

Webster University's Bachelor of Science (BS/BA)* in Business Administration covers the breadth of business-related disciplines as defined in the business core curriculum. The major does not provide a specific specialization but rather exposes the student to various business functions. This major is ideally suited to new or transfer upper-division business students or for students interested in concurrently pursuing another area of study offered by Webster University such as Accounting, Finance or International Business.

LEARNING OUTCOMES

Upon completion of the BS/BA in Business Administration degree program students will be able to:

- Use information, analytical tools and problem-solving skills to make well-reasoned business decisions, considering both quantitative and qualitative factors
- Develop strategies addressing the legal, ethical, economic and global environment in which the enterprise operates.
- Have a working knowledge in a set of analytical business tools related to: math, statistics, accounting, economics, marketing, finance and behavioral science.
- Apply business core concepts, principles and analytical skills across functional lines.
- Access, develop and use information to analyze business problems and propose feasible solutions.

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION



DEGREE REQUIREMENTS

A minimum of 128 credit hours consisting of the following:

- 45 required credit hours
- 9 upper-level School of Business & Technology credit hours
- Applicable University Global Citizenship Program hours
- Electives

In addition to the business core curriculum, Bachelor of Science in Business Administration students will choose any 3 upper-level 3000-4000 courses (9 hours) from the George Herbert Walker School of Business & Technology.

CORE CURRICULUM

- **BUSN 1000** Business Spreadsheets (1 hour)
- **MATH 1430** College Algebra (3 hours)
- **wsbt 2000** Career Exploration (1 hour)
- **ACCT 2010** Financial Accounting (3 hours)
- **ACCT 2025** Managerial Accounting (3 hours)
- **BUSN 2750** Introduction to Statistics (3 hours)
- **MNGT 2100** Management Theory and Practice (3 hours)
- **ECON 2000** Survey of Economics (3 hours)
- **WSBT 2300** Personal Branding (1 hour)
- **FINC 3210** Principles of Finance (3 hours)
- **MNGT 3280** Introduction to Business Law (3 hours)
- **MNGT 3450** Organizational Behavior (3 hours)
- **BUSN 3500** Business and Global Issues (1 hour)
- **MNGT 3500** Marketing (3 hours)
- **BUSN 3850** Enterprise Systems** (3 hours)
- **WSBT 2700** Career Management Strategies (1 hour)
- **BUSN 4110** Operations Management (3 hours)
- **BUSN 4500** Ethical Issues in Business (1 hour)
- **MNGT 4900** Managerial Policies and Strategies (3 hours)

COURSE DESCRIPTIONS

BUSN 1000 Business Spreadsheets (1)

Excel spreadsheets applications used in business plans, analysis of financial statements, and other business applications. May be repeated for credit if content differs.

MATH 1430 College Algebra (3)

Covers sets, the real number system, functions, equations, inequalities, and logarithms. GCP Coding: (QL)

ACCT 2010 Financial Accounting (3)

Introduces accounting with an emphasis on the relationships between business events and financial statements. The primary objective is to develop students who can explain how any given business event will affect the income statement, balance sheet, and statement of cash flows. This objective also includes an understanding of the accounting cycle, accounting terminology, collection of accounting data, data entry into the accounting system, and the basic financial accounting statements.

ACCT 2025 Managerial Accounting (3)

Managerial accounting emphasizes the use of accounting information for planning, control, and decision-making purposes in all types of organizations. This course explores topics in the areas of cost behavior, cost-volume-profit analysis, relevant cost analysis, cost accumulation and assignment, activity-based costing, profit planning and control, performance evaluation, responsibility accounting, and product costing systems. Prerequisite: ACCT 2010.

BUSN 2750 Introduction to Statistics (3)

Studies the logic of empirical research and statistical tools: correlational techniques, chi square, critical ration, “t” test, and analysis of variance. Prerequisite: MATH 1430, or equivalent.

