

Bachelor of Business Administration (BBA) Curriculum Digital Media Management Concentration		
Business Administration Core Courses - 51 Credits		
Course Number	Course Name	Credits
BUS100	Computer Applications for Business	3
BUS105	Financial Accounting	3
BUS110	Principles of Management	3
BUS120	Business Communications	3
BUS125	Business Law	3
BUS141	Principles of Marketing	3
BUS145	Data Analysis with Spreadsheets	3
BUS150	Principles of Economics	3
BUS235	Group Behavior in Organizations	3
BUS250	Finance	3
BUS270	Project Management	3
BUS275	Managerial Accounting	3
BUS280	Human Resources Management	3
BUS365	Personal and Organizational Ethics	3
BUS430	Fundamentals of E-Commerce	3
BUS450	Operations	3
BUS490	Strategic Management	3
Digital Media Management Concentration Courses - 15 Credits		
Course Number	Course Name	Credits
BUS241	Consumer and Marketing Behavior	3
BUS340	Social Media, Engagement, and Analytics	3
BUS440	Business Storytelling and Brand Development	3
BUS480	Senior Project1: Research and Planning	3
BUS485	Senior Project 2: Strategy and Implementation	3
Electives - 9 Credits		
Course Number	Course Name	Credits
Elective	Elective or Internship	3
Elective	Elective or Internship	3
Elective	Elective or Internship	3
General Education Courses for Non-Engineering Majors - 45 credits		
Total 120 Credits		

**Remedial classes are required when a placement test is not passed.*

*** Remedial class credits are not counted towards earning a degree.*