

# BUSINESS ADMINISTRATION & DATA ANALYSIS (B.S.) - SALES MANAGEMENT & PROFESSIONAL SELLING - ONLINE

**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        |
|--------------------------------------------------------------------------|---------------------------------------------------------|--------------|
| <b>Communication &amp; Information Literacy</b> <sup>1</sup>             |                                                         |              |
| ENGL 101                                                                 | Composition and Rhetoric                                | 3            |
|                                                                          | Communications Elective                                 | 3            |
|                                                                          | Information Literacy Elective                           | 3            |
|                                                                          | Information Literacy Elective                           | 3            |
| <b>Technological Solutions &amp; Quantitative Reasoning</b> <sup>1</sup> |                                                         |              |
| UNIV 104                                                                 | Instructional Technology for Successful Online Learning | 0-3          |
|                                                                          | Math Elective MATH 114 or higher                        | 3            |
| <b>Critical Thinking</b> <sup>1</sup>                                    |                                                         |              |
| RLGN 104                                                                 | Christian Life and Biblical Worldview <sup>2</sup>      | 4            |
|                                                                          | Critical Thinking Elective                              | 3            |
| <b>Civic &amp; Global Engagement</b> <sup>1</sup>                        |                                                         |              |
|                                                                          | Cultural Studies Elective                               | 3            |
| <b>Social &amp; Scientific Inquiry</b> <sup>1</sup>                      |                                                         |              |
|                                                                          | Natural Science Elective                                | 3            |
|                                                                          | Social Science Elective                                 | 3            |
| <b>Christianity &amp; Contexts</b> <sup>1</sup>                          |                                                         |              |
| BIBL 104                                                                 | Survey of Old and New Testament                         | 4            |
| THEO 104                                                                 | Introduction to Theology Survey <sup>2</sup>            | 4            |
| <b>Total Hours</b>                                                       |                                                         | <b>39-42</b> |

<sup>1</sup> Refer to the list of approved general education electives before enrolling in foundational skill requirements

<sup>2</sup> Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 Christian Life and Biblical Worldview (4 c.h.) waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 Introduction to Theology Survey (4 c.h.) waived

## Major Requirements

| Code                              | Title                                                    | Hours |
|-----------------------------------|----------------------------------------------------------|-------|
| <b>Major Foundational Courses</b> |                                                          |       |
| BUSI 201                          | Intermediate Business Computer Applications <sup>1</sup> | 3     |
| BUSI 205                          | Introduction to Business Research Methods <sup>1</sup>   | 3     |
| BUSI 230                          | Introduction to Probability and Statistics <sup>1</sup>  | 3     |

| Code               | Title                                               | Hours     |
|--------------------|-----------------------------------------------------|-----------|
| BUSI 240           | Organizational Behavior and Management <sup>1</sup> | 3         |
| ECON 213           | Principles of Microeconomics <sup>1</sup>           | 3         |
| <b>Total Hours</b> |                                                     | <b>15</b> |

<sup>1</sup> Course may fulfill select general education requirements

| Code               | Title                                          | Hours     |
|--------------------|------------------------------------------------|-----------|
| <b>Major Core</b>  |                                                |           |
| 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 303           | International Business                         | 3         |
| BUSI 305           | Business Analysis for Decision Making          | 3         |
| BUSI 320           | Finance Principles                             | 3         |
| BUSI 330           | Principles of Marketing                        | 3         |
| BUSI 342           | Human Resource Management                      | 3         |
| BUSI 400           | Strategic Planning/Business Policy             | 3         |
| BUSI 411           | Operations Strategy                            | 3         |
| ECON 214           | Principles of Macroeconomics                   | 3         |
| <b>Total Hours</b> |                                                | <b>36</b> |

| Code               | Title                                     | Hours     |
|--------------------|-------------------------------------------|-----------|
| <b>Cognate</b>     |                                           |           |
| BUSI 431           | Sales Management and Professional Selling | 3         |
| BUSI 461           | Advanced Professional Selling             | 3         |
| BUSI 462           | Sales Team and Market Data Management     | 3         |
| BUSI 463           | Sales Optimization                        | 3         |
|                    | or BUSI 499 Business Internship           |           |
| <b>Total Hours</b> |                                           | <b>12</b> |

| Code                  | Title                                                    | Hours        |
|-----------------------|----------------------------------------------------------|--------------|
| <b>Free Electives</b> |                                                          |              |
|                       | Choose 15-30 credit hours of Free Electives <sup>1</sup> | 15-30        |
| <b>Total Hours</b>    |                                                          | <b>15-30</b> |

