

## **Business Administration Major**

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

### **Business Department Mission Statement**

The mission of the Business 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 (BS) in Business Administration 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.

### **BS in Business Administration 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.

## **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 Sports 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.

## **Requirements for a Major in Business Administration**

### **✓ Degree Component**

- Completion of the General Education Core (50\* credits)  
MT 114 is required in the Gen-Ed
- Completion of the General Education Competencies
- Completion of the Business Major Core (46 credits)
- Completion of a Business Concentration (15-32 credits)
- Completion of required electives to bring total up to 120 credits (~0-9credits)
- Completion of 33 credits at the 300-level or above
- Completion of the Major Field Test
- Completion of 120-126 credit hours with a minimum GPA of 2.0 (two terms and 32 credit hours must be completed at Montreat College)

\*BS 203 in the major can count toward Gen-Ed social science.

\*EN 271 in the major can count toward oral expression competency in the Gen-Ed.

## **Business Major Core (46 credits)**

- BS 101 Introduction to Business (3)
- BS 201 Principles of Accounting I (3)
- BS 202 Principles of Accounting II (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)

### **Choose from six Business Concentrations:**

- Cybersecurity (18 credits)
- International Business (30 credits)
- Management (15 credits)
- Marketing (15 credits)
- Music Business (18 credits)
- Sports Management (26 credits)
- Special Emphasis (15 credits)

### **Cybersecurity Concentration (18 hours)**

#### **Cybersecurity Courses**

- CS 109 Introduction to Computer Hardware (3)
- CS 110 Introduction to Operating Systems (3)
- CS 215 Introduction to Computer Networking (3)
- CS 335 Computer and Systems Security (3)
- CS 345 Principles of Cybersecurity (3)
- CS 350 Management of Cybersecurity (3)

### **International Business Concentration (30 hours)**

#### **International Business Courses**

Choose four (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)

\*See Spanish Minor, or if you have taken college courses in a foreign language other than Spanish and wish to continue studies in that language, speak with the Registrar's Office about options for additional transfer credit.

## **Management Concentration (15 hours)**

### **Management Courses**

Choose five (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)**

### **Marketing Courses**

Choose five (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 Sports Marketing (3)

## **Music Business Concentration (18 hours)**

### **Music Business Courses**

Required courses:

- MB 121 Survey of Music Production, Marketing, and Distribution (3)
- MB 331 Copyright Law (3)
- MB 332 Music Publishing (3)
- MB 361 Music Production, Marketing, and Distribution Seminar I (3)
- MB 362 Music Production, Marketing, and Distribution Seminar II (3)
- MB 485 Senior Studies in Music Business (3)

Recommended courses:

- MB 122 Survey of Music and Artist Management (3)
- MB 261 Music and Artist Management Seminar I (2)
- MB 262 Music and Artist Management Seminar II (2)

## **Sports Management Concentration (26 hours)**

### **Sports Management Courses**

*Sports Management Core*

- EX 302 Methods & Materials of Coaching (2)

EX 424 Facility Planning for PE Recreation & Athletics (3)

SM 210 Principles of Sports Management (3)

SM 337 Seminar in Sport Marketing (3)

*Sports Management Required Electives*

Choose five (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)

### **Special Emphasis Concentration (15 hours)**

The Special Emphasis concentration 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 include the following elements: 1. a rationale for how the chosen coursework supports the student's career objectives, 2. the forty-six (46) credit hour Business program core, and 3. identification of at least fifteen (15) credit hours of additional coursework, which can be outside the Business department. The proposal, once approved by the academic advisor, will be submitted to the Department for final approval.

**Four Year Plan: Bachelor of Science in Business Administration  
Concentrations in Cybersecurity, Management, Marketing, International Business\*\*,  
Sports Management, Music Business, and Special Emphasis**

**Freshman Year**

Fall Semester		Spring Semester	
IS 102 Foundations of Faith and Learning	2	CS 102 Computer Applications and Concepts	3
BB 101 Survey of Old Testament	3	BB 102 Survey of New Testament	3
EN 101 English Composition	3	EN 102 English Composition II	3
BS 101 Introduction to Business	3	Elective (or Oral Competency, if not double-counting EN 271)	3
Gen-Ed Natural Science	4	Gen-Ed Natural Science	4
	<b>15</b>		<b>16</b>

\*\*The International Business concentration requires a foreign language minor; students should plan their course schedules accordingly.

**Sophomore Year**

Fall Semester		Spring Semester	
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
CS 204 Fund. Of Information Systems	3	Gen-Ed Literature	3
HS 101 History of World Civilization I	3	HS 102 History of World Civilization II	3
MT 114 Elementary Probability and Statistics	3	EN 271 Business Communication	3
Physical Education Course	1	Physical Education Course	1
	<b>16</b>		<b>16</b>

**Junior Year**

Fall Semester		Spring Semester	
BS 203 Macroeconomics	3	BS 204 Macroeconomics	3
BS 214 Quantitative Methods	3	BS 306 Corporate Finance	3
BS 309 Business Ethics	3	BS 312 Business and Legal Environment	3
Gen-Ed Humanities	3	Gen-Ed Humanities	3
Concentration Requirement	3	IS 310 Pre-Internship	1
		Concentration Requirement	3
	<b>15</b>		<b>16</b>

*Completion of the General Education competencies by the end of the junior year.*

**Junior Summer**

BS 441 Internship	<b>3</b>
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**Senior Year**

Fall Semester		Spring Semester	
Gen-Ed Humanities	3	BS 460 Strategic Management	3
Concentration Requirement	3	Concentration Requirement	3
Concentration Requirement	3	Concentration Requirement or Elective	3
Concentration Requirement or Elective	3	Concentration Requirement, if needed	3
Concentration Requirement or Elective	3	IS 461 Seminar on Faith and Life	2
Concentration Requirement, if needed			
	<b>15</b>		<b>14</b>

*Completion of 33 credits at the 300-level or above.*

*Completion of the Major Field Test by the end of the Senior Year*

**120-3**  
Total hours required for degree: **126**

\*See General Education for optional course offerings

## **Business Administration Minor**

### **Requirements for a Business Administration Minor (18 credits)**

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