name		First Name	Middle Initial		
Advisor		Date Major Declared			
Course #	Title of Course	Hours Completed	Semester Completed	Grade	
Core Business Courses:					
ACC 215	Principles of Financial Accounting 3				
ACC 216	Principles of Managerial Accounting 3				
BUS 220	Fundamentals of Management 3				
BUS 250	Principles of Marketing 3				
BUS 327	Operations Management 3				
<u>or</u> ECN 351	Managerial Economics 3				
<u>or</u> BUS 360	Decision Making 3				
ECN 211	Principles of Macroeconomics 3				
ECN 212	Principles of Microeconomics 3				
FIN 318	Corporate Financial Management 3				
MAT 114	Elementary Statistics 3				
MAT 122	Business Calculus 3				
<u>or</u> MAT 124	Calculus I 5				
MIS 210	Spreadsheet Applications in Business 3				
SPE 101	Introduction to Speech Communication 3				
<u>or</u> SPE 203	Interpersonal Communication 3				
<u>or</u> SPE 220	Public Relations 3				
Total Core Business hours		36-38 hrs.			
Required Capstone Course:					
BUS 450	Business Policy 3	3 hrs.			
>>>To complete a concentration area, a student must choose three of his/her electives from the list provided for that concentration area, plus one additional accounting, business, or economics course.					
Marketing Concentration Electives (12 hours): Choose 3, plus an at-large ABEF elective					
BUS 315	Sports Management 3				
BUS 330	Advertising 3				
BUS 334	Consumer Behavior 3				
BUS 340	International Business 3				
One of the following may be counted:					
ENG 260	Intro. to Journalism 3				
ENG 275	Creative Writing 3				
ENG 365	Magazine Writing and Editing 3				
One of the following may be counted:					
PSY 310	Social Psychology 3				
PSY 315	Psychology of Personality 3				
PSY 320	Memory and Cognition 3				
One of the following may be counted:					
SPE 203	Interpersonal Communication 3				
SPE 220	Public Relations 3				
SPE 310	Business and Professional Communication 3				

Total Hours for Major: 51 – 53