<sup>1</sup> 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

## Course Sequence

| Course                                                | Title                                                   | Hours        |
|-------------------------------------------------------|---------------------------------------------------------|--------------|
| <b>First Year</b>                                     |                                                         |              |
| <b>First Semester</b>                                 |                                                         |              |
| BIBL 104                                              | Survey of Old and New Testament                         | 4            |
| ENGL 101                                              | Composition and Rhetoric                                | 3            |
| UNIV 104                                              | Instructional Technology for Successful Online Learning | 0-3          |
| Communications Elective <sup>1</sup>                  |                                                         | 3            |
| Social Science Elective (BUSI 240) <sup>1</sup>       |                                                         | 3            |
| <b>Hours</b>                                          |                                                         | <b>13-16</b> |
| <b>Second Semester</b>                                |                                                         |              |
| RLGN 104                                              | Christian Life and Biblical Worldview                   | 4            |
| Critical Thinking Elective (BUSI 205) <sup>1</sup>    |                                                         | 3            |
| Information Literacy Elective (BUSI 201) <sup>1</sup> |                                                         | 3            |
| Math Elective (BUSI 230) <sup>1</sup>                 |                                                         | 3            |
| Natural Science Elective <sup>1</sup>                 |                                                         | 3            |
| <b>Hours</b>                                          |                                                         | <b>16</b>    |
| <b>Second Year</b>                                    |                                                         |              |
| <b>First Semester</b>                                 |                                                         |              |
| THEO 104                                              | Introduction to Theology Survey                         | 4            |
| Information Literacy Elective <sup>1</sup>            |                                                         | 3            |
| ACCT 211                                              | Financial Principles                                    | 3            |
| BUSI 305                                              | Business Analysis for Decision Making                   | 3            |
| ECON 214                                              | Principles of Macroeconomics                            | 3            |
| <b>Hours</b>                                          |                                                         | <b>16</b>    |
| <b>Second Semester</b>                                |                                                         |              |
| ECON 213                                              | Principles of Microeconomics                            | 3            |
| Cultural Studies Elective <sup>1</sup>                |                                                         | 3            |
| ACCT 212                                              | Managerial Principles                                   | 3            |
| BUSI 330                                              | Principles of Marketing                                 | 3            |
| Elective                                              |                                                         | 3            |
| <b>Hours</b>                                          |                                                         | <b>15</b>    |
| <b>Third Year</b>                                     |                                                         |              |
| <b>First Semester</b>                                 |                                                         |              |
| BUSI 303                                              | International Business                                  | 3            |
| BUSI 320                                              | Finance Principles                                      | 3            |
| BUSI 431                                              | Sales Management and Professional Selling               | 3            |
| Elective                                              |                                                         | 3            |
| Elective                                              |                                                         | 3            |
| <b>Hours</b>                                          |                                                         | <b>15</b>    |
| <b>Second Semester</b>                                |                                                         |              |
| ACCT 370                                              | Financial Statement Analysis                            | 3            |
| BUSI 301                                              | Legal and Ethical Concepts for Decision Makers          | 3            |
| BUSI 342                                              | Human Resource Management                               | 3            |
| BUSI 461                                              | Advanced Professional Selling                           | 3            |
| Elective                                              |                                                         | 3            |
| <b>Hours</b>                                          |                                                         | <b>15</b>    |

| Course                 | Title                                 | Hours          |
|------------------------|---------------------------------------|----------------|
| <b>Fourth Year</b>     |                                       |                |
| <b>First Semester</b>  |                                       |                |
| BUSI 411               | Operations Strategy                   | 3              |
| BUSI 462               | Sales Team and Market Data Management | 3              |
| BUSI 463               | Sales Optimization                    | 3              |
|                        | or BUSI 499 or Business Internship    |                |
| Elective               |                                       | 3              |
| Elective               |                                       | 3              |
| <b>Hours</b>           |                                       | <b>15</b>      |
| <b>Second Semester</b> |                                       |                |
| BUSI 400               | Strategic Planning/Business Policy    | 3              |
| Elective               |                                       | 3              |
| Elective               |                                       | 3              |
| Elective               |                                       | 3              |
| Elective               |                                       | 3              |
| <b>Hours</b>           |                                       | <b>15</b>      |
| <b>Total Hours</b>     |                                       | <b>120-123</b> |

<sup>1</sup> Refer to the list of approved general education electives at [www.liberty.edu/gened](http://www.liberty.edu/gened) before enrolling in foundational skills requirements