

Academic Programs at the Daytona Beach Campus

Business Administration

Bachelor of Science

The Bachelor of Science degree in Business Administration requires successful completion of a minimum of 120 credit hours and is normally completed in eight semesters. Designed for students interested in obtaining a strong business foundation with emphasis on specific aviation applications, the degree lets the student select a Major in Management or Air Transportation. Students should declare their Major at the beginning of their sophomore year. Students who participate in the Cooperative Education program may substitute up to 6 credit hours, if approved, toward the specified courses required in their Major.

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

Students enrolled in the Air Force, Army, or Naval ROTC programs may substitute AF, MY, or NSC courses for the open elective courses.

Students should be aware that several courses in each academic year may require prerequisite subject knowledge and/or class standing. Check the course descriptions at the back of this catalog before registering for classes to ensure appropriate placement.

General Education	36
Program Support	12
Business Core	36
Major	21
Open Electives	15
TOTAL DEGREE CREDITS	120

General Education*

Communication Theory and Skills	9
COM 122, 219, 222, -OR- 221	
Mathematics	6
MA 111 -OR- MA 120, MA 112 -OR- MA 220	
Computer Science	3
BA 120 -OR- IT 109	
Physical and Life Sciences	6
(One course must include a laboratory.)	
PS 101-109, PS 142, PS 302, PS 308, PS 309	
Humanities	3
<i>Lower-Level</i>	
HU 140 Series	
Social Sciences	6
<i>Lower-Level</i>	
EC 210, EC 211	
Humanities/Social Sciences	3
<i>Upper-Level</i>	
HU 300-400 Level, HF 300, PSY 350, SS 302-360	
TOTAL CREDITS	36

Embry-Riddle courses in the general education categories of Communication Theory and Skills, Mathematics, Computer Science, Physical and Life Sciences, Humanities, and Social Sciences may be chosen from those listed below, assuming prerequisite requirements are met and with the permission of the advisor. Courses from other institutions are acceptable if they fall into these broad categories and are at the level specified above in the Aviation Business Administration vertical outline. Other courses may also be used with the permission of a department chair.

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Program Support

Course	Title	Credits
AS 120	Principles of Aeronautical Science	3
BA 221	Advanced Computer Based Systems	3
MA 222	Business Statistics	3
MA 320	Decision Math	3
Total Credits		12

Business Core

Course	Title	Credits
BA 201	Principles of Management	3
BA 210	Financial Accounting	3
BA 220	Marketing	3
BA 225	Business Law	3
BA 312	Managerial Accounting	3
BA 317	Organizational Behavior	3
BA 320	Business Information Systems	3
BA 325	Social Responsibility and Ethics	3
BA 332	Corporate Finance	3
BA 335	International Business	3
BA 420	Management of Production and Operations	3
BA 436	Strategic Management	3
Total Credits		36

Management Major

Course	Title	Credits
BA 314	Human Resource Management	3
BA 427	Management of the Multicultural Workforce	3
BA 334	Investment Analysis -OR-	
BA 326	Marketing Management -OR-	
BA 327	Airline-Airport Operations	3
EC 315	Managerial Economics	3
	Specified Electives	9
Total Credits		21

Courses Available as Management Electives:

BA 310	Airport Management	3
BA 315	Airline Management	3
BA 318	Entrepreneurial Small Business	3
BA 322	Aviation Insurance	3
BA 324	Aviation Labor Relations	3
BA 326	Marketing Management	3
BA 327	Airline-Airport Operations	3
BA 334	Investment Analysis	3

BA 340	International Accounting	3
BA 405	General Aviation Marketing	3
BA 410	Management of Air Cargo	3
BA 412	Airport Planning and Design	3
BA 418	Airport Administration and Finance	3
BA 419	Aviation Maintenance Management	3
BA 422	Life Cycle Analysis for Systems and Programs in Aviation/Aerospace	3
BA 424	Project Management in Aviation Operations	3
BA 425	Trends and Current Problems in Air Transportation	3
BA 426	International Aviation Management	3
BA 430	International Trade and Regulations	3
BA 450	Airline/Airport Marketing	3
EC 420	Economics of Air Transportation	3
BA/EC	300/400 Level Experimental Courses	3
COM415	Non-Verbal Communications	3
HF 300	Human Factors I: Principles and Fundamentals	3

