



Bachelor of Business Administration (BBA)

Major: Business Studies

2022-2023 Catalog

A major in Business Studies is primarily designed for those students who wish to build their own multi-disciplinary business degree or who plan to work in small businesses or for themselves. The program is not tied to or dependent upon the prospects for any one specialized business occupation or industry. It is intended to support the overall Kansas business economy and that economy is dominated by small businesses with less than 500 employees.

*Students seeking the Bachelor of Business Administration (BBA) degree with a major in Business Studies will select a combination of at least two disciplinary minors and/or certificate course sequences offered by the Kelce College of Business. The minors or certificates chosen must comprise **at least 21 unique upper-division credit hours**. Therefore, the Business Studies program allows students to “stack” existing minors and certificates and thereby build a customized interdisciplinary major to suit their career goals. The chosen minors and/or certificates will appear on the transcripts of each Business Studies graduate.*

Academic components of the Business Studies major include the following (5) areas:

- **Pitt State Pathway Requirements (40 Hours)**
- **Kelce Core Requirements (42 hours)**
- **Kelce Core Prerequisites (12 hours)**
- **Business Studies Courses (total hours will vary based on selected minors/certificates (21 hours minimum))**
- **Open electives (Approximately 9 hours)**

Minors can be selected from the following areas:

Accounting, Business Economics, Computing, Finance, Fraud Examination, Internal Auditing, International Business, Management, Marketing

Certificate Programs can be selected from the following areas:

Internal Auditing, Kansas Insurance Certificate, Professional Selling and Sales Management

BBA DEGREE WITH A MAJOR IN BUSINESS STUDIES

<p>MINOR IN ACCOUNTING 21 Total Hours / 15 Unique Hours</p> <p>ACCTG*201 Financial Accounting (3 hours) ACCTG*202 Managerial Accounting (3 hours) ACCTG*315 Intermediate Managerial Accounting (3 hours) ACCTG*318 Intermediate Financial Accounting I (3 hours) ACCTG*420 Accounting Information Systems (3 hours) <i>For the minor in accounting, CIS 420 Management Information Systems may be substituted but ACCTG 420 Accounting Information Systems is preferred.</i></p> <p>Select 6 hours from: ACCTG*410 Intermediate Financial Accounting II (3 hrs) ACCTG*422 Internal Auditing (3 hrs) ACCTG*625 Fraud Examination (3 hrs)</p>	<p>MINOR IN FINANCE 15 Total Hours / 9 Unique Hours</p> <p>ACCTG*201 Financial Accounting (3 hours) FIN*326 Business Finance (3 hours)</p> <p>Select 9 hours of 600-level courses from: FIN*621 Investments (3 hrs) FIN*623 Financial Institutions and Markets (3 hrs) FIN*624 Investments II (3 hrs) FIN*625 International Finance (3 hrs) FIN*627 Advanced Business Finance (3 hrs) FIN*631 Seminar in Financial Management (3 hrs)</p>
<p>MINOR IN BUSINESS ECONOMICS 15 Total Hours / 6 Unique Hours</p> <p>ECON*200 Principles of Microeconomics (3 hours) ECON*201 Principles of Macroeconomics (3 hours) ECON Elective 300 level or higher (3 hours)</p> <p><i>The remaining 6 hours can be chosen from any ECON 300-level or higher course.</i></p>	<p>MINOR IN FRAUD EXAMINATION 21 Total Hours / 18 Unique Hours</p> <p>ACCTG*201 Financial Accounting (3 hours) ACCTG*422 Internal Auditing (3 hrs) ACCTG*625 Fraud Examination (3 hrs) JUST*223 Basic Interviewing & Counseling Skills (3 hrs) JUST*522 Crime Scenes & the Law of Evidence (3 hrs) JUST*528 White Collar Crime (3 hrs) OR SOC*547 Criminology (3 hrs)</p> <p>Select 3 hours from: JUST*500 Criminal Law and Society (3 hrs) JUST*501 Criminal Procedure (3 hrs) POLS*609 Administrative Law (3 hrs)</p>
<p>MINOR IN COMPUTING 18 Total Hours / 12 Unique Hours</p> <p>CIS*130 Computer Information Systems (3 hours) CIS*420 Management Information Systems (3 hours) CIS*230 Introduction to Programming (3 hours) CIS*240 Intermediate Programming (3 hours) CIS*380 Systems Analysis and Design (3 hours) CIS Elective 300-level or higher (3 hours)</p>	<p>MINOR IN INTERNAL AUDITING 21 Total Hours / 15 Unique Hours</p> <p>ACCTG*201 Financial Accounting (3 hours) ACCTG*420 Accounting Information Systems (3 hours) OR CIS*420 Management Information Systems (3 hours) ACCTG*422 Internal Auditing (3 hrs) ACCTG*522 Information Systems Auditing & Ctrl's (3 hrs) ACCTG*625 Fraud Examination (3 hrs) ENGL*301 Technical/Professional Writing (3 hrs) JUST*223 Basic Interviewing & Counseling Skills (3 hrs)</p>

*Courses in **BLACK** are Kelce Core Classes and should NOT be counted in the total hour count.

