

## DEPARTMENT OF BUSINESS ADMINISTRATION

Mark Brown, D.B.A., Department Chair

The Department of Business Administration strives to assist business majors in becoming autonomous, competent, responsible, and interdependent individuals able to utilize Biblically-based business skills, intellect, wisdom and integrity to meet changing market place demands for the new millennium. Through the Online Learning program, a student may pursue a business degree with the following concentrations: Accounting, Computer Information Systems, Finance, Management, and Marketing. The concentrations in Accounting and Marketing are not always available in the residential program, however all Business Administration courses are available through Online Learning.

### PURPOSE

It is the purpose of the Department of Business Administration to prepare students for leadership roles in Christian ministries, as well as public and private business worldwide by integrating Biblical principles with academic content. The degree also prepares the student for graduate studies in business.

### PROGRAM OBJECTIVES

1. The student will identify an array of modern business techniques, including the application of currently accepted business principles and analytical reasoning within a technically changing global environment.
2. The student will demonstrate the ability to apply managerial skills by successfully completing the appropriate Capstone course.
3. The student will demonstrate competency in applying academic knowledge to business practice through participation in the activities designed to focus attention on national and international business.

### ADVISING GUIDE

Each Tennessee Temple University student graduating with a Bachelor of Business Administration (BBA) degree must complete:

1. All courses from the university Foundational Studies and General Core curriculum.
2. All course in the Business departmental core curriculum and the applicable concentration curriculum
3. The capstone course for the major concentration. Capstone classes must be completed at TTU for satisfaction of this requirement. (No transfer credits will be considered for cap[stone course].)
4. A nationally recognized placement test, such as the GMAT. A nationally recognized certification can be substituted with department chair approval.

Please click the following link to find your program [Advising Guide](#).

## **BUSINESS: GENERAL BUSINESS, A.B.A.**

### **ASSOCIATE CORE CURRICULUM**

|           |  |           |
|-----------|--|-----------|
| ACAD-1001 | Success Orientation.....                   | 1 hour    |
| CHMN-1011 | Personal Life & Evangelism I.....          | 1 hour    |
| CHMN-1021 | Personal Life & Evangelism II.....         | 1 hour    |
| CISS-1003 | Computer Fundamentals .....                | 3 hours   |
| ENGL-1013 | English Composition I.....                 | 3 hours   |
| ENGL-1023 | English Composition II.....                | 3 hours   |
| BIBL-1113 | Old Testament Survey .....                 | 3 hours   |
| BIBL-1413 | New Testament Survey.....                  | 3 hours   |
| THEO-3113 | Bible Doctrines I.....                     | 3 hours   |
| THEO-3123 | Bible Doctrines II.....                    | 3 hours   |
|           | Literature Selection .....                 | 3 hours   |
|           | Math 1013 or higher level course –or-..... | 3-4 hours |
|           | Laboratory Science Selection               |           |

**TOTAL** ..... 30-31 hours

### **BUSINESS DEPARTMENT REQUIREMENTS**

|           |   |         |
|-----------|---|---------|
| BUSI-1003 | The Future of Business.....                 | 3 hours |
| CISS-1013 | Intro to Business Information Systems ..... | 3 hours |
| BUSI-2503 | Survey of Corporate Finance .....           | 3 hours |
| BUSI-2603 | Principles of Marketing.....                | 3 hours |
| BUSI-2703 | Principles of Management .....              | 3 hours |

**TOTAL** ..... 15 hours

### **CONCENTRATION ELECTIVES**

|  |   |             |
|--|---|-------------|
|  | Business electives (BUSI or CISS) * ..... | 14-15 hours |
|--|---|-------------|

**TOTAL** ..... 14-15 hours

\* Students are recommended to use the courses indicated in the minor in business discipline programs as suggestive electives.