MNGT 2100 Management Theory and Practices (3)

This course presents a broad view of management theory and practices, classical to modern. It examines the basic management functions of planning, organizing, directing and controlling. It also covers such issues as ethical decision making and social responsibility, innovation, globalization, and working with a diverse work force. There is an additional course fee of \$35.

ECON 2000 Survey of Economics (3)

This course provides students a broad survey of the discipline of economics. The emphasis is on the acquisition of a broad conceptual understanding of how academic and professional economists “view” the world. Given the importance of understanding “markets” to both business and public policy, the heaviest emphasis is on how markets function and a smaller emphasis on the business cycle and macroeconomic policy.

FINC 3210 Principles of Finance (3)

Introductory course integrating concepts of corporate finance with investments and the money/capital markets. Topics include the role of money in the economy; the time value of money; financial analysis and planning; security valuation and capital market theory; capital budgeting; short- and long-term financing; and working capital management. Value maximization and risk/return tradeoffs in financial decision making are employed as integrative concepts throughout the course. Prerequisites: BUSN 2750, ACCT 2010 and ACCT 2025.

MNGT 3280 Introduction to Business Law (3)

This course introduces students to legal concepts that influence business relationships, decisions, and practices. Topics introduced include: structuring business transactions by contracts; legal forms of business organizations; legal aspects of financial transactions; laws related to property (including intellectual property); business-related torts (civil liability only); and business related crimes. These topics are approached from a “law for managers” perspective.

MNGT 3450 Principles of Organizational Behavior (3)

Presents individual and group processes involved in management-employee relationships; deals with leadership, group dynamics, communications, motivation, morale, power, conflict management, and job design and satisfaction. Includes analysis of modern concepts of participatory management, organizational culture, change, and development.

BUSN 3500 Business and Global Issues (1)

The objective of this course is to connect business management to analyzing problems and situations considering a global perspective. It intends to demonstrate the importance of applying business competencies in dealing with global issues that affect the long-term viability of business such as global agreements, politics, geo-economics and culture. Prerequisites: ISTL 1000 or POLT 1050, and PHIL 2360 or PHIL 2110 or PHIL 2320.

MNGT 3500 Marketing (3)

Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer behavior, promotion and pricing policies, research, communications, and government regulation.

BUSN 3850 Enterprise Systems (3)

This course helps students understand enterprise systems in today’s organizations. The contents includes the evolution of enterprise systems, the components of an enterprise system, and the process of implementing enterprise systems to increase the overall success of the organization. In addition to emphasize the strategic role of enterprise systems in providing a platform for improved business operations and productivity, students also gain hands on experience with SAP systems. Prerequisites: MNGT 2100 and ACCT 2010.

BUSN 4110 Operations Management (3)

The course introduces a series of areas of management concern and the tools and techniques to analyze them and to make good decisions based on the analysis. The focus of the course is on recognizing the tools that are appropriate for each situation and on mastering the use of the tools for analytical purposes. Prerequisites: ACCT 2025, ECON 2020, BUSN 2750, MNGT 2100, and FINC 3210.

BUSN 4500 Ethical Issues in Business (1)

This course examines the foundations of moral reasoning and the analysis of ethical issues that arise in a wide range of contemporary business practices, both domestically and globally. This course is designed to inform and stimulate thinking on ethical issues, corporate social responsibility and professional challenges encountered in business. Ethics is not meant to be a stand-alone topic, but should be integrated into all aspects of business. The course relates to issues in organizational behavior and management, strategy, marketing, accounting, operations and international business. Prerequisite: BUSN 3500.

MNGT 4900 Managerial Policies and Strategies (3)

This course takes a broad view of business from the perspective of the CEO and general manager. Students will learn concepts and tools for company and environmental analysis and the formulation, implementation and control of strategies. Students then will apply this knowledge in problem-solving case analyses of firms and industries. There is an additional course fee of \$35. Prerequisite: Completion of the other courses in the area of emphasis.

ACCREDITATION

Webster University is accredited by
The Higher Learning Commission
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