



# Bachelor of Business Administration Degree

To qualify for a Bachelor of Business Administration degree, students must successfully complete a minimum of 120 credits (exclusive of physical education) including the general education requirements, the required courses in the major field, and such additional courses as they may select with the assistance of their faculty advisors to meet the requirements of the major.

## General Education Requirements

The general education and general business education requirements for graduation in the Bachelor of Business Administration degree programs are listed below. Specific guidance about the courses that are available to meet general education requirements will be provided to students in advance of registration. Students are required to meet with their advisors in the selection of their courses.

### I. GENERAL EDUCATION (GE) COURSES Credits

#### A. FRESHMAN DEVELOPMENT SEMINAR (FDS)\* 0-1

#### B. HUMANITIES 20

COM 119	Leadership and Interpersonal Communications	3
COM 120	Public Speaking	3
ENG 120	English Composition	3
ENG 201	Research and Applied Writing	3
FOREIGN LANGUAGE	(courses must be sequential in the same language)	8

#### C. MATHEMATICS AND SCIENCE 14

MAT 140	College Algebra with Applications	4
MAT 232	Calculus for Business and Social Sciences	4
SCI 100*	The Natural World: The Caribbean	3
SCIENCE **	Elective	3

#### D. SOCIAL SCIENCES 9

ECO 221	Introduction to Macro-economics	3
ECO 222	Introduction to Micro-economics	3
SSC 100*	An Introduction to the Social Sciences: A Caribbean Focus	3

\*Requirement of the Freshman-Year Program for all students matriculating into the University with fewer than 24 credits.

\*\* Science elective may be any course under the prefix BIO, CHE, MSC, NSC, PHY, or SCI.

### II. GENERAL BUSINESS EDUCATION (GBE) REQUIREMENTS 48

Students are required to take the following set of courses in general business education

		Credits
ACC 201	Financial Accounting	3
ACC 202	Management Accounting	3
BUS 112	Introduction to Business	3

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		<b>Credits</b>
BUS 305	Business Communication	3
BUS 351	Business Law	3
BUS 436	Business Strategy	3
BUS 474	Professional Development Seminar	1
BUS 475	Undergraduate Internship in Business	2
CIS 210	Business Information Systems	3
DSC 325	Statistics for Management Decisions	3
DSC 410	Quantitative Methods	3
DSC 430	Production/Operations Management	3
ENT 205	Innovation & Entrepreneurship	3
FIN 301	Fundamentals of Finance	3
MGT 301	Principles of Management	3
MGT 342	Human Resource Management	3
MKT 301	Principles of Marketing	3

### **III. SUMMARY OF REQUIREMENTS**

	<b>Credits</b>
Freshman Development Seminar	0-1
Humanities	20
Mathematics and science	14
Social sciences	9
General business education	48

### **IV. OTHER REQUIREMENTS**

Students in the School of Business pursuing a Bachelor of Business Administration degree are required to earn a minimum grade of “C” in all courses offered by the School of Business.

Students are required to take 0.5 credit hour in physical education for every semester they are full-time students up to the required two credit hours. PLS 200 may also be used to meet this requirement.

Also, students must earn at least 30 of the last 36 credits at the University of the Virgin Islands. This particular requirement may be waived by the provost only in cases where the student must complete the final year(s) of studies at another institution recognized by the University of the Virgin Islands. Course work more than ten years old must be reviewed on a case-by-case basis to determine its appropriateness to the current University course requirements. Appeals should be directed to the provost. In order to graduate, students must earn at least two times as many quality points as registered credits in all their courses as well as in the courses of their major.

Additionally, students must successfully pass the following examinations:

- 1. ENGLISH PROFICIENCY EXAMINATION (EPE)**
- 2. COMPUTER LITERACY EXAMINATION (CLE)**

Please review entry prerequisites for EPE and CLE on pp. 66.

### **Degree Majors and Programs – B.B.A. Degree**

Students enrolling in the Bachelor of Business Administration degree programs may select as a major field of study one of the following:

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**Accounting**  
**Hospitality and Tourism Management**  
**Information Systems and Technology**  
**Management**  
**Marketing**

## ***Accounting Major***

The accounting major prepares students for professional, consulting, and/or entrepreneurial careers within the field of accounting. Students receive the academic preparation to sit for various certification exams in management accounting, auditing, taxation and forensic accounting. Graduates who are interested in sitting for the CPA exam should consider the Master of Accounting (MACC) program which satisfies the 150-hour credit requirement and includes examination preparation courses.

