



**BACHELOR OF ARTS  
GRADUATION REQUIREMENTS**

**THE STUDENT MUST DO THE FOLLOWING TO RECEIVE A BACHELOR OF ARTS DEGREE:**

1. COMPLETE A MINIMUM OF 120 CREDIT HOURS OF STUDY, AT LEAST 60 OF WHICH OR AT LEAST THE LAST 30 CREDITS BEFORE GRADUATION ARE AT SOUTHERN VIRGINIA. NO MORE THAN 9 CREDIT HOURS WILL BE GRANTED FOR INTERNSHIP COURSES.
2. COMPLETE ALL REQUIREMENTS OF THE SOUTHERN VIRGINIA CORE.
3. COMPLETE ALL REQUIREMENTS OF AT LEAST ONE MAJOR.
4. EARN A MINIMUM GRADE POINT AVERAGE OF 2.00 ON ALL COURSE WORK TAKEN AT THE UNIVERSITY.
5. COMPLY WITH ALL UNIVERSITY STANDARDS, REGULATIONS, AND PROCEDURES, FROM THE DATE OF MATRICULATION THROUGH THE DATE OF FINAL GRADUATION.

**BUSINESS MANAGEMENT AND LEADERSHIP  
MAJOR REQUIREMENTS  
(40 credit hours)**

Foundation Courses: 16 credit hours to be taken during the freshman and sophomore years:

- BUS 201 Principles of Accounting (3)
- BUS 208 Introduction to Business Careers (1)
- BUS 221 or MAT 221 Statistics (GE) (3)
- BUS 250 Business Analysis Using Excel (3)
- ECN 210 Principles of Microeconomics (GE) (3)
- ECN 215 Principles of Macroeconomics (GE) (3)

Upper Division Courses: 18 credit hours to be taken during the junior and senior years:

- BUS 333 Principles of Marketing (3)
- BUS 343 Principles of Organization & Leadership (3)
- BUS 350 Business analytics **or** BUS 355 Data Science (3)
- BUS 363 Managerial Finance (3)
- BUS 370 Operations Managements **or** BUS 407 Entrepreneurship & Intrapreneurship (3)
- BUS 498 Strategic Management (3)

Major Electives: an additional 6 credit hours or more from the following:

- BUS 207 Introduction to Business (3)
- BUS 275R Topics in Business (Var.) as approved by program coordinator
- BUS 323 Professional and Organizational Communication (3)
- BUS 336 E-tailing and Retailing (3)
- BUS 345 Human Resource Management (3)
- BUS 350 Business analytics (3)
- BUS 355 Data Science (3)
- BUS 367 Risk Management and Insurance (3)
- BUS 375R Topics in Business (Var.)
- BUS 385R Directed Study in Business (Var.)
- BUS 404 International Business (3)
- BUS 407 Entrepreneurship & Intrapreneurship (3)
- BUS 408 Investments: Securities & Markets (3)
- BUS 414 Leadership & Influence (3)
- BUS 432 Persuasion: Sales and Promotion (3)
- BUS 433 Strategic Marketing Management (3)
- BUS 434 Consumer Behavior (3)
- BUS 437 Marketing Research (3)
- BUS 463 Advanced Financial Management (3)
- ECN 275R Topics in Economics (Var.) as approved by program coordinator
- ECN 310 Intermediate Microeconomics (3)
- ECN 315 Intermediate Macroeconomics (3)
- ECN 375R Topics in Economics (Var.)
- PHI 340 Ethics (3)