Business Administration (BS)

The Bachelor of Science in Business Administration offers concentrations in International Business, Management, Marketing, and Sports Management. A Bachelor of Arts in Music Business is also offered. See Music Business (MB).

Business and CIS Department Mission Statement
The mission of the Business Administration-CIS Department is to equip students with knowledge necessary for them to serve in today’s competitive business environment and to cultivate in all students, at all levels, (undergraduate and graduate) an entrepreneurial and ethical spirit in their approaches to business decision making.

Bachelor of Science in Business Administration (BSBA) Degree Mission Statement
The Montreat College Bachelor of Science in Business Administration program graduates students that possess a sound Christian world-view and are prepared to make an immediate and continuing contribution in a market-driven, free enterprise economy and/or attend graduate school if desired.

BSBA Program Goals
1. Ability to integrate their Christian world-view and ethics in business decision-making.
2. Proficiency and confidence in applying servant leadership.
3. Technical ability in business functional areas.
4. Effective oral and written skills in business communication.
5. Critical thinking, analytical, and business making skills in business

THE BUSINESS DISCIPLINE
There is a strong argument that everyone needs to have some business education. Whatever one does in his/her professional life, the chances are that it will involve some ‘business.’ Scientists, engineers, even artists, will inevitably have to understand at least the basics of business, and probably a lot more. Further, companies of the future will consist of teams, groups of specialists who work together on a specific project and then disband. One of the consequences of this reality is that many more people, whatever their specialty, will need to understand more about the opportunities and constraints of various aspects of business: accounting, management, economics, finance, information systems, and quantitative analysis. The combination of specialist qualification and practical business knowledge is becoming vital.
WHY STUDY BUSINESS AT MONTREAT COLLEGE?

The program builds upon Montreat College’s strong liberal arts core with professional training in business administration designed to prepare students for entry-level professional positions in a variety of business organizations. Our unique approach to teaching combines the theoretical with the practical, as all faculty bring extensive business experience to the classroom. Advanced classes are typically small, providing significant personal attention and one-on-one time with professors. Classroom instruction is often augmented with outside business speakers and plant/facility visits. In many courses, student projects involve solving problems and providing services to actual real-world business organizations. Additionally, all students will complete at least one internship in the industry in which they desire to seek employment after graduation.

REQUIREMENTS FOR A MAJOR IN BUSINESS ADMINISTRATION

A major in Business Administration requires the following components:

- **Completion of the General Education Core (53 hours)**
  MT 114 is required.

- **Completion of the General Education Competency Requirements**

- **Required Major Courses (46 hours)**
  BS 101 Introduction to Business (3)
  BS 201-202 Principles of Accounting I, II (3, 3)
  BS 203 Macroeconomics (3)
  BS 204 Microeconomics (3)
  BS 209 Principles of Management (3)
  BS 214 Quantitative Methods (3)
  BS 230 Principles of Marketing (3)
  BS 306 Corporate Finance (3)
  BS 309 Business Ethics (3)
  BS 312 Business & the Legal Environment (3)
  IS 310 Pre-Internship (1)
  BS 441 Internship (3)
  BS 460 Strategic Management (3)
  CS 204 Fundamentals of Information Systems (3)
  EN 271 Business Communication (3)

- **Completion of one of the concentration options (15-30 hours)**

- **General electives to bring total to 126 semester hours.**

- **All Business Administration majors are required to take the Major Field Test (MFT) in their discipline prior to graduation.**
International Business Concentration (30 hours)
Choose 4 courses from the following:
- BS 301 International Finance (3)
- BS 303 Human Resource Management (3)
- BS 320 International Business (3)
- BS 338 Marketing Research (3)
- BS 405 International Marketing (3)
Plus a minor in a foreign language (18)

Management Concentration (15 hours)
Choose 5 courses from the following:
- BS 303 Human Resource Management (3)
- BS 304 Labor-Management Relations (3)
- BS 307 Organizational Behavior (3)
- BS 308 Servant Leadership (3)
- BS 310 Total Quality Management (3)
- BS 313 Production/Operations Management (3)
- BS 402 Management of Not-for-Profit Organizations (3)
- BS 407 Entrepreneurship and Small Business Management (3)

Marketing Concentration (15 hours)
Choose 5 courses from the following:
- BS 331 Sales Administration (3)
- BS 436 ECommerce (3)
- BS 335 Retail Management (3)
- BS 336 Principles of Advertising (3)
- BS 338 Marketing Research (3)
- BS 405 International Marketing (3)
- BS 435 Consumer Behavior (3)
- BS 437 Marketing Management (3)
- SM 337 Seminar in Sport Marketing (3)