Air Transportation Major

Course	Title	Credits
BA 215	Transportation Principles	3
BA 310	Airport Management	3
BA 315	Airline Management	3
EC 420	Economics of Air Transportation	3
BA 426	International Aviation Management	3
BA	Electives (from list below)	6
Total Credits		21

Courses Available as Air Transportation Electives:

BA 314	Human Resource Management	3
BA 318	Entrepreneurial Small Business	3
BA 322	Aviation Insurance	3
BA 324	Aviation Labor Relations	3
BA 326	Marketing Management	3
BA 327	Airline-Airport Operations	3
BA 334	Investment Analysis	3
BA 340	International Accounting	3
BA 405	General Aviation Marketing	3
BA 410	Management of Air Cargo	3
BA 412	Airport Planning and Design	3
BA 418	Airport Administration and Finance	3
BA 419	Aviation Maintenance Management	3
BA 422	Life Cycle Analysis for Systems and Programs in Aviation/Aerospace	3
BA 424	Project Management in Aviation Operations	3
BA 425	Trends and Current Problems in Air Transportation	3
BA 427	Management of the Multicultural Workplace	3

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BA	430 International Trade and Regulations	3
BA	450 Airline/Airport Marketing	3
EC	315 Managerial Economics	3
BA/EC	300/400 Level Experimental Courses	3

Open Electives:

Students select a minor or complete open electives of their choice.

Total Credits	15
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TOTAL DEGREE REQUIREMENTS	120
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Suggested Program of Study

FRESHMAN YEAR

Course	Title	Credits
AS 120	Principles of Aeronautical Science	3
	Communication Theory and Skills	3
	Lower-Level Humanities	3
BA 120	Introduction to Computer-Based Systems	3
	Mathematics	6
BA 201	Principles of Management	3
BA 221	Advanced Computer-Based Systems	3
EC 210	Microeconomics	3
EC 211	Macroeconomics	3
Total Credits		30

SOPHOMORE YEAR

Course	Title	Credits
	Communication Theory and Skills	6
	Physical and Life Sciences	3
BA 210	Financial Accounting	3
BA 220	Marketing	3
BA 320	Business Information Systems	3
MA 222	Business Statistics	3
MA 320	Decision Mathematics	3
	Open Elective	3
Management Major:		
BA 225	Business Law	3
Air Transportation Major:		
BA 215	Transportation Principles	3
Total Credits		30

JUNIOR YEAR

Course	Title	Credits
	Upper-Level Humanities -OR- Social Sciences*	3
	Physical Sciences	3
BA 312	Managerial Accounting	3
BA 317	Organizational Behavior	3
BA 332	Corporate Finance I	3
	Open Elective	3
Management Major:		
BA 314	Human Resource Management	3
BA 427	Management of the Multicultural Workforce	3
EC 315	Managerial Economics	3
BA 334	Investment Analysis -OR-	
BA 326	Marketing Management -OR-	
BA 327	Airline-Airport Operations	3
Air Transportation Major:		
BA 225	Business Law	3
BA 310	Airport Management	3
BA 315	Airline Management	3
EC 420	Economics of Air Transportation	3
Total Credits		30

SENIOR YEAR

Course	Title	Credits
BA 325	Social Responsibility and Ethics	3
BA 335	International Business	3
BA 420	Production and Operations	3
BA 436	Strategic Management	3
	Open Electives	9
Management Major:		
	Specified Electives	9
Air Transportation Major:		
BA 426	International Aviation Management	3
	Specified Electives	6
Total Credits		30
TOTAL DEGREE CREDITS		120

*See general education on page 145.