

# Madonna University

## Business Administration • School of Business

### About the Program

#### Overview

The business administration major allows students the opportunity to develop a program that meets their individual career needs. Business elective courses are selected in consultation with the School of Business advisor or faculty advisor to maximize the effectiveness of a student's planned program of study.

#### Program Goals

Students completing the baccalaureate degree in business administration will:

- ◆ Use analytical methodologies, both qualitative and quantitative, for the identification, analysis, and synthesis of business problems and issues;
- ◆ Understand the planning process, including financial forecasting, operational administration, organizational administration, organizational development, and policy implementation;
- ◆ Assess and development team skills, focusing in future leadership roles;
- ◆ Orchestrate critical thinking skills into higher order cognitive abilities, skills, and extended thought processes;
- ◆ Identify his/her own goals in collaboration with advisor.

**Your Success is Our Greatest Achievement**

### Business Administration Major: Bachelor of Science (30 s.h.)

#### REQUIRED MAJOR COURSES:

BUS 3950	Business and Society	3 s.h.
FIN 3150	Business Finance	3 s.h.
MGT 3210	Operations Management	3 s.h.
QS 4220	Tests and Measurements <i>or</i>	
QS 4230	Marketing Research	3 s.h.
	Major electives <i>from</i> <i>accounting, management,</i> <i>information systems,</i> <i>international business,</i> <i>marketing, or finance</i>	<u>18 s.h.</u> 30 s.h.

#### REQUIRED BUSINESS FOUNDATION COURSES (18 s.h.):

ACC 2010	Principles of Accounting I	3 s.h.
ACC 2020	Principles of Accounting II	3 s.h.
BL 3330	Business Law I	3 s.h.
MGT 4950	Business Policy	3 s.h.
MKT 2440	Principles of Marketing	3 s.h.
QS 3550	Applied Business Statistics	<u>3 s.h.</u> 18 s.h.

#### REQUIRED SUPPORT COURSES:

CIS 2380	Intro to Computers	3 s.h.
ECN 2720	Prin of Microeconomics	3 s.h.
ECN 2730	Prin of Macroeconomics	3 s.h.
MGT 2360	Principles of Management	3 s.h.
MGT 3020	Organizational Behavior	3 s.h.
MTH 1050	Intermediate Algebra	4 s.h.
MTH 2350	Probability and Statistics	<u>4 s.h.</u> 23 s.h.

### Business Administration Major: Associate of Science (30 s.h.)

#### REQUIRED MAJOR COURSES:

ACC 2010	Principles of Accounting I	3 s.h.
CIS 2380	Introduction to Computers	3 s.h.
ECN 2720	Prin of Microeconomics	3 s.h.
MGT 2360	Principles of Management	<u>3 s.h.</u>
MKT 2440	Principles of Marketing	3 s.h.
	Major electives (School of Business courses)	<u>15 s.h.</u> 30 s.h.

Business Administration majors may find their college studies enhanced with the addition of one of the following:

### Accounting Minor (22 s.h.)

#### REQUIRED MINOR COURSES:

ACC 2010	Principles of Accounting I	3 s.h.
ACC 2020	Principles of Accounting II	3 s.h.
ACC 3030	Intermediate Accounting I	3 s.h.
ACC 3400	Accounting Info Systems	4 s.h.
ACC 3580	Taxation I	3 s.h.
BL 3330	Business Law I	3 s.h.
MGT 2360	Principles of Management	<u>3 s.h.</u> 22 s.h.

### e-Commerce Certificate of Completion (9 s.h.)

#### REQUIRED CERTIFICATE COURSES:

BUS 3530	Foundations of e-Commerce	3 s.h.
MIS 2850	Web Design for Business Applications	3 s.h.
MGT 4300	Strategic Planning in an e- Commerce Environment	<u>3 s.h.</u> 9 s.h.

### Fundamentals of Quality and Operations Leadership Certificate of Completion (9 s.h.)

#### REQUIRED CERTIFICATE COURSES:

MGT 3210	Operations Management	3 s.h.
QOM 3560	Teaming	3 s.h.
QOM 3630	Material and Purchasing Management	<u>3 s.h.</u> 9 s.h.

### Forensic Accounting Certifi- cate of Completion (9 s.h.)

#### REQUIRED CERTIFICATE COURSES:

CJ 2400	Interviewing and Investi- gative Report Writing	3 s.h.
CJ 3110	Criminal Investigation	3 s.h.
ACC 2010	Principles of Accounting I	3 s.h.
ACC 3400	Accounting Information Systems	4 s.h.
ACC 4800*	Forensic Accounting	<u>3 s.h.</u> 16 s.h.

\* MUST be taken at Madonna University

See also the Certificate of Completion in Business Spanish and the Certificate of Completion in Chinese Language and Culture.