Sports Management Concentration (26 hours)
The Sport Management Concentration is composed of the following:
- PE 302 Methods & Materials of Coaching (2)
- PE 424 Facility Planning for PE Recreation & Athletics (3)
- SM 210 Principles of Sport Management (3)
- SM 337 Seminar in Sport Marketing (3)
Choose 15 hours from the following:
- BS 303 Human Resource Management (3)
- BS 304 Labor-Management Relations (3)
- BS 307 Organizational Behavior (3)
- BS 308 Servant Leadership (3)
- BS 310 Total Quality Management (3)
- BS 313 Production/Operations Management (3)
- BS 402 Management of Not-for-Profit Organizations (3)
- BS 407 Entrepreneurship and Small Business Management (3)
Special Emphasis Concentration (32 hours)

The Special Emphasis allows students to design a program of study focused on an area of interest outside the core curriculum of their particular major. Working with a faculty member in their major, the student selects courses from other institutions or departments at Montreat College that can be integrated into their specific discipline. The Special Emphasis must be approved by the student’s academic advisor prior to completing sixty (60) credit hours.

The Special Emphasis proposal must meet all the General Education and Competency requirements published in the Academic Catalog, including the language requirement for the BA degree. The proposal must include the following elements: (1) a rationale for the program, (2) a description of one’s career objectives, (3) identification of at least thirty-two (32) credit hours of coursework with supporting rationale from within the student's academic program, and (4) identification of at least eighteen (18) credit hours of additional coursework with supporting rationale, generally outside the student's chosen department, that directly supports the student's career objectives. The proposal, once approved by the academic advisor, will be submitted to the Department for final approval.

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**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**

**FOUR YEAR PLAN**

| Freshman Year |  |
|---------------|  |
| **Fall Semester** | **Spring Semester** |
| BS 101 Introduction to Business (3) | CS 204 Fund of Information Systems (3) |
| EN 101 English Composition I (3) | EN 102 English Composition II (3)* |
| IS 102 Foundations of Faith & Learning (2) | Gen Ed Humanities Requirement (3) |
| Gen Ed Natural Science Requirement (4) | Gen Ed Natural Science Requirement (4) |
| Physical Education Activity Course (1) |  |

*Gen Ed Writing Competency should be completed by the end of the Freshman year*

| Sophomore Year |  |
|----------------|  |
| BS 201 Principles of Accounting I (3) | BS 202 Principles of Accounting II (3) |
| BS 230 Principles of Marketing (3) | BS 209 Principles of Management (3) |
| HS 101 World Civilization I (3) | EN 271 Business Communication (3) |
| MT 114 Elementary Probability & Statistics (3) | HS 102 World Civilization II (3) |
| Gen Ed English Lit. Requirement (3) | Gen Ed Humanities Requirement (3) |
| Physical Education Activity Course (1) | Elective (3) |

*Gen Ed Computer Skills Competency should be completed by the end of the Sophomore year*

| Junior Year |  |
|-------------|  |
| BS 203 Macroeconomics (3) | BS 204 Microeconomics (3) |
| BS 214 Quantitative Methods (3) | BS 306 Corporate Finance (3) |
| BS 309 Business Ethics (3) | BS 312 Business & Legal Environment (3) |
| Concentration Course or Elective (3) | Gen Ed Oral Expression Competency (3) |
| Concentration Course or Elective (3) | Concentration Course or Elective (3) |
| Pre-Internship (1) |  |

*Gen Ed Mathematical Computation, Oral Expression, and Reading Competencies should be completed by the end of the Junior year*
Summer Term
BS 441 Internship (3)

Senior Year
Gen Ed Humanities Requirement (3)  BS 460 Strategic Management (3)
Concentration Course or Elective (3)  IS 461 Philosophy of Faith & Learning (2)
Concentration Course or Elective (3)  Concentration Course or Elective (3)
Concentration Course or Elective (3)  Concentration Course or Elective (3)
Elective (1)  Elective (3)

Completion of the Major Field Test by the end of the Senior year

* See General Education Core Requirements for optional offerings.

REQUIREMENTS FOR A MINOR IN BUSINESS ADMINISTRATION

Montreat College offers a minor in Business Administration that requires a minimum of 18 semester hours including:

- BS 101  Introduction to Business (3)
- BS 203  Macroeconomics (3)
- BS 209  Principles of Management (3)

Choose nine (9) additional hours of BS courses at the 300-400 level

AFTER GRADUATION

The Bachelor of Science in Business Administration prepares students for a wide variety of entry-level professional positions in both for-profit and not-for-profit business organizations, depending on the student’s area of concentration. For example, students concentrating in Marketing can pursue careers in Advertising, Sales, Market Research, Retailing, Public Relations, and Product Management. Students concentrating in International Business are primed to work for global firms doing business in foreign countries. Students concentrating in Sport Management develop expertise in business management with an orientation toward the world of sports, and thus are equipped to manage sports and recreation programs. Many of these business fields offer strong prospects for continued job growth with excellent earnings potential, and broad opportunities to influence others for Christ.