In addition to the general business education (GBE) requirements in the Bachelor of Business Administration (B.B.A.) degree, students in this major must take the following set of courses:

A. The following course substitutions apply to the accounting major: Credits

ACC 320	Accounting Information Systems	3
replaces the GBE requirement for		
IST 210	Business Information Systems	3

B. Required courses in accounting: Credits

ACC 301	Intermediate Financial Accounting I	3
ACC 302	Intermediate Financial Accounting II	3
ACC 303	Intermediate Financial Accounting III	3
ACC 310	Governmental and Not For Profit Accounting	3
ACC 315	Fundamentals of Income Tax	3
ACC 440	Managerial Cost Accounting	3
ACC 442	Auditing	3
ACC 443	Advanced Accounting	3
ACC 499	Professional Research For Accountants	3

C. Elective course in the accounting major: 3

ACC 446 Forensic Accounting 3

or

Another elective course selected from within the School of Business at the 300 or 400 level. The elective may not include a course which is part of general education or general business education requirements in the B.A. or B.B.A. degrees.

D. Summary of requirements for accounting major: Credits

General education	43-44
General business education	45
Required accounting courses	30
Elective course	3
Total credit hours	121-122

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## ***Hospitality and Tourism Management Major***

The hospitality and tourism management major prepares students for a management career in the hotel and tourism industry. This program combines industry related skills and experiences with academic training in management resulting in an excellent foundation program for entry level management positions in the hospitality and tourism industry.

In addition to the general business education (GBE) requirements in the Bachelor of Business Administration (B.B.A.) degree, students in this major must take the following set of courses. Certain courses in this major are substitutes for GBE requirements in the B.B.A..

A. The following courses substitutions apply to the HTM Major: Credits

### COURSE SUBSTITUTIONS:

HOS 101	Introduction to the Hospitality Industry	3
<i>replaces the GBE requirement for</i>		
BUS 112	Introduction to Business	3
ACC 203	Hospitality Accounting	3
<i>replaces the GBE requirement for</i>		
ACC 202	Management Accounting	3
HOS 435	Hospitality Strategy	3
<i>replaces the GBE requirement for</i>		
BUS 436	Business Strategy	3
HOS 430	Hospitality Internship II	4
<i>replaces the GBE requirement for</i>		
BUS 475	Undergraduate Internship in Business	2

B. Required courses in hospitality: Credits

HOS 101	Introduction to the Hospitality Industry	3
HOS 120	Food Production and Safety	3
HOS 205	Customer Service Management	3
HOS 210	Lodging Operations	3
HOS 220	Food and Beverage Cost Control	3
HOS 230	Hospitality Internship I	4
HOS 301	Resort Management	3
HOS 305	Tourism	3
HOS 310	Cruise Line Operations	3
HOS 401	Food and Beverage Management	3
HOS 410	Tourism Development	3
HOS 430	Hospitality Internship II	4
HOS 435	Hospitality Strategy	3

C. Summary of requirements for hospitality and tourism management major: Credits

General education	43-44
General business education	38
Hospitality and restaurant management	41
Total credit hours	122-23

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## ***Information Systems and Technology Major***

The information systems and technology (IST) major prepares students for a professional, consulting, and/or entrepreneurial career within the field of information technology. This program combines theoretical foundations with hands-on practical experiences to provide students with a comprehensive academic technology experience that prepares them to be successful in the ever-evolving digital economy. This flexible program includes six (6) credits of elective courses that may be applied to accommodate the personal and professional interests of each student offering the opportunity and flexibility to integrate IST theories and practice with students' academic area(s) of interest.

In addition to the general business education (GBE) requirements in the Bachelor of Business Administration (B.B.A.) degree, students in this major must take the following set of courses:

A. Required courses in information systems and technology:		Credits
IST 201	Introduction to Programming Logic	3
IST 205	Electronic Commerce	3
IST 301	Systems Analysis and Design	3
IST 305	Database Design and Implementation	3
IST 315	Data Communications and Network Management	3
IST 410	Technology Certification	3
IST 420	IS Project Management and Development I	3
IST 425	IS Project Management and Development II	3

B. Six credits from elective courses in information systems and technology.

Elective courses can be chosen from within any discipline offered at the University and exclude any courses used to fulfill general education or general business education requirements as outlined on pages 130-131.

Electives may also be available within the IST program to provide students with an in-depth and comprehensive academic experience within the field of information technology. IST electives include:

		Credits
IST 320	Web and Multimedia Design	3
IST 325	Enterprise Information Systems	3
IST 401	Mobile Application Development	3
IST 415	Information Security Management	3
IST 465	Selected Topics in Information Systems and Technology	3
IST 466	Selected Topics in Information Systems and Technology	3

In addition, students may opt to use the additional six (6) credits toward the completion of an academic minor.