**DEGREE TOTAL** ..... 60 HOURS

## **BUSINESS: ACCOUNTING, B.B.A.**

### **GENERAL EDUCATION REQUIREMENTS (see pages 48-49)**

**Foundational Studies** ..... 18 hours

*Must be completed within the first 45 hours*

**General Core Curriculum** ..... 38-41 hours

|  |  |           |
|--|--|-----------|
|  | Bible/Theology/Philosophy .....                  | 18 hours  |
|  | Social Science Selection .....                   | 6-9 hours |
|  | HIST-1043 Survey of Western Civilization I OR    |           |
|  | HIST-1053 Survey of Western Civilization II..... | 3 hours   |
|  | INTD-3013 Humanities .....                       | 3 hours   |
|  | Humanities Selection .....                       | 3 hours   |
|  | Physical Education Activity .....                | 1 hour    |
|  | Laboratory Science .....                         | 4 hours   |

**TOTAL** ..... 56-59 hours

### **BUSINESS DEPARTMENT REQUIREMENTS**

|           |   |         |
|-----------|---|---------|
| BUSI-1003 | The Future of Business .....                      | 3 hours |
| CISS-1013 | Introduction to Business Information Systems..... | 3 hours |
| BUSI-2503 | Survey of Corporate Finance.....                  | 3 hours |
| BUSI-2603 | Principles of Marketing .....                     | 3 hours |
| BUSI-2703 | Principles of Management.....                     | 3 hours |
| STAT-2303 | Introduction to Statistics .....                  | 3 hours |
| BUSI-3203 | International Business .....                      | 3 hours |
| ENGL-3013 | Business and Technical Writing .....              | 3 hours |
| BUSI-4003 | Business Law .....                                | 3 hours |

**TOTAL**.....27 hours

### CONCENTRATION REQUIREMENTS

|           |  |         |
|-----------|--|---------|
| BUSI-2403 | Principles of Accounting I                 | 3 hours |
| BUSI-2413 | Principles of Accounting II                | 3 hours |
| BUSI-3403 | Intermediate Accounting I                  | 3 hours |
| BUSI-3413 | Intermediate Accounting II                 | 3 hours |
| BUSI-3423 | Cost Accounting                            | 3 hours |
| BUSI-3433 | Income Tax                                 | 3 hours |
| BUSI-3013 | Principles of Macroeconomics (3) <b>OR</b> |         |
| BUSI-3023 | Principles of Microeconomics (3)           | 3 hours |
| BUSI-4403 | Auditing                                   | 3 hours |
| BUSI-4843 | Advanced Financial Accounting              | 3 hours |

**TOTAL** ..... 27 hours

### ELECTIVES

Electives ..... 10 hours

**TOTAL** ..... 10 hours

**DEGREE TOTAL** ..... 120 HOURS

Must have 30 total hours at 3000-4000 level to meet graduation requirements for a bachelor's degree.

## **BUSINESS: COMPUTER INFORMATION SYSTEMS, B.B.A.**

### GENERAL EDUCATION REQUIREMENTS (see pages 48-49)

**Foundational Studies** ..... 18 hours

*Must be completed within the first 45 hours*

**General Core Curriculum** .....38-41 hours

Bible/Theology/Philosophy ..... 18 hours

Social Science Selection ..... 6-9 hours

HIST-1043 Survey of Western Civilization I **OR**

HIST-1053 Survey of Western Civilization II ..... 3 hours

INTD-3013 Humanities ..... 3 hours

Humanities Selection ..... 3 hours

Physical Education Activity ..... 1 hour

Laboratory Science ..... 4 hours

**TOTAL**.....56-59 hours

### BUSINESS DEPARTMENT REQUIREMENTS

BUSI-1003 The Future of Business ..... 3 hours

CISS-1013 Introduction to Business Information Systems ..... 3 hours

BUSI-2503 Survey of Corporate Finance ..... 3 hours

BUSI-2603 Principles of Marketing ..... 3 hours

BUSI-2703 Principles of Management ..... 3 hours

STAT-2303 Introduction to Statistics ..... 3 hours

BUSI-3203 International Business ..... 3 hours

ENGL-3013 Business and Technical Writing ..... 3 hours

BUSI-4003 Business Law ..... 3 hours

**TOTAL**.....27 hours

### CONCENTRATION REQUIREMENTS

CISS-1102 Programming Concepts ..... 2 hours

CISS-2202 Hardware Concepts ..... 2 hours

CISS-3302 Network Fundamentals ..... 2 hours

CISS-3403 Database Modeling ..... 3 hours

CISS-3503 Systems Analysis and Design ..... 3 hours

CISS-4803 System Project ..... 3 hours

CISS Programming Electives ..... 3 hours

**TOTAL**..... 18 hours

### ELECTIVES

Electives ..... 16-19 hours

**TOTAL** ..... 16-19 hours

**DEGREE TOTAL** ..... **120 HOURS**

Must have 30 total hours at 3000-4000 level to meet graduation requirements for a bachelor's degree.

