



UNIVERSITY *of* DUBUQUE

Bachelor of Business Administration

PROGRAM DESCRIPTION

The University of Dubuque's Business Department Mission is to offer educational opportunities that build practical, applied, and integrated learning experiences through the undergraduate programs in business and accounting. These programs offer foundation coursework in business and when integrated with the University's Core Curriculum develop personal character, high ethical standards, a world-view that integrates faith and values, and a portfolio of applied tools required to function effectively in today's global environment.

The Business Administration program provides an ethical perspective that combines competencies in accounting, economics, management, marketing, and finance with applied skills such as team building, collaboration, and understanding appropriate social behaviors that lead to future success. Business Administration students learn how to manage time, creatively solve problems, improve productivity, and better serve customers. In addition, students develop strong written and oral communication as well as technical skills necessary to effectively compete in today's workforce.

BUSINESS AND ACCOUNTING DEPARTMENT

For all majors in the Business and Accounting department – Business, Accounting, Human Resource Management, and Marketing – there are 30 credits of business core competencies. Students must pick only one of the four majors. Each major contains elective courses BAC 200 level or higher, approved by the advisor.

Required Business Core Competencies:

- BAC 120 - Principles of Macroeconomics - Global Awareness Pillar course – (3)
- BAC 160 – Principles of Microeconomics (3)
- BAC 201 – Principles of Management (3)
- BAC 241 – Principles of Financial Accounting (3)
- BAC 242 – Principles of Managerial Accounting (3)
- BAC 280 – Principles of Marketing (3)
- BAC 300 – Principles of Finance (3)
- BAC 340 – Effective Communication in Business – WVS III course – (3)
- BAC 421 – Business Law (3)
- BAC 475 – Administrative Policy Seminar – WVS IV course – (3)

BUSINESS MAJOR

The Business major prepares students to apply business theories and sound judgment in pursuing business goals, objectives, and solutions to business problems. Students will develop marketable skills which will provide professional growth as well as contributing toward the enhancement of value for a business organization or entrepreneurial opportunities. Students also have an opportunity to specialize within a specific area of business through elective courses. In addition to the 30 credits of business core competencies, there are 27 credits required for the Business major.

Required Business Courses:

- BAC 220 – Contemporary Economics (3)
- BAC 262 – Personal Financial Stewardship (3)
- BAC 304 – Human Resource Management (3)
- BAC 309 – Principles of Selling (3)
- BAC 324 – Leadership and Motivation (3) OR BAC 332 – Negotiation and Conflict Management (3)
- 12 business elective credits as approved by advisor

BUSINESS AND ACCOUNTING DEPARTMENT

ACCOUNTING MAJOR

The Accounting major prepares students for careers in public accounting and private accounting as well as government and non-profit accounting with the potential of credentialing as a Certified Public Accountant and/or as a Certified Management Accountant. In addition to the 30 credits of business core competencies, there are 29 credits required for the Accounting major.

Required Accounting Courses:

- BAC 341 – Intermediate Accounting I (4)
- BAC 342 – Intermediate Accounting II (4)
- BAC 346 – Accounting Information Systems (3)
- BAC 351 – Cost Accounting I (3)
- BAC 441 – Federal Taxation I (3)
- BAC 442 – Federal Taxation II (3)
- BAC 446 – Auditing (3)
- Six accounting elective credits as approved by advisor

HUMAN RESOURCE MANAGEMENT MAJOR

The Human Resource Management major provides 21st century skills, knowledge, and understanding of human resource and management functions. With these aptitudes, students will be prepared to work in business administration, human resources, and management in the for-profit, non-profit, or public sector. In addition to the 30 credits of business core competencies, there are 27 credits required for the Human Resource Management major.

Required Human Resource Management Courses:

- BAC 304 – Human Resource Management (3)
- BAC 321 – Recruitment and Selection (3)
- BAC 322 – Compensation and Performance Management (3)
- BAC 324 – Leadership and Motivation (3)
- BAC 332 – Negotiation and Conflict Management (3)
- 12 business elective credits as approved by advisor

MARKETING MAJOR

Marketing creates exchanges between organizations and customers. It includes planning, designing, pricing, promoting, and distributing goods and services that satisfy organizational and customer needs. In both the high-level economy of the United States and the global market place, marketing has become a critical and comprehensive business function. The concept of marketing is becoming increasingly broad and important. The Marketing major prepares students to pursue career opportunities in advertising, product/brand management, consulting, marketing research, retailing, sales management, and business to business marketing. In addition to the 30 credits of business core competencies, there are 27 credits required for the Marketing major.

Required Marketing Courses:

- BAC 308 – Advertising (3)
- BAC 309 – Principles of Selling (3)
- BAC 311 – Internet Marketing (3)
- BAC 338 – Marketing Research (3)
- BAC 339 – Consumer Behavior (3)
- BAC 408 – Marketing Management (3)
- Nine business elective credits as approved by advisor

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