

## *Business Administration*

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### Bachelor of Science

The Bachelor of Science degree in Business Administration requires successful completion of a minimum of 120 credit hours and is normally completed in eight semesters. Designed for students interested in obtaining a strong business foundation with emphasis on specific aviation applications, the degree lets the student select a Major in Management or Air Transportation. Students should declare their Major at the beginning of their sophomore year. Students who participate in the Cooperative Education program may substitute up to 6 credit hours, if approved, toward the specified courses required in their Major.

This program is accredited by the Aviation Accreditation Board International (AABI) and the Association of Collegiate Business Schools and Programs (ACBSP).

Students enrolled in the Air Force, Army, or Naval ROTC program may substitute AF, MY, or NSC courses for the open elective courses.

Students should be aware that several courses in each academic year may require prerequisite subject knowledge and/or class standing. Check the course descriptions at the back of this catalog before registering for classes to ensure appropriate placement.

General Education .....	36
Program Support.....	12
Business Core.....	36
Major.....	21
Open Electives.....	15
<b>TOTAL DEGREE CREDITS</b>	<b>120</b>

### General Education\*

Communication Theory and Skills COM 122, 219, 222, -OR- 221	9
Mathematics MA 111 -OR- MA 120, MA 112 -OR- MA 220	6
Computer Science BA 120 -OR- IT 109	3
Physical and Life Sciences (One course must include a laboratory.) PS 101-109, PS 142, PS 302, PS 308, PS 309 One course must be either chemistry or physics.	6
Humanities Lower-Level Course HU 140 Series	3
Social Sciences Lower-Level Course EC 210, EC 211	6
Humanities/Social Sciences Upper-Level Course HU 300-400 Level, HF 300, PSY 350, SS 302-360	3
<b>TOTAL CREDITS</b>	<b>36</b>

Embry-Riddle courses in the general education categories of Communication Theory and Skills, Mathematics, Computer Science, Physical and Life Sciences, Humanities, and Social Sciences may be chosen from those listed below, assuming prerequisite requirements are met and with the permission of the advisor. Courses from other institutions are acceptable if they fall into these broad categories and are at the level specified above in the Aviation Business Administration vertical outline. Other courses may also be used with the permission of a department chair.

# Academic Programs at the Daytona Beach Campus

## Program Support

Course Title	Credits
AS 120 Principles of Aeronautical Science . . . . .	3
BA 221 Advanced Computer Based Systems . . . . .	3
MA 222 Business Statistics . . . . .	3
MA 320 Decision Math . . . . .	3
<b>Total Credits</b>	<b>12</b>

## Business Core

Course Title	Credits
BA 201 Principles of Management . . . . .	3
BA 210 Financial Accounting . . . . .	3
BA 220 Marketing . . . . .	3
BA 225 Business Law . . . . .	3
BA 312 Managerial Accounting . . . . .	3
BA 317 Organizational Behavior . . . . .	3
BA 320 Business Information Systems . . . . .	3
BA 325 Social Responsibility and Ethics . . . . .	3
BA 332 Corporate Finance . . . . .	3
BA 335 International Business . . . . .	3
BA 420 Management of Production and Operations . . . . .	3
BA 436 Strategic Management . . . . .	3
<b>Total Credits</b>	<b>36</b>

## Management Major

Course Title	Credits
BA 314 Human Resource Management . . . . .	3
BA 427 Management of the Multicultural Workforce . . . . .	3
BA 334 Investment Analysis -OR-	
BA 326 Marketing Management -OR-	
BA 327 Airline-Airport Operations . . . . .	3
EC 315 Managerial Economics . . . . .	3
Specified Electives . . . . .	9
<b>Total Credits</b>	<b>21</b>

### Courses Available as Management Electives:

BA 310 Airport Management . . . . .	3
BA 315 Airline Management . . . . .	3
BA 318 Entrepreneurial Small Business . . . . .	3
BA 322 Aviation Insurance . . . . .	3
BA 324 Aviation Labor Relations . . . . .	3
BA 326 Marketing Management . . . . .	3
BA 327 Airline-Airport Operations . . . . .	3

BA 334 Investment Analysis . . . . .	3
BA 340 International Accounting . . . . .	3
BA 405 General Aviation Marketing . . . . .	3
BA 410 Management of Air Cargo . . . . .	3
BA 412 Airport Planning and Design . . . . .	3
BA 418 Airport Administration and Finance . . . . .	3
BA 419 Aviation Maintenance Management . . . . .	3
BA 422 Life Cycle Analysis for Systems and Programs in Aviation/Aerospace . . . . .	3
BA 424 Project Management in Aviation Operations . . . . .	3
BA 425 Trends and Current Problems in Air Transportation . . . . .	3
BA 426 International Aviation Management . . . . .	3
BA 430 International Trade and Regulations . . . . .	3
BA 450 Airline/Airport Marketing . . . . .	3
EC 420 Economics of Air Transportation . . . . .	3
BA/EC 300/400 Level Experimental Courses . . . . .	3
COM415 Non-Verbal Communications . . . . .	3
HF 210 Human Factors I: Principles and Fundamentals . . . . .	3