MINOR IN INTERNATIONAL BUSINESS**18 Total Hours / 18 Unique Hours**

IB*330 International Business (3 hrs)
 IB*630 Special Topics: Intl Experience (1-3 hrs)

IB*340 International Marketing (3 hrs)

OR

IB*530 Cross Cultural Analysis (3 hrs)

Intro to a foreign language equivalent (3 hrs)

Select 6 hours from:

COMM*601 Intercultural Communication (3 hrs)
 ECON*440 International Economics (3 hrs)
 GEOG*507 Geography of the Global Economy (3 hrs)
 IB*520 Emerging Markets (3 hrs)
 POLS*530 International Relations (3 hrs)
 POLS*630 International Political Economy (3 hrs)

CERTIFICATE IN INTERNAL AUDITING**12 Total Hours / 9 Unique Hours**

ACCTG*201 Financial Accounting (3 hours)
 ACCTG*422 Internal Auditing (3 hrs)

Select 6 hours from the following:

ACCTG*522 Information Systems and Ctrls (3 hrs)
 ACCTG*614 Internship in Accounting (3-6 hrs)
Must be an Internal Auditing or IT Auditing Internship
 ACCTG*625 Fraud Examination (3 hrs)

MINOR IN MANAGEMENT**18 Total Hours / 15 Unique Hours**

MGT*210 Business Professionalism (3 hours)

Select 9 hours from:

MGT*510 Operations Management (3 hrs)
 MGT*520 Quality Management (3 hrs)
 MGT*530 Advanced Organizational Behavior (3 hrs)
 MGT*540 Human Resource Management (3 hrs)

Select 3 hours from:

IB*330 International Business (3 hrs)

OR

IB*340 International Marketing (3 hrs)

Select 3 hours from:

COMM*450 Small Group Communication (3 hrs)
 ECON*468 Labor Economics (3 hrs)
 HRD*596 Intro to Human Resource Development (3 hrs)
 MGT*410 Topics in Management (1-3 hrs)
 MGT*620 Internship in Management (1-3 hrs)
 MGT*630 Intl Experience in Management (1-3 hrs)
 PSYCH*575 Industrial and Org Psychology (3 hrs)

CERTIFICATE IN PROFESSIONAL SELLING AND SALES MANAGEMENT**15 Total Hours / 12 Unique Hours**

MKTG*330 Principles of Marketing (3 hours)
 MKTG*450 Personal Selling and Sales Management (3 hrs)
 MKTG*451 Professional Selling and Negotiation (3 hrs)

Select 6 hours from:

AT*682 Dealership Sales Operations (3 hrs)
 AT*687 Corporate Sales, Service, and Parts Mgmt (3 hrs)
 GIT*580 Sales and Customer Service (3 hrs)
 MKTG*420 Services Marketing (3 hrs)
 MKTG*430 Retail and Channels Management (3 hrs)
 MKTG*621 Internship in Professional Sales (3 hrs)
 -Or others as approved by certificate advisor

MINOR IN MARKETING**15 Total Hours / 12 Unique Hours**

MKTG*330 Principles of Marketing (3 hours)
 MKTG*510 Consumer Behavior (3 hrs)

Select 9 hours from:

IB*340 International Marketing (3 hours)
 MKTG Elective 300-level or higher (6-9 hrs)

KANSAS INSURANCE CERTIFICATE**12 Total Hours / 9 Unique Hours**

MGT*310 Business Statistics (3 hours)
 FIN*208 Introduction to Risk Mgmt and Insurance (3 hrs)
 FIN*210 Financial Planning (3 hrs)

Select 1 of the following:

ACCTG*411 Individual Taxation (3 hrs)
 AT*562 Damage Anal/Estimating, and Ins. Appraisal (3 hrs)
 FIN*623 Financial Institutions and Markets (3 hrs)
 MKTG*450 Personal Selling and Sales Management (3 hrs)

*Courses in **BLACK** are Kelce Core Classes and should NOT be counted in the total hour count.

