Bachelor of Business Administration

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online.shorter.edu
WHO WE ARE Founded in 1873 and located in Rome, Georgia, Shorter University is a private, liberal arts university with a legacy of academic excellence and a dynamic Christian heritage. Shorter University has been ranked as one of the “Top 20 Southern Comprehensive Colleges” by U.S. News and World Report since 2002 and as a “Best in the Southeast” and a “Best Value College” by The Princeton Review.

137 YEARS OF EXCELLENCE

Shorter University has a rich history of providing students with a quality education in an intentionally Christian atmosphere. Shorter University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate and master’s degrees.

OUR MISSION The Mission of Shorter University is to provide quality higher education, enabling and encouraging student commitment to active, life-long learning; personal spiritual values; responsible citizenship; and community and societal leadership in a global context.

The University seeks to accomplish this Mission through quality undergraduate liberal arts programs, specialized professional programs, and select graduate programs.

Geographically distant locations and online classes provide educational opportunities to individuals who are unable to attend classes in a traditional setting. The University affirms a commitment to the Christian faith and strives to integrate Christian values within a nurturing community in its whole process of education.
Shorter University’s Bachelor of Business Administration program will prepare individuals for positions of leadership and responsibility in the business world. Students will learn how to plan, organize, direct, and control the functions and processes of businesses and organizations in the United States and worldwide. It is our goal to prepare students for successful careers in business while developing their skills and interests.

While enrolled in the online Bachelor of Business Administration program, students will learn oral and written communication skills; computer skills; interpersonal, organizational and management skills; the ability to adapt and stay flexible; teamwork; leadership; ethics; and the ability to apply Christian values to business settings.

**COURSES IN BUSINESS ADMINISTRATION**

Our online Bachelor of Business Administration degree is comprised of 120 credit hours. Each online course lasts for eight weeks and there are six terms each year. Students will take the following courses: (Each class represents 3 credit hours)

**Common Core**
- Online Learning/Computer Literacy (3 hrs.)
- Freshman English I (3 hrs.)
- Freshman English II (3 hrs.)
- Literature (3 hrs.)
- Oral Communication (3 hrs.)
- College Algebra (3 hrs.)
- Science (3 hrs.)
- Health (3 hrs.)
- Religion (6 hrs.)
  - Introduction to the Christian Bible
  - Choose one of the following:
    - Introduction to Religious Studies: Church
    - Introduction to Religious Studies: Creed
- Arts: One of the following: (3 hrs.)
  - Art, Culture, and Values
  - Theatre Appreciation
- Social Science (9 hrs.)
  - Principles of Microeconomics
  - Principles of Macroeconomics
  - Choose one of the following:
    - Modern Civilization Since 1648
    - American History II
- Science: Natural Science

**Total Common Core: 42 hours**

**Business Core**
- Principles of Financial Accounting (3 hrs.)
- Principles of Managerial Accounting (3 hrs.)
- Business Computer Applications (3 hrs.)
- Principles of Microeconomics (Included in Common Core)
- Principles of Macroeconomics (Included in Common Core)
- Business Finance (3 hrs.)
- Principles of Management (3 hrs.)
- Business Communication (3 hrs.)
- Principles of Marketing (3 hrs.)
- Statistics for Business/Economics (3 hrs.)
- Introduction to Sport Management (3 hrs.)
- Legal Aspects of Sport (3 hrs.)
- Leadership in Sport (3 hrs.)
- Ethics in Sport (3 hrs.)
- Event and Facility Management (3 hrs.)

**Sport Management Courses**
- Choose 4 of the following:
  - Contemporary Issues in Sport (3 hrs.)
  - Olympic Games (3 hrs.)
  - Sport Psychology (3 hrs.)
  - Sport Finance (3 hrs.)
  - Sport Communication (3 hrs.)
  - Sport Coaching (3 hrs.)
  - Sport Marketing (3 hrs.)
  - Sport Governance (3 hrs.)
  - Practicum (3 hrs.)
  - Special Topics in Sport (3 hrs.)
  - Internship (3 hrs.)

