

Program Matrix

Bachelor of Business Administration in Internet Marketing and Entrepreneurship

The Bachelor of Business Administration in Internet Marketing and Entrepreneurship (BBA-IME) program is designed to provide students with knowledge and skills to apply business principles and management practices with specialization in internet marketing and entrepreneurship. The program covers current business practices in modern business organizations with knowledge of the current practice.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate the use of effective oral and written communication and professional presentations
- Explain the importance of leadership, organizational culture, human relationships in organizations, and the importance of integrity and professional ethics in a business setting
- Identify and analyze managerial and organizational information needs using qualitative tools, quantitative tools, and information technologies to assist in business organization decision making
- Apply the four management principles of planning, organizing, leading, and controlling in business operations
- Describe the design, development, and implement strategies that enhance the marketing of products and services

Curricular Requirements (120 Credits)

The Bachelor of Business Administration in Internet Marketing and Entrepreneurship degree requires completion of 120-semester credits of coursework, which includes 27 credits of General Education courses, 72 credits of Business Administration courses, 9 credits of General Elective courses, and 12 credits of Internet Marketing and Entrepreneurship Specialization courses.

1. General Education Courses: 27 Credits/9 Courses

- ACE 100 – Accelerate, Connect, Equip
- GEN 101 – English Composition I
- GEN 102 – United States History
- GEN 103 – United States Government
- GEN 104 – Mathematics
- GEN 105 – Algebra
- GEN 201 – English Composition II
- GEN 212 – Introduction to Philosophy
- IST 221 – Fundamentals of Computing

2. Business Administration Courses: 72 Credits/24 Courses

- ACC 222 – Financial Accounting
- ACC 421 – Managerial Accounting
- BUS 201 – Business and Society
- BUS 214 – Business Statistics
- BUS 215 – Business Communication

- BUS 225 – Fundamentals of Business Ethics
- BUS 314 – Business Law
- BUS 416 – Business Negotiations
- BUS 425 – Business Ethics
- BUS 426 – Quantitative Methods in Business
- ECO 215 – Survey of Economics
- ECO 220 – Macroeconomics
- ECO 418 – Microeconomics
- FIN 224 – Principles of Financial Management
- IST 227 – Information Technology in Business
- IST 235 – Legal Issues in Information Technology
- MGT 228 – Introduction to the Process of Management
- MGT 251 – Organizational Behavior
- MGT 440 – Operations Management
- MGT 445 – Managing Business Strategy
- MGT 448 – Human Resource Management
- MGT 456 – International Management
- MGT 460 – Leadership in Organizations
- MKT 226 – Principles of Marketing

3. General Elective Courses: 9 Credits/3 Courses

- General Elective
- General Elective
- General Elective

4. Internet Marketing and Entrepreneurship Specialization Courses: 12 Credits/4 Courses

- MGT 462 – Small Business Entrepreneurs
- MKT 450 – Global Marketing
- MKT 452 – Advertising
- MKT 456 – Consumer Behavior

General Elective Courses

Select 3 courses from the list below:

- GEN 213 – World Religions
- GEN 223 – Political Science
- HCA 301 – Fundamentals of Healthcare
- HCA 315 – Medical Assisting
- HCA 337 – Statistics for Health Policy and Administration
- HCA 425 – Healthcare Management, Organization, and Behavior
- HCS 430 – Information Technology for the Healthcare Professional
- MGT 262 – Introduction to Small Business Management
- MGT 350 – Organizational Behavior