

BUSINESS ADMINISTRATION

KEY POINTS ABOUT THE MAJOR

- The BSBA program is ACBSP accredited
- Students select from: Management Emphasis, Marketing Emphasis, 4+1 MBA or any University Minor.
- Management Emphasis has three themes: Nonprofit Management, Human Resources and Entrepreneurship, and Family Business.
- Abundant internship opportunities are available and it is recommended that Business Administration students take advantage of these in their senior year.
- High-achieving students will qualify for the 4+1 MBA program, where they can earn their Bachelor's degree and MBA in five years.
- Students focus on ethical decision making and understanding the role of business in society.
- Study abroad opportunities are available with ODU business faculty.

"ODU's program is about flexibility, opportunity and action. Here you shape the degree to reflect your interest in management, marketing, entrepreneurship or nonprofit work. Internship placements, study abroad opportunities, and the focus on ethical practice prepare you to put your passions to work in a variety of business settings."

- John Grant, Ph.D.
Business Administration
Program Coordinator



Sample Four-Year Plan

The sample course plan below is a sample plan for your major. It does not and should not replace meeting with your Academic Advisor to map the best course plan that suits your individual academic needs and placement upon initial registration. Classes listed may not necessarily be offered during a particular term.

First Year (Freshman)

Fall Semester		Spring Semester	
ENG 110 College Writing I	3	ENG 111 College Writing II	3
ECN 208 Principles of Macroeconomics	3	MTH 100 or MTH 140 (dependent on placement)	3
CIS 107 Computer Applications	3	Elective	3
Freshman Core Seminar 179	3	Arts and Ideas Requirement	3
Elective	3	ECN 207 Principles of Microeconomics	3

Second Year (Sophomore)

Fall Semester		Spring Semester	
ACT 210 Acct for Financial Decision Making	3	Arts and Ideas Requirement	3
BUS 220 Principles of Marketing	3	ECN Elective	3
MTH 140 or Elective	3	ACT 220 Accounting for Managerial Decision Making	3
Sophomore Core Seminar 279	3	LNG 242 Cross Cultural Communications**	3
Elective	3	BUS 240 Management and Organizational Behavior	3

Third Year (Junior)

Fall Semester		Spring Semester	
BUS 318 Business and Society	3	Management or Marketing Emphasis Course	3
BUS 343 Human Resource Management	3	FIN 325 Managerial Finance	3
BUS 345 Business and Employment Law	3	Philosophy or Theology Requirement*	3
PHL 346 Principles of Business Ethics	3	Natural Science Requirement	3
Junior Core Seminar 379	3	Elective	3

Fourth Year (Senior)

Fall Semester		Spring Semester	
BUS 498 Seminar in Organizational Strategy	3	Management or Marketing Emphasis Course	3
Management or Marketing Emphasis Course	3	Arts and Ideas Requirement	3
Philosophy or Theology Requirement*	3	Philosophy or Theology Requirement*	3
Social and Behavioral Science Requirement	3	Electives	6
Elective	3		

* At least one Philosophy and one Theology course must be at the 200 level or higher.

** Diversity requirement will be fulfilled with this course.

For More Information

Full descriptions for all ODU courses are available on ODU's website. Core curriculum and four-year course blueprint are based on the 2012-2013 edition of the ODU Course Catalog.

For more information, contact your Admission Counselor or Academic Advisor at 614.251.4500 or at admissions@ohiodominican.edu.

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COURSES WITHIN THE MAJOR

- Managerial Finance
- Principles of Marketing
- Business Ethics
- Accounting for Financial Decision Making
- Human Resource Management
- Economics
- Business & Employment Law
- Managing the Diverse Workforce
- Creativity & Innovation
- Business & Society

"I was drawn to the 4+1 program, which allows students to graduate in five years with both a Bachelor's degree and an MBA. By working with the faculty, I was able to use the knowledge and skills gained to obtain an internship reporting to the president of one of the largest health care systems in the area. After graduation, I was offered a managerial position within that system. Were it not for the liberal arts education and the well-designed business program, I would not be as successful as I am today."

-Zack King,
BS '09, MBA '10



Program Overview

At ODU, Business majors are introduced to not only contemporary business practices and knowledge, but also the values and ethics they will be called upon to exercise in their chosen profession.

ODU's business program is accredited by the Accreditation Council for Business Schools & Programs (ACBSP).

Business Administration options include: Marketing Emphasis; Management Emphasis in: Nonprofit Management, Human Resource Management or Entrepreneurship & Family Business Management; 4+1 MBA; minor in any academic area.

Why ODU?

- Numerous opportunities to participate in internship placements in Columbus-based businesses, industries and nonprofit organizations as well as government offices
- Emphasis on business decision making anchored in ethics and values
- Small classes, exceptional faculty and broad set of major options
- Unique integration of course work in business and liberal arts develops ethical business leaders
- Study abroad with your own ODU business faculty
- Some students will qualify for the challenging 4+1 MBA program at ODU, which allows students to earn both their Bachelor's degree and MBA in five years

Internships & Research

Our location in Ohio is in the heart of a state boasting 28 Fortune 500 companies. Columbus alone has six Fortune 500 companies: Cardinal Health, Nationwide Insurance, American Electric Power, Limited Brands, Momentive Specialty Chemicals and Big Lots.

Columbus— the 15th largest city in the United States—is Ohio's capital and the center of all government for the state. Opportunities for internships are right outside ODU's doorstep!

Career Possibilities

Students have the opportunity to shape their career path by complementing foundation courses with an emphasis in management or marketing. Adding this to a set of essential business skills prepares the graduate for entry-level positions in a wide variety of industries, including: General Management, Public Relations, Health Care, Sales, Marketing, Banking, Financial Services, Government and Nonprofit Organizations.

On-Campus & Study Abroad Opportunities

ODU students are active in the following campus and national student organizations: Delta Sigma Pi, Delta Mu Delta, Alpha Sigma Lambda, PRSSA, VITA program and the Sport Management Society. Through these organizations, students are active in the community and in their academic area of interest, allowing them to gain marketable skills. Students can also spend half of their spring term studying in Seville, Spain with an ODU business faculty.

For More Information About the Business Administration Program

Contact John Grant, Ph.D., BSBA Program Coordinator, at grantj@ohiodominican.edu to learn more about the Business Administration Program. For information about other academic programs at ODU, please contact your Academic Advisor or your Admission Counselor.