**Total Required Course Hours in Major: 51 hours**

**Electives: 27 hours**
Through online learning, obtaining a quality and highly respected degree from Shorter University is easier than ever. Currently, Shorter offers online courses toward a Bachelor of Business Administration degree. Students who cannot meet regularly during the school week because of employment, family matters, and other commitments now have a solution. Online classes are administered in an asynchronous format – students log into the course, retrieve their assignments, submit work, and take quizzes when their schedules permit.

You’re in charge of your future!

Careers in Business Administration

Students who earn their degree in Business Administration at Shorter University will be more competitive in the job market. Students will immediately gain direction on how to begin advancing in their chosen career. Their experience in the field, combined with business knowledge of the domain will put them at an advantage for a long-term career in today’s market. Additionally, the online format of this degree will allow student flexibility in course scheduling and provide skills in time management, organization and prioritizing. Some familiar job titles with the Business Administration degree include:

- Staff Accountant
- Financial Controller
- Project Manager
- Marketing Coordinator
- Operations Manager
- Retail Store Manager
- Financial Analyst
- Information Technology Consultant

The average salary for a Business Administration degree ranges between: $34,000 and $80,000 (www.payscale.com)
Students must meet the following criteria in order to be admitted:

1. Students with less than 24 college transferable hours: a high school transcript, ACT score of 19 or better, SAT score of 450 on each section or better, and a high school GPA average of 2.25 or better. If the student has been out of high school for over 5 years, a high school transcript is required but no ACT or SAT score.

2. Students with 24 or more transferable credit hours need a college grade-point average, based on grades from transferable courses, of not less than 2.0 on a 4.0-point scale from a regionally accredited postsecondary institution.

To graduate with a Bachelor of Business Administration in Sport Management the student must have:

1. At least a “C” or better in ENG 1010, ENG 1020, MAT 1110 and all 2000-4000 level courses in the major
2. A cumulative 2.0 GPA

THE APPLICATION PROCESS - 3 SIMPLE STEPS:

1. Complete the online application [here](http://online.shorter.edu/admissions).
2. Submit the $25 application fee.
3. Students with 24 or more college credit hours must submit transcripts from EACH institution previously attended. Students with less than 24 hours must also submit an official SAT or ACT score report (either sent from the College Board or ACT at the prospective student’s request or included on the official high school transcript) and an official high school transcript or official GED scores, embossed or stamped and signed as official by the high schools guidance office. If the student has been out of high school for over 5 years, a high school transcript is required but no ACT or SAT score.

*Once all of the necessary documentation has been received and reviewed, an admission decision will be made, and students will be contacted via e-mail.

For more information, please visit our Online Campus at [http://online.shorter.edu/admissions](http://online.shorter.edu/admissions) or contact:

**Legarè Price**
Assistant Director of Enrollment
Online Degree Programs
Main: 706-233-7973
lprice@shorter.edu

**Katie Sims**
Online Enrollment Counselor
Main: 706-233-7888
ksims@shorter.edu

### WHY SHORTER UNIVERSITY?

- A well-established institution with a reputation for educational excellence.
- Superior academic programs and high-quality instruction.
- A caring Christian atmosphere.
- Small class sizes.
- A substantial level of individualized attention given to each student from their professors.
- A faculty in which two-thirds of the professors hold the highest degree available in their fields of expertise.
Shorter University understands the potential struggles associated with financing a college education, and it is our goal to work with students on any financial aid issues. To provide more flexibility, Shorter University offers three different payment options, which can be found on our Web site at http://online.shorter.edu/admissions/payment-requirements.

TUITION & FEES

- $325 per credit hour
- $25 tech fee per course
- $150 graduation fee
- $99 Taskstream fee

For more information, please visit our Online Campus at http://online.shorter.edu or contact:

Justin Parsons  
STUDENT ACCOUNT COORDINATOR – ONLINE  
706-233-7211  
jparsons@shorter.edu

FINANCIAL AID

We encourage all students to apply for financial aid as soon as possible by completing the Free Application for Federal Student Aid form (FAFSA) online at www.fafsa.ed.gov.

For more information, please visit our Online Campus at http://online.shorter.edu or contact:

Mary Childs  
FINANCIAL AID ADVISOR FOR ONLINE PROGRAMS  
706-233-7227  
mchilds@shorter.edu