

Business Administration (BS)*

This program is offered by the George Herbert Walker School of Business and Technology/Business Department. It is available at the St. Louis main campus and at select U.S. and international campuses. Please see the Locations Offering Undergraduate Programs section of this catalog for a list of campuses where this program is offered.

Program Description

The bachelor of science (BS)* in business administration program presents a business as a system of interrelated functional areas working together to fulfill strategic goals in a complex competitive environment. The purpose of the BSBA program at the Walker School is to produce graduates who have the knowledge and skills to be upwardly mobile within any type of business organization. Students may choose to pursue the BSBA on its own or may choose to pursue one of several specialized emphases.

*NOTE: The bachelor of science (BS) degree is abbreviated as BSc when completed in Vienna with Austrian accreditation.

The bachelor of science in business administration is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Learning Outcomes

Graduates of this program will be able to understand and apply the following seven competencies:

- **Systemic Thinking:** Students understand the big picture of a business: how the business is impacted by outside forces and how it is driven by its interconnected internal functions.
- **Problem Solving:** Students can identify business problems and opportunities, analyze them and formulate potential strategies to address them.
- **Business Communication:** Students can prepare clear, concise and accurate written materials and can make formal and informal business presentations using appropriate visual aids.
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- ACCT 3025 Advanced Cost and Managerial Accounting (3 hours)
- ACCT 3030 Intermediate Accounting I (3 hours)
- ACCT 3040 Intermediate Accounting II (3 hours)
- ACCT 3085 Federal Tax Accounting (3 hours)
- ACCT 3800 Accounting Information Systems (3 hours)
- ACCT 4100 Advanced Financial Accounting (3 hours)
- ACCT 4900 Auditing (3 hours)

For students who wish to obtain the Certified Public Accounting (CPA) license in the State of Missouri, please note that one of the requirements for such license is the completion of 150 undergraduate or graduate college credit hours of which the last 30 credit hours must include 6 credit hours of accounting courses and 6 credit hours of business courses. Please consult your advisor concerning the requirements for the CPA license.

Emphasis in Economics

This emphasis is not currently accepting new students in the domestic US.

The emphasis in economics provides students with a solid understanding of the macroeconomic forces that shape and move markets, the structure and behavior of industries within markets and the philosophical underpinnings of the market economy. The study of economics complements the BSBA by developing an underlying paradigm that the decision maker can use to more fully understand the market forces impacting the business environment and to predict the potential impact of their decisions on the firm.

Emphasis-Specific Learning Outcomes

- The student will demonstrate familiarity with the primary measures of economic performance (GDP, Price Level, Unemployment).
- The student will demonstrate proficiency in the use of the primary economic models (ISLM, Mundell-Fleming, Solow, Consumer Choice Theory, Price Optimization, Cournot Reaction Functions, Edgeworth Box and Game Theory).

Required Courses

- ACCT 2025 Managerial Accounting (3 hours)
- ECON 3000 Basic Economic Modelling (3 hours)
- ECON 3020 Intermediate Microeconomics (3 hours)
- ECON 3030 Intermediate Macroeconomics (3 hours)
- 3000-level or 4000-level ECON elective (3 hours)
- 3000-level or 4000-level ECON elective (3 hours)
- ECON 4000 Assessment Exam (0 hours)

Emphasis in Entrepreneurship

The emphasis in entrepreneurship empowers students to explore innovative approaches to start new ventures or help grow existing ventures. Students learn how to recognize and assess business opportunities, conduct economic and resource feasibility analyses, and develop an entrepreneurial plan of action. Expert faculty promote entrepreneurial thinking among students and help them to develop the necessary real-world skills for founding and growing an entrepreneurial venture.

Students demonstrate these skills by developing and presenting a viable business plan to a review panel made up of successful entrepreneurs in the capstone course. Opportunities to connect with the entrepreneurship community, conduct research and get involved in the Entrepreneurship Club help students build a network of connections and resources that are vital to success.

Emphasis-Specific Learning Outcomes

- Students can demonstrate an understanding of the entrepreneurship process.
- Students can identify and apply entrepreneurship concepts and principles used in developing entrepreneurial action plans.
- Students can integrate entrepreneurship concepts, research and tactics to effectuate entrepreneurship.

