



BACHELOR OF ARTS

BUSINESS ADMINISTRATION

Prepare to become a leader through Heritage University's Business Administration program.

Our Business Administration program takes a well-rounded approach in preparing students to thrive in a globally connected business environment. The curriculum provides a broad understanding of business concepts and offers specialized pathways in areas related to students' career goals: administration-entrepreneurship, finance, marketing and individualized program. It promotes excellence, critical thinking, emotional intelligence and a sense of responsibility so students could work collaboratively, make good decisions, pursue opportunities, and solve problems.



DEGREE OFFERINGS

ASSOCIATE OF ARTS

Business

BACHELOR OF ARTS

**Business Administration
Specialization in:**

- Entrepreneurship
- Finance
- Marketing
- Individualized Program



SPECIALIZED STUDY

Specializations allow you to concentrate your studies in an area that best supports your career goals. Once you enter your upper-division courses, you will choose from the following concentrations:

Entrepreneurship

You will learn the complexities of planning, funding and building a new business, including how to manage a small business, what it takes to be successful in international markets, how to manage conflict and negotiations, and how consumer behavior and attitude impact businesses.

Finance

With a finance concentration you will learn about US and international banking, financial analysis, investments and personal financial planning.

Marketing

In the marketing concentration, you will learn about marketing research, consumer behavior, building and evaluating a strategic plan, advertising, sales, sales management, and international business.

Individualized Program

You may develop a customized concentration to pursue your unique career plan with the guidance and approval of your faculty advisor.

To get started on your business career today, visit us online at heritage.edu/Business or call (509) 865-0440.



SCAN FOR MORE
INFORMATION

THE HERITAGE ADVANTAGE

Heritage's business students have a reputation for standing out from their peers, in part because of the work they do through Heritage University Financial Literacy Outreach (HUFLO) and the American Indian Business Leaders (AIBL).

HUFLO is a student organization that provides financial literacy workshops to the local community, giving students valuable hands-on experience. AIBL students put their business acumen to work to encourage college attainment for Native American youth and promote cultural leadership on the campus and in the community by bridging the gap between traditional values and modern education. Their work has garnered national attention; AIBL of Heritage was recognized as the 2017 and 2018 Chapter of the Year.





EXPERIENCES BEYOND THE NORM

WHAT COULD YOU DO?

- Accountant
- Auditor
- Treasurer
- Chief Financial Officer
- Finance Director
- Chief Financial Officer
- Business Manager
- Controller
- Financial Advisor
- Entrepreneur
- Consultant
- Compliance Manager

Experiential learning is an essential part of Heritage's Business Administration program. Internships and special projects allow you to apply what you are learning in the classroom to real-world business situations, meaning you will graduate with a first-class education and experience. In fact, **71% of our student interns are offered full-time employment after graduation** by their internship employers.

What kind of hands-on learning can you do at Heritage University? How about leading a radio program that teaches families financial literacy and helps small business owners grow their companies? Or working in the human resources department of a local fruit company? Or perhaps you'd like to provide business planning and marketing expertise to local non-profit agencies looking to expand their reach? These are just a few of the many projects that Heritage business students get to participate in throughout their studies.

“ Business is about determination and developing relationships with people.

The Business Administration program at Heritage University made communication and relationship building focal points. This level of character building is unique and not done at the majority of universities. I was well prepared and on the road to success when I graduated as a Heritage Eagle.”

- John Schab ('19, Business Administration)
Financial Analyst, Ramsey Companies



SAMPLE COURSE GUIDE FOR B.A. BUSINESS ADMINISTRATION

Courses in bold are part of the *GENERAL UNIVERSITY COURSE REQUIREMENTS*. This is a suggested course guide and may change as needed.

FRESHMAN YEAR FIRST SEMESTER	Credits	SECOND SEMESTER	Credits
UNIV 101 Foundations for Success I	3	ENG 102 English Composition II	3
ENG 101 English Composition I	3	BADM 230 Information Systems and Analytics	3
BADM 101 Intro to Business Management	3	PHIL 210 Logic/Critical Thinking	3
MATH 135 Business Algebra	3	MATH 221/L Introduction to Statistics	4
FREE ELECTIVE	3	FREE ELECTIVE	3
	15		16

SOPHOMORE YEAR FIRST SEMESTER	Credits	SECOND SEMESTER	Credits
ACCT 230 Fundamentals of Accounting I	3	ACCT 231 Fundamentals of Accounting II	3
ECON 201 Introduction to Microeconomics	3	ECON 202 Introduction to Macroeconomics	3
BADM 373 Principals of Marketing	3	BADM 351 Human Resource Management	3
ENG 351W Technical & Report Writing	3	HIS 102W World Civilization II	3
FREE ELECTIVE	3	ART	3
	15		16

JUNIOR YEAR FIRST SEMESTER	Credits	SECOND SEMESTER	Credits
BADM 317 Advanced Professional Communication	3	BADM 344 Legal Environment of Business	3
BADM 343W Organizational Behavior & Management	3	BADM 347 Diversity & Inclusion Strategies	3
BADM 360 Financial Management	3	BADM 490W Internship	3
BADM CONCENTRATION	3	BADM CONCENTRATION	3
LABORATORY SCIENCE	4	HUMANITIES	3
	16		15

SENIOR YEAR FIRST SEMESTER	Credits	SECOND SEMESTER	Credits
BADM 471 Principles of Operations	3	BADM 350W Business Ethics	3
BADM CONCENTRATION	3	BADM 455 Strategic Planning & Evaluation	3
WORLD LANGUAGE	3	BADM CONCENTRATION	3
FREE ELECTIVE	3	FREE ELECTIVE	3
FREE ELECTIVE	3	FREE ELECTIVE	3
	15		15

TOTAL: 122 CREDITS

BADM AREAS OF CONCENTRATION* (12 credits)

Select 4 upper-level courses from the concentrations below.

Individualized Program	Administration-Entrepreneurship	Finance	Marketing
Students select 12 upper level free elective credits and provide rationale for selection.	BADM 320 BADM 375 BADM 400 BADM 433 BADM 495	BADM 400 BADM 495 ECON 345 FIN 305 FIN 325 FIN 335	BADM 321 BADM 322 BADM 375 BADM 400 BADM 410 BADM 433 BADM 495 ENSC 321

BADM 320 - Small Business Management
 BADM 321 - Advertising
 BADM 322 - Sales and Sales Management
 BADM 375 - International Business I
 BADM 400 - Conflict Management and Negotiation
 BADM 410 - Marketing Research
 BADM 433 - Consumer Behavior
 BADM 495 - Special Project
 ECON 345 - Money and Banking
 FIN 305 - Financial Analysis
 FIN 325 - Investments
 FIN 335 - Personal Financial Planning
 ENSC 321 - Geographic Information Systems