

BUSINESS AND ECONOMICS, BACHELOR OF BUSINESS ADMINISTRATION

College: Daniel L. Goodwin College of Business

Department: Business

Degree: Bachelor of Business Administration

Campus: Lisle Campus

Requirements - Major

Business and Economics majors must complete the University's distribution requirements, which are partially satisfied by the following courses in ethics and math.

Code	Title	Hours
Ethics ¹		
Select one of the following:		3
PHIL 2245	General Ethics	
PHIL 2247	Business Ethics	
THEO 2252	Business Ethics in the Context of Catholic Social Teaching	
Math ¹		
MATH 1105	Finite Mathematics	3
	or MATH 1110 College Algebra	

¹ Business majors must complete Math and Ethics requirement with a "C" or better.

Code	Title	Hours
Business Core ¹		
BUSN 1000	Business and Professional Responsibility	3
ACCT 1111	Principles of Financial Accounting	3
ACCT 1112	Principles of Managerial Accounting	3
MGT 1150	Business Statistics I	3
BALT 1140	Excel with Business Applications	3
ECON 2101	Principles of Macroeconomics	3
ECON 2102	Principles of Microeconomics	3
FINA 2300	Principles of Finance	3
MKTG 2300	Principles of Marketing	3
MGT 2235	Business Law	3
BALT 3301	Managerial Decision Making Under Uncertainty	3
MGT 3300	Management	3
MGT 4380	Strategic Management	3
Major Courses ²		
ECON 3202	Price Theory and Application	3
FINA 3370	Multinational Corporate Finance	3
FINA 3XXX	Select one FINA course in the 3000 level	3
FINA 4XXX	Select one FINA course in the 4000 level	3
BALT 3XXX	Select one BALT courses in the 3000 level ³	3
BALT 4XXX	Select one BALT courses in the 4000 level	3
INTB 3XXX	Select one INTB courses in the 3000 level	3

Concentration

Select one of the following Concentrations:	12
Business Analytics (p. 1)	
Digital Marketing (p. 1)	
Operations Management (p. 1)	
Total Hours	72

¹ Business and Economics majors must complete **each** of the following Business Core courses with a "C" or better.

² Business and Economics majors must also complete the following Major Courses, with a "C" or better.

³ Excluding BALT 3301 Managerial Decision Making Under Uncertainty

CLEP, Work/Life Experience, internships, advanced placement and other external credit may substitute for major courses if approved by the department.

Requirements - Concentration

Business and Economics majors must select a concentration in either Business Analytics, Digital Marketing, or Operations Management. Requirements listed below must be completed with a "C" or better.

Business Analytics

Code	Title	Hours
BALT 3310	Visualization Techniques and Dashboarding	3
BALT 3330	Database Structures & Queries	3
BALT 3370	Introduction to GIS for Business Analysis	3
BALT 4320	Data and Text Mining	3
Total Hours		12

Digital Marketing

Code	Title	Hours
MKTG 3345	Introduction to Web Analytics	3
MKTG 3347	Social Media Marketing	3
MKTG 3348	Content Development & Search Engine Optimization	3
MKTG 3349	Search Engine Marketing	3
Total Hours		12

Operations Management

Code	Title	Hours
MGT 2235	Business Law	3
BALT 3350	Business Process Management	3
MGT 4433	Operations Management	3
INTB 3340	Global Logistics	3
	or BALT 3325 Lean Six Sigma for Operational Excellence	
Total Hours		12

Requirements - Teaching License

Students who desire to be licensed to teach business, marketing, and computer education at the secondary level (grades 9-12) are to declare themselves as Business and Economics majors and Education minors and register with the Benedictine University Education Program as teaching licensure candidates. Advising is then a joint responsibility of the Department of Business and Analytics and the School of Education.

Students must complete the requirement for a major in Business and Economics as well as the requirements of the Teacher Licensure

Program in Education which includes the Education minor (see Education [Elementary Education, Special Education and Minors in Education and Special Education] section).

Note: If you desire to teach economics, you may also earn an endorsement in Social Science-Economics by completing the Illinois Board of Education licensure requirements for this endorsement.

Objectives

Students in the Bachelor of Business Administration program will achieve the following student learning outcomes (SLO):

Student Learning Outcome 1: Demonstrate proficiency in areas such as statistical and other mathematical techniques, data analysis, and quantitative modeling of business related information.

Student Learning Outcome 2: Demonstrate proficiency in areas such as complex problem solving skills, logical reasoning, and idea generation for making business related decisions.

Student Learning Outcome 3: Demonstrate proficiency in the functional areas of business, such as finance, accounting, marketing, operations, and human resources, as well as the capacity to synthesize and apply this functional knowledge.

Student Learning Outcome 4: Demonstrate proficiency in areas such as group dynamics, collaboration, interpersonal relations, and leading individuals, teams or organizations.

Student Learning Outcome 5: Demonstrate proficiency in written, oral, and/or visual communication formats.