Bachelor of Arts in Business Administration Degree Program

CONCENTRATIONS

as of 6/2019

Strategic Human Resource Management: Understanding how to reward employees, navigate legal requirements, and motivate a workforce are skills that every manager needs, regardless of their functional area or specialization. This concentration provides essential skills, knowledge and behaviors needed to excel as business leaders in any industry. The courses in this model focus on workplace issues crucial for performance, including team building, assessing needs for training and development, guiding employees’ career progression, compensation, and diversity, all using evidence-based practices based on the latest research. Interested students can also use this module to prepare for the competency-based Society for Human Resource Management (SHRM) certification exam. SHRM certification is the industry-wide gold standard in demonstrating expertise in personnel management issues and applicants with certification are widely sought after by employers. An important theme of this module is showing students how to use these concepts in a strategic, systematic way to result in positive organizational change. Courses for this concentration are:

- 52:533:360 Career Planning and Career Management
- 52:533:463 Talent Management
- 52:533:461 Compensation and Benefits

Digital Marketing: In a world where more and more business activities are driven by technology, developing an effective digital marketing plan is essential for every organization and the need for digital marketers continues to grow. The digital marketing concentration provides students with grounding in developing marketing plans and strategies to capitalize on digital tools to communicate and engage with current and prospective customers. Students will gain cutting-edge marketing knowledge and skills in social media, search engine marketing, content marketing, digital marketing analytics and more to develop high-performing integrated marketing plans that deliver on key marketing metrics. In addition to required courses for Marketing area, courses for this concentration are:

- 52:630:361 Digital Marketing Fundamentals
- 52:630:362 Principles of Digital Analytics
- 52:630:363 Social Media Marketing
- 52:630:364 Digital Content Creation

Data Analytics: Data analytics involves quantitative and qualitative techniques and tools to analyze and exploit the massive amount of data generated in business. This concentration introduces data retrieval and programming languages such as SQL, R and Python as well as new programming environments such as Hadoop ecosystem, data mining techniques, sentiment analysis, and predictive analytics. The concentration will introduce some of the latest software used for performing data analytics and text mining. The data analytics skill set will be valuable in a wide range of businesses and organizations in government, education, and other sectors. In addition to required courses for Management area, courses for this concentration are:

- 52:620:321 Optimization and Spreadsheet Modeling
- 52:620:430 Introduction to Big Data Applications
- 52:620:432 Text and Social Media Mining

Corporate Finance: Every business decision that involves the use of money is a corporate finance decision. The courses in this concentration prepare students to make sound business decisions such as which business activities make financial sense for the firm’s owners, which business and financial risks are worth taking and which must be avoided, how to ensure a business has enough cash on hand to pay its bills, and whether profits should be reinvested in the business or distributed to the owners. The basic principles of financial decision-making are the same for large, publicly traded firms and small, privately run businesses. This concentration benefits both entrepreneurs and those seeing an entry level position in a corporation with the goal of one day attaining the position of Chief Financial Officer (CFO). Courses for this concentration are:

- 52:390:310 Corporate Finance
- 52:390:330 Short Term Financial Management
- 52:390:350 Multinational Corporate Finance
- 52:390:410 M&A Finance
- 52:390:315 Investments and Portfolio Management