

University of the Incarnate Word®

## Bachelor of Science in Business Administration in Marketing

School of Professional Studies

### PROGRAM OVERVIEW

The Bachelor of Science in Business Administration degree program's goal is to develop in each student a broad understanding of how the elements and processes of business organizations relate to one another and to the external environment. Degree requirements are designed to develop proficiency and confidence in the functional areas of business. In addition to providing the technical skills required for a professional-level business position, the ethical considerations of business are emphasized.

### PROGRAM FORMAT

- 120 credit hours
- 8-week terms with six start dates
- 100% online
- Some classes available in-person

### QUICK FACTS

- No application fees
- Reduced tuition and no academic fees
- Special discounts for active-duty military, veterans, DoD and active-duty dependents
- FREE e-books for undergraduates and active-duty military
- Resources online and on campus to keep you on track

### ACCREDITATION

The Bachelor of Science in Business Administration program of the UIW School of Professional Studies is fully accredited by the Accreditation Council for Business Schools and Programs (ACBSP). The University of the Incarnate Word is accredited by the Southern Association of Colleges and Schools Commission on Colleges.

### CONTACT

UIW SPS Admissions

(210) 757-0202 or (800) 318-1876

eapadmission@uiwtx.edu

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MISSION



# B.S. in Business Administration

## COURSES

### Year I

<b>Term I</b>	ENGL 1311 Composition I (3 Hours)	DWHP 3300 Dimensions of Wellness (3 Hours)
<b>Term II</b>	ENGL 1312 Composition II (3 Hours)	COMP 1301 Computer Literacy (3 Hours)
<b>Term III</b>	ENGL 2310 World Literature (3 Hours)	BIS 2321 Management of Information Systems (3 Hours)
<b>Term IV</b>	Social Science (3 Hours)	RELS 1325 Religious Quest (3 Hours)
<b>Term V</b>	PHIL 1381 Introduction to Philosophy (3 Hours)	Fine or Applied Arts (3 Hours)
<b>Term VI</b>	MATH 1304 College Algebra (3 Hours)	Natural Science w/ Lab (4 Hours)

### Year 2

<b>Term I</b>	MSC 3370 Statistical Analysis of Business (3 Hours)	History (3 Hours)
<b>Term II</b>	MSC 3371 Models of Management Sciences (3 Hours)	Language I (3 Hours)
<b>Term III</b>	ACC 2311 Financial Accounting (3 Hours)	Language II (3 Hours)
<b>Term IV</b>	ACC 2312 Managerial Accounting (3 Hours)	General Elective (3 Hours)
<b>Term V</b>	ECN 2301 Macroeconomics (3 Hours)	3000 or 4000 Level Religious Studies or Philosophy (3 Hours)
<b>Term VI</b>	ECN 2302 Microeconomics (3 Hours)	MGT 3340 Concepts and Functions of Management (3 Hours)

### Year 3

<b>Term I</b>	MKT 3331 Introductory Marketing Concepts and Strategies (3 Hours)	MGT 3354 Theories and Concepts of Personnel Management (3 Hours)
<b>Term II</b>	BLW 3317 Legal Aspects of Business (3 Hours)	BIS or ECN 3000 Level Elective (3 Hours)
<b>Term III</b>	GLB 3331 Analysis of Global Business Opportunities (3 Hours)	FIN 3321 Business Finance (3 Hours)
<b>Term IV</b>	MKT 4375 Application of Market Research (3 Hours)	FIN 3000 Level Elective (3 Hours)
<b>Term V</b>	MKT 4390 Managerial Functions of Marketing (3 Hours)	MKT 3000 Level Elective (3 Hours)
<b>Term VI</b>	General Elective (3 Hours)	General Elective (3 Hours)

### Year 4

<b>Term I</b>	General Elective (3 Hours)	General Elective (3 Hours)
<b>Term II</b>	General Elective (3 Hours)	MGT 4375 Business Policy and Strategy (3 Hours)

\* Indicates Major Courses

**Total requirements must meet 120 credit hours to be eligible for graduation and 45 hour residency requirement.**

All students must have documented 45 hours of community service to graduate.