## **BUSINESS: FINANCE, B.B.A.**

### **GENERAL EDUCATION REQUIREMENTS (see pages 48-49)**

**Foundational Studies** ..... 18 hours

*Must be completed within the first 45 hours*

**General Core Curriculum** ..... 38-41 hours

Bible/Theology/Philosophy ..... 18 hours

Social Science Selection ..... 6-9 hours

HIST-1043 Survey of Western Civilization I OR

HIST-1053 Survey of Western Civilization II..... 3 hours

INTD-3013 Humanities ..... 3 hours

Humanities Selection ..... 3 hours

Physical Education Activity ..... 1 hour

Laboratory Science ..... 4 hours

**TOTAL** ..... **56-59 hours**

### **BUSINESS DEPARTMENT REQUIREMENTS**

BUSI-1003 The Future of Business ..... 3 hours

CISS-1013 Introduction to Business Information Systems..... 3 hours

BUSI-2503 Survey of Corporate Finance..... 3 hours

BUSI-2603 Principles of Marketing ..... 3 hours

BUSI-2703 Principles of Management..... 3 hours

STAT-2303 Introduction to Statistics ..... 3 hours

BUSI-3203 International Business ..... 3 hours

ENGL-3013 Business and Technical Writing ..... 3 hours

BUSI-4003 Business Law ..... 3 hours

**TOTAL** ..... **27 hours**

### **CONCENTRATION REQUIREMENTS**

BUSI-2403 Principles of Accounting I..... 3 hours

BUSI-2413 Principles of Accounting II..... 3 hours

BUSI-3503 Advanced Corporate Finance ..... 3 hours

BUSI-3513 Investment Banking ..... 3 hours

BUSI-3543 Commercial Bank Management..... 3 hours

BUSI-4253 International Finance ..... 3 hours

**TOTAL** ..... **18 hours**

### **ELECTIVES**

Electives..... 16-19 hours

**TOTAL** ..... **16-19 hours**

**DEGREE TOTAL** ..... **120 HOURS**

Must have 30 total hours at 3000-4000 level to meet graduation requirements for a bachelor's degree.

## **BUSINESS: MANAGEMENT, B.B.A.**

### **GENERAL EDUCATION REQUIREMENTS (see pages 48-49)**

**Foundational Studies** ..... 18 hours

*Must be completed within the first 45 hours*

**General Core Curriculum** ..... 38-41 hours

Bible/Theology/Philosophy ..... 18 hours

Social Science Selection ..... 6-9 hours

HIST-1043 Survey of Western Civilization I OR

HIST-1053 Survey of Western Civilization II..... 3 hours

INTD-3013 Humanities ..... 3 hours

|                                  |         |
|----------------------------------|---------|
| Humanities Selection .....       | 3 hours |
| Physical Education Activity..... | 1 hour  |
| Laboratory Science .....         | 4 hours |

**TOTAL**.....**56-59 hours**

### **BUSINESS DEPARTMENT REQUIREMENTS**

|   |         |
|---|---------|
| BUSI-1003 The Future of Business.....                       | 3 hours |
| CISS-1013 Introduction to Business Information Systems..... | 3 hours |
| BUSI-2503 Survey of Corporate Finance.....                  | 3 hours |
| BUSI-2603 Principles of Marketing.....                      | 3 hours |
| BUSI-2703 Principles of Management .....                    | 3 hours |
| STAT-2303 Introduction to Statistics.....                   | 3 hours |
| BUSI-3203 International Business.....                       | 3 hours |
| ENGL-3013 Business and Technical Writing.....               | 3 hours |
| BUSI-4003 Business Law.....                                 | 3 hours |

