



BACHELOR OF ARTS

BUSINESS ADMINISTRATION

Build a Career That Can Take You Anywhere.

Whether you want to launch a business, lead a team, build a brand, or make smart financial decisions, Heritage University can help you turn your goals into a career.

Gain practical experience through internships, hands-on projects, and personalized guidance from faculty. You'll graduate with the business knowledge, leadership skills, and confidence to succeed in a changing world.



DEGREE OFFERINGS

ASSOCIATE OF ARTS

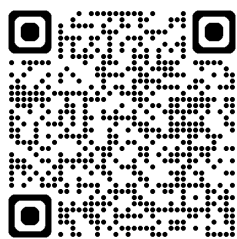
Business

BACHELOR OF ARTS

**Business Administration
Concentration in:**

- Entrepreneurship
- Finance
- Marketing
- Individualized Program

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



SCAN FOR MORE
INFORMATION



CHOOSE THE PATH THAT FITS YOUR FUTURE

Build a broad foundation in business, then focus your studies on the goals and career opportunities that matter most to you.

ENTREPRENEURSHIP

Learn how to transform an idea into a viable business. Explore business planning, funding, small-business management, consumer behavior, international markets, and negotiation.

FINANCE

Prepare to make informed financial decisions for individuals and organizations. Study banking, investments, financial analysis, and personal financial planning.

MARKETING

Discover how organizations connect with customers and grow. Gain experience in market research, advertising, consumer behavior, sales, strategic planning, and international business.

INDIVIDUALIZED PROGRAM

Create a customized course of study that supports your unique career goals—with guidance from a faculty advisor.



71%

of Business Administration and Accounting student interns are offered full-time positions by their internship employers after graduation.



HANDS-ON LEARNING

At Heritage, learning goes beyond textbooks and lectures. You'll put your knowledge to work through internships, community projects, student organizations, and real business challenges. You may:

- Intern with a regional employer
- Create a business or marketing plan for a local organization
- Teach financial literacy to families and small-business owners
- Gain experience in finance, marketing, operations, or human resources
- Build leadership skills through student organizations
- Develop professional connections before graduation

WHAT COULD YOU DO?

A Business Administration degree prepares you to work across industries—including agriculture, healthcare, banking, government, nonprofit organizations, retail, technology, and many other industries—or to launch a business of your own.

ALUMNI CAREERS INCLUDE:

- Business Consultant
- Contracts Manager
- Entrepreneur
- Executive Director
- Financial Analyst
- Finance Director
- Human Resources Manager
- Marketing Director
- Program Director

ALUMNI EMPLOYERS INCLUDE:

- Amazon
- CliftonLarsonAllen
- Comprehensive Healthcare
- Costco Wholesale
- Konami Gaming
- Pacific Northwest National Laboratories
- Washington State Department of Commerce
- Yakama Nation



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.

- John Schab ('19, Business Administration)
Chief Financial Officer, 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 Principles 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	FREE ELECTIVE	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
BADM 490W Internship	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