## For Admissions Information

Office of Undergraduate  
Admissions

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36600 Schoolcraft Road  
Livonia, Michigan 48150-1176  
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## For Program Information

Undergraduate Program  
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Madonna University reserves the right to  
withdraw or modify information in this  
brochure.

See Advisor/Admissions Office for current  
information.

Madonna University guarantees the right to  
equal educational opportunity without  
discrimination because of race, religion,  
sex, national origin, age, or disabilities.

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## Business Administration Major – Possible Schedule

This is a suggested schedule only.

The number of courses you take per semester  
and the number of semesters in which courses  
are offered will affect it.

### First Year

#### Fall Semester

UNV 1010 Transition to Higher Educ.	1 s.h.
ENG 1010 College Composition I	3 s.h.
PSY 1010 General Psychology	3 s.h.
HIS 1010 World Problems	3 s.h.
Values/Religion	<u>3 s.h.</u>
	13 s.h.

#### Winter Semester

ENG 1020 College Composition II	3 s.h.
MTH 1050 Intermediate Algebra	4 s.h.
HUM 2010 Medium and the Message	4 s.h.
CIS 2380 Intro to Computers	3 s.h.
MGT 2360 Principles of Management	<u>3 s.h.</u>
	17 s.h.

### Sophomore Year

#### Fall Semester

ACC 2010 Principles or Accounting I	3 s.h.
AHIS 2020/MUS 2020/ENG 2230	3 s.h.
ECN 2720 Microeconomics	3 s.h.
Physical Science	4 s.h.
MKT 2440 Principles of Marketing	<u>3 s.h.</u>
	16 s.h.

#### Winter Semester

ACC 2020 Principles of Accounting II	3 s.h.
MTH 2350 Probability and Statistics	4 s.h.
ECN 2730 Macroeconomics	3 s.h.
MGT 3020 Organizational Behavior	<u>3 s.h.</u>
	13 s.h.

### Junior Year

#### Fall Semester

Values/Religion	3 s.h.
BL 3330 Business Law I	3 s.h.
FIN 3150 Business Finance	3 s.h.
Biological Science	4 s.h.
Major Elective	<u>3 s.h.</u>
	16 s.h.

#### Winter Semester

QS 3550 Applied Business Statistics	3 s.h.
Humanities requirement 3.D	3-4 s.h.
Marketing Elective	3 s.h.
Major Electives	<u>6 s.h.</u>
	15-16 s.h.

### Senior Year

#### Fall Semester

QS 4220 Tests and Measurements <i>or</i>	
QS 4230 Marketing Research	3 s.h.
MGT 3210 Operations Management	3 s.h.
BUS 3950 Business and Society	3 s.h.
Major Elective	3 s.h.
General Elective	<u>3 s.h.</u>
	15 s.h.

#### Winter Semester

MGT 4950 Business Policy	3 s.h.
Major Elective	3 s.h.
General Electives	4 s.h.
3000/4000 Literature	<u>4 s.h.</u>
	14 s.h.

## Business Administration Minor (24 s.h.)

### REQUIRED MINOR COURSES:

ACC 2010 Principles of Accounting I	3 s.h.
ECN 2720 Prin of Microeconomics	3 s.h.
CIS 2250 Computer Fundamentals	
<i>or</i>	
CIS 2380 Intro to Computers	2-3 s.h.
Minor electives	
(School of Business courses)	<u>15-16 s.h.</u>
	24 s.h.

## Selected Courses Offerings:

### Business and Society

A conceptual course which studies the  
historic and sociological relationship  
between business and society; the  
development of economic and  
management thought; and the social  
responsibility of business.

### Principles of Management

An introduction to the nature and  
principles of management; history,  
theories, practices, problems, and  
techniques; characteristics and qualities  
of managers; contemporary trends in  
management thought and practice.

### Principles of Marketing

Study of marketing concepts, termi-  
nology, and applications, with special  
emphasis on the marketing mix  
relationships; e.g., product, price,  
promotion, and distribution. Intro-  
duction to the role and operation of  
marketing functions and their influence  
on the organization, both internally and  
externally.

### Applied Business Statistics

Applied study of computerized statistical  
analysis as it relates to general business  
operations. Statistical procedures include  
descriptive statistics, t-test, ANOVA,  
two-way ANOVA, chi-square, simple  
correlation, and regression. Case study  
methodology is heavily employed. A  
computerized data analysis project which  
uses a minimum of two statistical tests is  
required.

### Operations Management

A study of the organizational operations  
responsible for products, services, tasks,  
and processes. Manufacturing and  
service operations are studied as linked,  
cross-functional, integrated, aimed at  
customer requirements, and designed to  
minimize waste.