**TOTAL**.....**27 hours**

### **CONCENTRATION REQUIREMENTS**

|   |         |
|---|---------|
| BUSI-2403 Principles of Accounting I.....               | 3 hours |
| BUSI-2413 Principles of Accounting II.....              | 3 hours |
| BUSI-3013 Principles of Macroeconomics.....             | 3 hours |
| BUSI-3023 Principles of Microeconomics.....             | 3 hours |
| BUSI-3703 Organizational Behavior <b>OR</b>             |         |
| PSYC-3633 Industrial and Organizational Psychology..... | 3 hours |
| BUSI-3723 Human Resources Management.....               | 3 hours |
| BUSI-4873 Executive Leadership and Management .....     | 3 hours |

**TOTAL**.....**21 hours**

### **ELECTIVES**

|                 |             |
|-----------------|-------------|
| Electives ..... | 13-16 hours |
|-----------------|-------------|

**TOTAL**.....**13-16 hours**

**DEGREE TOTAL**.....**120 HOURS**

Must have 30 total hours at 3000-4000 level to meet graduation requirements for a bachelor's degree.

## **BUSINESS: MARKETING, B.B.A.**

### **GENERAL EDUCATION REQUIREMENTS (see pages 48-49)**

**Foundational Studies**.....**18 hours**

*Must be completed within the first 45 hours*

**General Core Curriculum**.....**38-41 hours**

|   |           |
|---|-----------|
| Bible/Theology/Philosophy .....                   | 18 hours  |
| Social Science Selection .....                    | 6-9 hours |
| HIST-1043 Survey of Western Civilization I OR     |           |
| HIST-1053 Survey of Western Civilization II ..... | 3 hours   |
| INTD-3013 Humanities.....                         | 3 hours   |
| Humanities Selection .....                        | 3 hours   |
| Physical Education Activity.....                  | 1 hour    |
| Laboratory Science .....                          | 4 hours   |

**TOTAL**.....**56-59 hours**

### **BUSINESS DEPARTMENT REQUIREMENTS**

|   |         |
|---|---------|
| BUSI-1003 The Future of Business.....                       | 3 hours |
| CISS-1013 Introduction to Business Information Systems..... | 3 hours |
| BUSI-2503 Survey of Corporate Finance.....                  | 3 hours |
| BUSI-2603 Principles of Marketing.....                      | 3 hours |
| BUSI-2703 Principles of Management .....                    | 3 hours |
| STAT-2303 Introduction to Statistics.....                   | 3 hours |
| BUSI-3203 International Business.....                       | 3 hours |
| ENGL-3013 Business and Technical Writing.....               | 3 hours |
| BUSI-4003 Business Law.....                                 | 3 hours |

**TOTAL**.....**27 hours**

**CONCENTRATION REQUIREMENTS**

|           |                                |         |
|-----------|--------------------------------|---------|
| BUSI-3603 | Advertising.....               | 3 hours |
| BUSI-3613 | Marketing Research .....       | 3 hours |
| BUSI-3643 | Principles of Retailing (3) OR |         |
| BUSI-3653 | Professional Selling (3).....  | 3 hours |
| BUSI-3663 | Consumer Behavior.....         | 3 hours |
| BUSI-4273 | Multinational Marketing.....   | 3 hours |
| BUSI-4633 | Internet Marketing .....       | 3 hours |
| BUSI-4863 | Marketing Strategy .....       | 3 hours |

**TOTAL .....** 21 hours

**ELECTIVES**

Electives..... 13-16 hours

**TOTAL .....** 13-16 hours

**DEGREE TOTAL .....** 120 HOURS

Must have 30 total hours at 3000-4000 level to meet graduation requirements for a bachelor's degree.