Required Courses

- MNGT 2600 Innovation through Social Impact Organizations (3 hours) (revised name)
- BUSN 3710 Entrepreneurial Financial Management (3 hours)
- MNGT 2700 Introduction to Entrepreneurship and Small Business Management (3 hours)
- MNGT 3720 Entrepreneurial Marketing (3 hours)
- MNGT 3740 Global Entrepreneurship (3 hours)
- MNGT 4960 Entrepreneurship Capstone (3 hours)

Emphasis in Human Resource Management

The goal of the Human Resource Management Emphasis is to transfer relevant knowledge to students and transform them into highly effective, strategic, problem-solving decision-makers. Students will be exposed to all industry-related issues and opportunities, equipped with the tools needed to address the challenges and complexities of managing today's workforce and enabled to successfully complete in the marketplace and perform favorably on the job.

The program content is designed to provide comprehensive coverage of the major Human Resource Management functions while highlighting issues that affect strategic decision-making and operational execution. The courses involves both practical and theoretical considerations in the development of Human Resource professionals in settings such as business, industry, government, and nonprofit organizations and institutions, both nationally and globally.

Emphasis-Specific Learning Outcomes

- Identify and explain important technology, facts, concepts, principles, analytic techniques and theories used in Human Resource Management when analyzing moderately complex situations.
- Analyze, assess and apply the entry-level SHRM (Society for Human Resource Management) competency clusters.
- Develop the business acumen needed to perform Human Resource Management transactions, employ standard operating procedures and promote operational efficiency.

Required Courses

- MNGT 3400 Human Resource Management (3 hours)
- MNGT 3690 Diversity, Equity and Inclusion (3 hours)
- CSIS 3410 Information Analysis (3 hours)
- MNGT 4400 Employment Law and Compliance (3 hours)
- MNGT 4420 Compensation and Benefits (3 hours)
- MNGT 4600 Contemporary Human Resource Management Strategies (3 hours)

Emphasis in International Business

This emphasis is available at Geneva.

The international business emphasis prepares students for a successful career at global, multi-national corporations. It focuses on preparing students to apply relevant business theories and

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concepts to the companies based in different countries and dealing with differing socio-cultural economic, political, legal and technological environments. Students are prepared to use their knowledge of business, cultural and political concepts to create successful international strategies.

Emphasis-Specific Learning Outcomes

- Students will explain the important terminology, facts, concepts, principles, analytic techniques and theories used in international business.
- Students will be able to identify and apply appropriate terminology, facts, concepts, principles, analytic techniques and theories used in international business when analyzing moderately complex situations.
- Students will be able to synthesize and integrate important concepts, principles and theories used in international business into solutions to moderately complex management problems.

Required Courses

- MNGT 3320 Business Law: International (3 hours)
- MNGT 4100 International Management (3 hours)
- MNGT 4330 International Marketing (3 hours)
- ECON 3720 International Trade and Finance (3 hours)
- MNGT 4940 Global Competitive Strategies (3 hours)

Marketing

The emphasis in marketing prepares students for a broad spectrum of careers in marketing, including branding, product development, advertising, digital marketing and customer relationship management. Students learn how organizations create value through the various marketing activities: customer behavior, pricing, promotion, product development, distribution and marketing research.

Emphasis-Specific Learning Outcomes

- Students will be able to demonstrate an understanding of how to identify and utilize relevant information in order to make effective marketing decisions.
- Students will be able to demonstrate the ability to make and defend decisions regarding the various marketing mix elements for value creation in a way that reflects the needs and characteristics desired for organizational success and meaningful relationships among and between stakeholders.
- Students will demonstrate personal skills (i.e. ethics, teamwork, effective communication, critical thinking) which are important keys to having a successful career in marketing.
- Students will be able to demonstrate an understanding of mutually interdependent relationships of all the major functional areas of a business enterprise.

Required Courses

- MNGT 3150 Consumer Behavior (3 hours)
- MNGT 3510 Management of Integrated Marketing Communication0026 206.04400635 Tm [(•)] TJ ET Erchlh aaq /F1 8 Tf 1 0 0 -1 8.503o81o