



## BACHELOR OF ARTS GRADUATION REQUIREMENTS

### THE STUDENT MUST DO THE FOLLOWING TO RECEIVE A BACHELOR OF ARTS DEGREE:

1. COMPLETE A MINIMUM OF 120 CREDIT HOURS OF STUDY, AT LEAST 60 OF WHICH OR AT LEAST THE LAST 30 CREDITS BEFORE GRADUATION ARE AT SOUTHERN VIRGINIA. NO MORE THAN 9 CREDIT HOURS WILL BE GRANTED FOR INTERNSHIP COURSES.
2. COMPLETE ALL REQUIREMENTS OF THE SOUTHERN VIRGINIA CORE.
3. COMPLETE ALL REQUIREMENTS OF AT LEAST ONE MAJOR.
4. EARN A MINIMUM GRADE POINT AVERAGE OF 2.00 ON ALL COURSE WORK TAKEN AT THE UNIVERSITY.
5. COMPLY WITH ALL UNIVERSITY STANDARDS, REGULATIONS, AND PROCEDURES, FROM THE DATE OF MATRICULATION THROUGH THE DATE OF FINAL GRADUATION.

SOURCE: [HTTP://SVU.EDU/ACADEMICS/CATALOG/GRADUATION-REQUIREMENTS.ASPX](http://svu.edu/academics/catalog/graduation-requirements.aspx)

## BUSINESS MANAGEMENT AND LEADERSHIP

### MAJOR REQUIREMENTS

(39 credit hours)

The business management and leadership major gives students an understanding of the fundamental economic and organizational principles, theories, and practices that comprise the historical and modern business world. It enables students to influence and contribute more fully to the business world and to society as a whole through virtuous, intelligent, and effective decision-making and leadership.

**Program Coordinator:** Prof. Todd Brotherson

#### **Major Requirements (39 credit hours)**

**Required I** (12 credit hours to be taken during the freshman and sophomore years):

BUS 201 Introduction to Financial Accounting (3)

ECN 210 Principles of Microeconomics (GE) (3)

ECN 215 Principles of Macroeconomics (GE) (3)

MAT 221 Statistics (GE) (3)

**Required II** (12 credit hours to be taken during the junior year):

BUS 301 Business Law (3)

BUS 333 Principles of Marketing (3)

BUS 343 Principles of Organization & Leadership (3)

BUS 363 Managerial Finance (3)

**Capstone** (3 credit hours to be taken in the final semester of the senior year):

BUS 498 Strategic Management

**Electives** (an additional 12 credit hours or more from the following):

BUS 202 Introduction to Managerial Accounting (3)

BUS 207 Introduction to Business (3)

BUS 275R Topics in Business (Var.) as approved by Program Coordinator

BUS 323 Professional and Organizational Communication

BUS 336 E-tailing and Retailing (3)

BUS 345 Human Resource Management (3)

BUS 367 Risk Management and Insurance (3)

BUS 375R Topics in Business (Var.)

BUS 385R Directed Study in Business (Var.)

BUS 404 International Business (3)

BUS 407 Entrepreneurship & Small Business Mgmt (3)

BUS 408 Investments: Securities & Markets (3)

BUS 414 Leadership & Influence (3)

BUS 432 Persuasion: Sales and Promotion (3)

BUS 433 Strategic Marketing Management (3)

BUS 434 Consumer Behavior (3)

BUS 436 Retailing and Merchandising (3)

BUS 437 Marketing Research (3)

BUS 463 Advanced Financial Management (3)

ECN 275R Topics in Economics (Var.) as approved by Program Coordinator

ECN 310 Intermediate Microeconomics (3)

ECN 315 Intermediate Macroeconomics (3)

ECN 375R Topics in Economics (Var.)

PHI 340 Ethics (3)

SOURCE: <http://svu.edu/academics/catalog/business>