## BUSINESS ADMINISTRATION MINORS

### ACCOUNTING

|                     |  |         |
|---------------------|--|---------|
| BUSI-2403           | Principles of Accounting I .....       | 3 hours |
| BUSI-2413           | Principles of Accounting II .....      | 3 hours |
| BUSI-3403           | Intermediate Accounting I.....         | 3 hours |
| BUSI-3423           | Cost Accounting .....                  | 3 hours |
| BUSI-3433           | Income Tax .....                       | 3 hours |
| Economics Selection |  |         |
| BUSI-2013           | Principles of Macroeconomics <b>OR</b> |         |
| BUSI-2023           | Principles of Microeconomics .....     | 3 hours |

**TOTAL**..... 18 hours

### BUSINESS MANAGEMENT

|           |                                       |         |
|-----------|---------------------------------------|---------|
| BUSI-1003 | The Future of Business .....          | 3 hours |
| BUSI-2013 | Principles of Macroeconomics.....     | 3 hours |
| BUSI-2023 | Principles of Microeconomics.....     | 3 hours |
| BUSI-2403 | Principles of Accounting I.....       | 3 hours |
| BUSI-2703 | Principles of Management .....        | 3 hours |
| BUSI-3703 | Organizational Behavior (3) <b>OR</b> |         |
| BUSI-3723 | Human Resources Management (3) .....  | 3 hours |

**TOTAL**..... 18 hours

### COMPUTER INFORMATION SYSTEMS

|           |  |         |
|-----------|--|---------|
| CISS-1013 | Introduction to Business Information Systems ..... | 3 hours |
| CISS-1102 | Programming Concepts.....                          | 2 hours |
| CISS-2202 | Hardware Concepts.....                             | 2 hours |
| CISS-2403 | Data Modeling .....                                | 3 hours |
| CISS-3302 | Networking Fundamentals.....                       | 2 hours |
| CISS      | Computer Electives.....                            | 6 hours |

**TOTAL**..... 18 hours

### FINANCE

|           |                                  |         |
|-----------|----------------------------------|---------|
| BUSI-2403 | Principles of Accounting I.....  | 3 hours |
| BUSI-2413 | Principles of Accounting II..... | 3 hours |
| BUSI-2503 | Survey of Corporate Finance..... | 3 hours |
| BUSI-3503 | Advanced Corporate Finance.....  | 3 hours |
| BUSI-3513 | Investment Banking.....          | 3 hours |
| BUSI-3543 | Commercial Bank Management.....  | 3 hours |

**TOTAL**..... 18 hours

### MARKETING

|                          |                                       |         |
|--------------------------|---------------------------------------|---------|
| BUSI-2603                | Principles of Marketing .....         | 3 hours |
| BUSI-3603                | Advertising.....                      | 3 hours |
| BUSI-3643                | Principles of Retailing (3) <b>OR</b> |         |
| BUSI-3653                | Professional Selling (3).....         | 3 hours |
| BUSI-3663                | Consumer Behavior.....                | 3 hours |
| BUSI-4273                | Multinational Marketing.....          | 3 hours |
| Marketing Electives..... |                                       | 3 hours |

**TOTAL**..... 18 hours

### GENERAL BUSINESS

|           |  |         |
|-----------|--|---------|
| BUSI-1003 | The Future of Business.....                        | 3 hours |
| CISS-1013 | Introduction to Business Information Systems ..... | 3 hours |
| BUSI-2503 | Survey of Corporate Finance .....                  | 3 hours |
| BUSI-2603 | Principles of Marketing.....                       | 3 hours |
| BUSI-2703 | Principles of Management .....                     | 3 hours |
| BUSI-3003 | Business Law <b>OR</b> .....                       | 3 hours |
| BUSI-3203 | International Business.....                        | 3 hours |

**TOTAL**..... 18 hours

**INTERNATIONAL BUSINESS**

|   |                 |
|---|-----------------|
| BUSI-1003 Future of Business .....                                  | 3 hours         |
| BUSI-3203 International Business .....                              | 3 hours         |
| Four of the following:  |                 |
| BUSI-2013 Principles of Macroeconomics.....                         | 3 hours         |
| BUSI-4203 Multinational Corporate Strategies .....                  | 3 hours         |
| BUSI-4223 International Logistics & Transportation Management ..... | 3 hours         |
| BUSI-4233 International Business Ethics .....                       | 3 hours         |
| BUSI-4253 International Finance .....                               | 3 hours         |
| BUSI-4273 Multinational Marketing .....                             | 3 hours         |
| <b>TOTAL</b>  | <b>18 hours</b> |