

Southern Nazarene University

CHARACTER | CULTURE | CHRIST



Business Administration (BA)

What is a Bachelor of Science degree with a major in Business Administration? The BS/BA focuses on acquiring skills in the financial and managerial aspects of business. This program can help you navigate through these times of complex business issues, as well as prepare you for that next step in your career. The BS/BA program emphasizes more than just business theory; it deals with practical applications.

You are the reason that SNU offers this Business Administration program. You bring your own professional experiences to the class, and you leave with a respected degree, a competitive advantage, and greater opportunity in today's challenging business environment.

Our desire is that you will reach your personal and career goals. With a qualified faculty, an academic team to assist you, and a proven track record of quality in our degree-completion programs, we are confident that you can, in fact, reach your goals with this exciting and challenging program.

With a BS in Business Administration, graduates are equipped to effectively lead the organization and compete for the future.

The Business Administration (BA) program is a Bachelor of Science degree and is designed for students who have earned 60 or more transferable college hours. The curriculum focuses on the individual acquiring skills in the financial and managerial aspects of business. The program can help you navigate through these times of complex business issues, as well as prepare you for the next step in your career. The required coursework emphasizes more than just business theory; it deals with practical applications. Classes meet one night a week for 15 months.

Contact:
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BA Courses and Sequence:

MODULE 1

BADM 3143 Technical Communication

This course is designed to provide students with experience involving major forms of technical communication used in professional fields. This course will introduce students to the rhetorical principles as well as documentation practices necessary for writing and producing effective and professional communications, such as letters, reports, instructions, proposals and websites.

MODULE 2

PSY 3413 Personal & Professional Development

This course examines adult learning theory and various learning styles. The course provides a model that is used to analyze life experience.

MODULE 3

ECO 3113 Economics for Managers

This course is a study of the economic choices people make daily with a managerial focus. Topics include examination of economics systems, supply and demand, costs, production and productivity, roles of government, the banking system and international commerce.

MODULE 4

MGT 3413 Organizational Behavior I; Diagnosis & Planned Change

This course analyzes the formal and informal functions and problems of organizations. The course also examines the strategies to plan, implement, and manage change in an organization.

MODULE 5

ACC 3163 Managerial Accounting

This course provides for the study and application of principles, methods and techniques required to conduct applied research. The course also emphasizes the skills needed to report the research in both written and oral presentation.

MODULE 6

REL 3413 Biblical Perspectives in Western Culture

This course provides study of the Bible as a foundation to an understanding of Western culture and history. The course also explores the relevance of the Bible to modern day life.

MODULE 7

STAT 3423 Data Analysis Methods

This course provides a survey and application of the basic data analysis methods used in the process of evaluation, including a study of both descriptive and inferential statistical methods.

MODULE 8

MKT 3173 Marketing for Managers

The focus of this course is to understand the elements that comprise an effective marketing campaign. From the Four P's to International Marketing issues, this course will assist the student in understanding the role of marketing in the overall success of an organization.

MODULE 9

FIN 3103 Business Finance

This is an introductory course in financial management which studies short-term and long-term corporate financing, the time value of money, the cost of capital, capital budgeting, and capital markets.

MODULE 10

BADM 3113 Business Law

This course provides a study of the law of business and its administration. It will explore the interaction of government, business and society, contracts, personal property, bailments, and sales. The emphasis in the course is upon contracts and the influence of the UCC.

MODULE 11

BADM 3153 Issues in International Business

This course explores the cultural, political and economic aspects of conducting business in a global marketplace. This course builds upon the theoretical basis of other business courses.

MODULE 12

BADM 3163 Senior Capstone: Ethics and Applications

This capstone course examines various theories of man and their relevance to personal and social values. The course provides the basis to formulate or clarify a philosophy of life consistent with the demands of a responsible lifestyle in the contemporary business world.