## Air Transportation Major

Course Title	Credits
BA 215 Transportation Principles . . . . .	3
BA 310 Airport Management . . . . .	3
BA 315 Airline Management . . . . .	3
EC 420 Economics of Air Transportation . . . . .	3
BA 426 International Aviation Management . . . . .	3
BA Electives (from list below) . . . . .	6
<b>Total Credits</b>	<b>21</b>

### Courses Available as Air Transportation

#### Electives:

BA 314 Human Resource Management . . . . .	3
BA 318 Entrepreneurial Small Business . . . . .	3
BA 322 Aviation Insurance . . . . .	3
BA 324 Aviation Labor Relations . . . . .	3
BA 326 Marketing Management . . . . .	3
BA 327 Airline-Airport Operations . . . . .	3
BA 334 Investment Analysis . . . . .	3
BA 340 International Accounting . . . . .	3
BA 405 General Aviation Marketing . . . . .	3
BA 410 Management of Air Cargo . . . . .	3
BA 412 Airport Planning and Design . . . . .	3
BA 418 Airport Administration and Finance . . . . .	3
BA 419 Aviation Maintenance Management . . . . .	3
BA 422 Life Cycle Analysis for Systems and Programs in Aviation/Aerospace . . . . .	3
BA 424 Project Management in Aviation Operations . . . . .	3

# Academic Programs at the Daytona Beach Campus

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BA	425	Trends and Current Problems in Air Transportation.....	3
BA	427	Management of the Multicultural Workplace .....	3
BA	430	International Trade and Regulations.....	3
BA	450	Airline/Airport Marketing.....	3
EC	315	Managerial Economics.....	3
BA/EC	300/400	Level Experimental Courses .....	3

### Open Electives:

Students select a minor or complete open electives of their choice.

<b>Total Credits</b>	<b>15</b>
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<b>TOTAL DEGREE REQUIREMENTS</b>	<b>120</b>
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### *Suggested Program of Study*

#### FRESHMAN YEAR

Course	Title		Credits
AS	120	Principles of Aeronautical Science.....	3
		Communication Theory and Skills .....	3
		Lower-Level Humanities.....	3
BA	120	Introduction to Computer-Based Systems.....	3
		Mathematics.....	6
BA	201	Principles of Management.....	3
BA	221	Advanced Computer-Based Systems .....	3
EC	210	Microeconomics .....	3
EC	211	Macroeconomics .....	3
<b>Total Credits</b>			<b>30</b>

#### SOPHOMORE YEAR

Course	Title		Credits
		Communication Theory and Skills .....	6
		Physical and Life Sciences.....	3
BA	210	Financial Accounting .....	3
BA	220	Marketing.....	3
BA	320	Business Information Systems .....	3
MA	222	Business Statistics .....	3
MA	320	Decision Mathematics .....	3
		Open Elective .....	3
Management Major:			
BA	225	Business Law.....	3
Air Transportation Major:			
BA	215	Transportation Principles .....	3
<b>Total Credits</b>			<b>30</b>

#### JUNIOR YEAR

Course	Title		Credits
		Upper-Level Humanities -OR- Social Sciences* .....	3
		Physical Sciences.....	3
BA	312	Managerial Accounting .....	3
BA	317	Organizational Behavior .....	3
BA	332	Corporate Finance I .....	3
		Open Elective .....	3
Management Major:			
BA	314	Human Resource Management .....	3
BA	427	Management of the Multicultural Workforce .....	3
EC	315	Managerial Economics.....	3
BA	334	Investment Analysis -OR-	
BA	326	Marketing Management -OR-	
BA	327	Airline-Airport Operations .....	3
Air Transportation Major:			
BA	225	Business Law .....	3
BA	310	Airport Management .....	3
BA	315	Airline Management .....	3
EC	420	Economics of Air Transportation .....	3
<b>Total Credits</b>			<b>30</b>

#### SENIOR YEAR

Course	Title		Credits
BA	325	Social Responsibility and Ethics.....	3
BA	335	International Business .....	3
BA	420	Production and Operations.....	3
BA	436	Strategic Management .....	3
		Open Electives.....	9
Management Major:			
		Specified Electives .....	9
Air Transportation Major:			
BA	426	International Aviation Management .....	3
		Specified Electives .....	6
<b>Total Credits</b>			<b>30</b>
<b>TOTAL DEGREE CREDITS</b>			<b>120</b>

\*See general education on page 143.