BUSINESS ADMINISTRATION & DATA ANALYSIS (B.S.) - COMMUNICATIONS - RESIDENT

Important: This degree plan is effective for those starting this degree program in fall 2023 through summer 2024. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

General Education/Foundational Skills Requirements

Code	Title	Hours
Communication & Information Literacy [1]		
ENGL 101	Composition and Rhetoric	3
INQR 101	Inquiry	1
Communications Elective		3
Information Literacy Elective		3
Information Literacy Elective		3
Technological Solutions & Quantitative Reasoning [1]		
UNIV 101	Foundational Skills	1
Math Elective	MATH 114 or higher	3
Technology Competency [2]		0-3
Critical Thinking [1]		
RLGN 105	Introduction to Biblical Worldview [3]	2
RSCH 201	Research	3
Critical Thinking Elective		3
Civic & Global Engagement [1]		
EVAN 101	Evangelism and the Christian Life [3]	2
Cultural Studies Elective		3
Social & Scientific Inquiry [1]		
Natural Science Elective		3
Social Science Elective		3
Christianity & Contexts [1]		
BIBL 105	Old Testament Survey	2
BIBL 110	New Testament Survey	2
THEO 201	Theology Survey I [3]	2
THEO 202	Theology Survey II [3]	2
Total Hours		**44-47**

[1] Refer to the list of approved general education electives before enrolling in foundational skill requirements

[2] All students must pass the Computer Assessment OR complete applicable INFT course

[3] Students transferring in 45 or more UG credit hours will have the requirements of RLGN 105 Introduction to Biblical Worldview (2 c.h.) and EVAN 101 Evangelism and the Christian Life (2 c.h.) waived; Students transferring in 60 or more UG credit hours will also have the requirements of THEO 201 Theology Survey I (2 c.h.) and THEO 202 Theology Survey II (2 c.h.) waived

Major Requirements

Code	Title	Hours
Major Foundational Courses		
BUSI 105	The Business Experience [1]	3
BUSI 201	Intermediate Business Computer Applications [1]	3
BUSI 205	Introduction to Business Research Methods [1]	3
BUSI 223	Personal Finance [1]	3
BUSI 240	Organizational Behavior and Management [1]	3
ECON 213	Principles of Microeconomics [1]	3
Total Hours		**18**

[1] Course may fulfill select general education requirements.

Code	Title	Hours
Major Core		
ACCT 211	Financial Principles	3
ACCT 212	Managerial Principles	3
ACCT 370	Financial Statement Analysis	3
BUSI 301	Legal and Ethical Concepts for Decision Makers	3
BUSI 305	Business Analysis for Decision Making	3
BUSI 307	Global Dimensions of Business	3
BUSI 320	Finance Principles	3
BUSI 330	Principles of Marketing	3
BUSI 342	Human Resource Management	3
BUSI 411	Operations Strategy	3
BUSI 490	Capstone	3
ECON 214	Principles of Macroeconomics	3
Total Hours		**36**

Code	Title	Hours
Cognate		
JOUR 225	Media Writing	3
SCOM 110	Media and Culture	3
SCOM 345	Persuasion	3
STCO 307	Strategic Communication	3
STCO 356	Digital/Social/Mobile Communication Strategies	3
Total Hours		**15**

Code	Title	Hours
Free Electives		
Choose 4-16 credit hours of Free Electives [1]		4-16
Total Hours		**4-16**

[1] Internship (maximum 6 hours) is strongly recommended.

All applicable prerequisites must be met

Graduation Requirements

- **120** Total Hours
- **2.0** Overall grade point average
- **30** Hours must be upper-level courses (300-400 level)
- **Grade of 'C'** Minimum required for all upper-level courses in the major
- **25%** Of major and cognate taken through Liberty University

- **30** Hours must be completed through Liberty University
- **Grad App** Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date
- **CSER** All requirements must be satisfied before a degree will be awarded

Course Sequence

Course	Title	Hours
First Year		
First Semester		
BIBL 105	Old Testament Survey	2
ENGL 101	Composition and Rhetoric	3
INQR 101	Inquiry	1
UNIV 101	Foundational Skills	1
Communications Elective (BUSI 105) [1]		3
Natural Science Elective [1]		3
Technology Competency [2]		0-3
CSER		0
	Hours	**13-16**
Second Semester		
BIBL 110	New Testament Survey	2
BUSI 201	Intermediate Business Computer Applications	3
RLGN 105	Introduction to Biblical Worldview	2
Information Literacy Elective [1]		3
Math Elective [1]		3
Social Science Elective (BUSI 240) [1]		3
CSER		0
	Hours	**16**
Second Year		
First Semester		
BUSI 223	Personal Finance	3
RSCH 201	Research	3
THEO 201	Theology Survey I	2
ACCT 211	Financial Principles	3
SCOM 110	Media and Culture	3
CSER		0
	Hours	**14**
Second Semester		
ECON 213	Principles of Microeconomics	3
EVAN 101	Evangelism and the Christian Life	2
THEO 202	Theology Survey II	2
Critical Thinking Elective (BUSI 205) [1]		3
ACCT 212	Managerial Principles	3
Elective		3
CSER		0
	Hours	**16**
Third Year		
First Semester		
Information Literacy Elective [1]		3
BUSI 305	Business Analysis for Decision Making	3
BUSI 320	Finance Principles	3

Course	Title	Hours
ECON 214	Principles of Macroeconomics	3
JOUR 225	Media Writing	3
CSER		0
	Hours	**15**
Second Semester		
Cultural Studies Elective [1]		3
ACCT 370	Financial Statement Analysis	3
BUSI 301	Legal and Ethical Concepts for Decision Makers	3
BUSI 330	Principles of Marketing	3
BUSI 342	Human Resource Management	3
Elective		1
CSER		0
	Hours	**16**
Fourth Year		
First Semester		
BUSI 307	Global Dimensions of Business	3
BUSI 411	Operations Strategy	3
SCOM 345	Persuasion	3
STCO 307	Strategic Communication	3
Elective [3]		3
CSER		
	Hours	**15**
Second Semester		
STCO 356	Digital/Social/Mobile Communication Strategies	3
BUSI 490	Capstone	3
Elective		3
Elective		3
Elective		3
CSER		
	Hours	**15**
	Total Hours	**120-123**

[1] Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling in foundational skills requirements

[2] All students must pass the Computer Assessment OR complete applicable INFT course; refer to www.liberty.edu/computerassessment for more information

[3] Internship (maximum 6 hours) is strongly recommended