C. Summary of requirements for information systems and technology major:		Credits
General education43-44		
General business education		48
Required information systems and technology courses		24
Elective courses		6

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Other requirements (physical education)	2
Total credit hours	123-124

## **Management Major**

The management major prepares students for a successful career in management by providing an excellent foundation in a wide range on field specializations. Students with a degree in management will be qualified for entry and mid-level management positions. In addition to the in-depth knowledge of the discipline, this program will also facilitate professional membership in the Chartered Institute of Management Consultants (CIMC).

In addition to the general business education (GBE) requirements in the Bachelor of Business Administration (B.B.A.) degree, students in this major must take the following set of courses:

A. Students enrolled in the B.B.A. in management will complete the following MGT courses. Credits

MGT 313	Small Business Management	3
MGT 410	Labor-Management Relations	3
MGT 429	Organizational Behavior	3
MGT 434	Public Policy Toward Business	3
MGT 436	International Business Management	3
MGT 437	Emotional Intelligence	3
MGT 438	Human Resource Planning	3
MGT 439	Organizational Change and Development	3

B. Elective courses in the management major 6

If selected from within the School of Business, the electives may include any 300 or 400 level course or any course used in pursuit of a minor. The electives may not include courses which are part of general education or GBE requirements for the B.A. or B.B.A. degree.

If selected from outside the School of Business, the electives may include any course except courses which are part of the general education requirements for the B.A. or B.S. degree.

C. Summary of requirements for the management major Credits

General education	43-44
General business education	48
Required MGT major courses	24
Electives	6
Other requirements (physical education)	2
Total credit hours	123-124

## **Marketing Major**

The marketing major prepares students for a successful career in marketing by providing an excellent foundation in a wide range of skills that are in demand. Students with a degree in marketing will be qualified for entry and mid-level marketing positions. In addition to the in-depth knowledge of the discipline, this program will also facilitate professional membership in the Chartered Institute of Marketing (CIM).

In addition to the general business education (GBE) requirements in the Bachelor of

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Business Administration (B.B.A.) degree, students in this major must take the following set of courses:

A. Students enrolled in the B.B.A. in marketing will complete the following MKT courses.

Credits

MKT 334	Advertising and Promotion Strategy	3
MKT 416	Principles of Merchandising	3
MKT 422	International Marketing	3
MKT 426	Marketing Research	3
MKT 427	Personal Selling and Sales Management	3
MKT 428	Consumer Behavior	3
MKT 429	Services Marketing	3
MKT 430	Strategic Marketing	3

B. Elective courses in the marketing major

6 Credits

If selected from within the School of Business the electives may include any 300 or 400 level course or any course used in pursuit of a minor. The electives may not include courses which are part of general education or GBE requirements for the B.A. or B.B.A. degree.

If selected from outside the School of Business the electives may include any course except courses which are part of the general education requirements for the B.A. or B.S. degree.

C. Summary of requirements for the marketing major

Credits

General education	43-44
General business education	48
Required marketing major courses	24
Electives	6
Other requirements (physical education)	2
Total credit hours	123-124

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## **MINOR**

### ***Entrepreneurship Minor***

The minor in entrepreneurship is offered to all UVI students regardless of their degree program. The program is designed to supplement any other degree with a focus on the fundamental skills of entrepreneurship covered in six courses or eighteen total hours. Entrepreneurship education will prepare students with the tools and experiences necessary to explore the role of new venture creation within their primary discipline. The minor is equally accessible to non-business students. No prerequisites are required to start the program.

#### **Entrepreneurship**

Students enrolled in the minor will complete the following required courses in addition to the respective prerequisites.

		Credits
ENT 205	Innovation and Entrepreneurship	3
ENT 304	Entrepreneurial Marketing	3

Students enrolled in the minor will complete any four of the following six elective courses in entrepreneurship.

		Credits
ENT 300	Foundations in Entrepreneurship I	3
ENT 301	Foundations in Entrepreneurship II	3
ENT 306	Entrepreneurial Finance	3
ENT 308	Business Growth and Renewal Strategies	3
ENT 310	Entrepreneurship throughout the Caribbean	3
COM 435	Digital Entrepreneurship	3

Summary of total credit hour requirements:

Non-business students must take a minimum of 18 hours of entrepreneurship coursework beyond their bachelor's degree, plus any required prerequisites for the courses listed above. Business students must take an additional 18 hours of coursework beyond their bachelor's degree.



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## ***CERTIFICATE***

### **Entrepreneurship**

Whether you aspire to launch a new business or be an innovator in an existing firm you will need the mindset and skill set of an entrepreneur. The entrepreneurship certificate program provides you with the opportunity to develop the entrepreneurial skills you need by allowing you to select a sequence of courses that aligns with your career ambitions. To earn the certificate you will need to complete a total of nine credit hours of approved courses