BUSINESS ADMINISTRATION & DATA ANALYSIS MAJOR (B.S.)

Purpose

Liberty University's business administration program prepares students to be effective leaders in business. The program develops the proficiency in communication and computer application skills needed to work in all areas of business. Cognates have been developed to allow students to specialize in areas of interest.

Program Learning Outcomes

The student will be able to:

- Apply business management principles from a biblical perspective.
- Formulate and communicate business alternatives and solutions based upon appropriate technology, data, research, and analysis.
- Analyze business situations using current, ethical, and legal industry best practices.

Finance Concentration

- The student will be able to apply technological, financial, and decision-making methods used by the finance industry.

Financial Planning Concentration

- The student will be able to apply financial and decision-making methods used by financial planners.

Healthcare Management Concentration

- The student will be able to apply an ethical and legally defensible, data-driven solution to a strategic business problem in a healthcare system.

Programs of Study
Delivery Format: Residential and Online

- Business Administration & Data Analysis (B.S.) - Communications - Online
- Business Administration & Data Analysis (B.S.) - Communications - Resident
- Business Administration & Data Analysis (B.S.) - Data Analytics - Online
- Business Administration & Data Analysis (B.S.) - Data Analytics - Resident
- Business Administration & Data Analysis (B.S.) - Digital Marketing & Advertising - Online
- Business Administration & Data Analysis (B.S.) - Digital Marketing & Advertising - Resident
- Business Administration & Data Analysis (B.S.) - Economics - Online
- Business Administration & Data Analysis (B.S.) - Economics - Resident
- Business Administration & Data Analysis (B.S.) - Entrepreneurship - Online
- Business Administration & Data Analysis (B.S.) - Entrepreneurship - Resident
- Business Administration & Data Analysis (B.S.) - Finance - Online
- Business Administration & Data Analysis (B.S.) - Finance - Resident
- Business Administration & Data Analysis (B.S.) - Financial Planning - Online
- Business Administration & Data Analysis (B.S.) - Financial Planning - Resident
- Business Administration & Data Analysis (B.S.) - Healthcare Management - Online
- Business Administration & Data Analysis (B.S.) - Healthcare Management - Resident
- Business Administration & Data Analysis (B.S.) - Human Resource Management - Online
- Business Administration & Data Analysis (B.S.) - Human Resource Management - Resident
- Business Administration & Data Analysis (B.S.) - International Business - Online
- Business Administration & Data Analysis (B.S.) - International Business - Resident
- Business Administration & Data Analysis (B.S.) - Marketing Analytics - Online
- Business Administration & Data Analysis (B.S.) - Marketing Analytics - Resident
- Business Administration & Data Analysis (B.S.) - Project Management - Online
- Business Administration & Data Analysis (B.S.) - Project Management - Resident
- Business Administration & Data Analysis (B.S.) - Sales Management & Professional Selling - Online
- Business Administration & Data Analysis (B.S.) - Sales Management & Professional Selling - Resident
- Business Administration & Data Analysis (B.S.) - Strategic Marketing Management - Online
- Business Administration & Data Analysis (B.S.) - Strategic Marketing Management - Resident

Delivery Format: Online Only

- Business Administration & Data Analysis (B.S.) - Automotive Dealership Management - Online
- Business Administration & Data Analysis (B.S.) - Green & Sustainable Management - Online
- Business Administration & Data Analysis (B.S.) - Leadership - Online
- Business Administration & Data Analysis (B.S.) - Music Business - Online
- Business Administration & Data Analysis (B.S.) - Online
- Business Administration & Data Analysis (B.S.) - Public Administration - Online
- Business Administration & Data Analysis (B.S.) - Real Estate Finance - Online

Delivery Format: Resident Only

- Business Administration & Data Analysis (B.S.) - Humanitarian Aid - Resident
- Business Administration & Data Analysis (B.S.) - Interdisciplinary Business - Resident
- Business Administration & Data Analysis (B.S.) - Nonprofit Management - Resident

- Business Administration & Data Analysis (B.S.) - Real Estate Management - Resident
- Business Administration & Data Analysis (B.S.) - Supply Chain Management - Resident

Career Opportunities

- Business Analyst
- Brand Manager
- Business Marketing Specialist
- Economist
- Entrepreneur
- Franchise Owner
- Human Resources Manager