**Degree Summary**

Students in the Bachelor of Science in Business Management degree build a strong foundation in business leadership. This degree program is perfect for learners who seek a career in corporate, nonprofit, or public administration.

Individuals who complete the business management curriculum develop the management, interpersonal, and technical skills necessary to succeed in today's complex business environment. Students learn to manage strategically, communicate effectively, and apply cutting edge business principles in ways that create value for the organizations in which they work. Taught by qualified Christian faculty, the courses in this degree are rooted in the principles of the Christian faith and encourage the practice of servant leadership.

**Expected Learning Outcomes**

- Understand and apply the principles governing business and their implementation in a for-profit or non-profit business organization.
- Evaluate business situations from a Christian perspective and formulate effective, efficient, and ethical decisions.
- Communicate effectively in personal and business settings.
- Demonstrate an understanding of strategy and planning related to organizational growth and management.
- Comprehend the complexities of the global economy.

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### Arts & Sciences (39 hours)

- Microeconomics 3hrs
- Macroeconomics 3hrs
- College English 1 3hrs
- College English 2 3hrs
- Survey of Multicultural Literature 3hrs
- Humanities Elective 3hrs
- History of Christianity 3hrs
- History of the Restoration Movement 3hrs
- College Algebra 3hrs
- Statistics 3hrs
- Natural Science Elective 3hrs
- Business Ethics 3hrs
- Public Speaking 3hrs

### Business Management Major (42 hours)

- Personal Finance 3hrs
- Accounting Concepts 3hrs
- Managing & Leading Organizations 3hrs
- Introduction to Entrepreneurship 3hrs
- Management of Information Technology 3hrs
- Business Applications 3hrs
- Accounting for Managers 3hrs
- Research for Business 3hrs
- Marketing 3hrs
- Human Resource Management 3hrs
- Organizational Communication 3hrs
- Finance for Managers 3hrs
- Internship 3hrs
- Capstone Elective 3hrs

### Biblical Studies (18 hours)

- Old Testament Introduction 3hrs
- New Testament Introduction 3hrs
- Christian Belief & Practice 1 3hrs
- Old Testament Teachings & Perspectives 3hrs
- New Testament Teachings & Perspectives 3hrs
- Seminar on Bible & Culture 3hrs

### Marketing Concentration (12 hours)

- Journalism & Public Relations 3hrs
- Advanced Marketing 3hrs
- Marketing Research 3hrs
- Internet & Social Media Marketing 3hrs

### Open Electives (9 hours)

- Personal Finance 3hrs
- Accounting Concepts 3hrs
- Managing & Leading Organizations 3hrs
- Introduction to Entrepreneurship 3hrs
- Management of Information Technology 3hrs
- Business Applications 3hrs
- Accounting for Managers 3hrs
- Research for Business 3hrs
- Marketing 3hrs
- Human Resource Management 3hrs
- Organizational Communication 3hrs
- Finance for Managers 3hrs
- Internship 3hrs
- Capstone Elective 3hrs

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The degree requirements listed here are subject to change. A virtual version of the CCU Academic Catalog can be found online at www.CCUniversity.edu/catalog