Choosing a WWU Business-Related Degree

START
Do you want a career in business or law?

No
Do you want a career in medicine, dentistry, or other health-related profession?

No
Do you want a career in global development, automotive management, aviation management, or information systems?

No
Not sure what you want to do? No problem. Start with a BS in Bus. Adm., which has lots of room to explore.

Yes
Do you want a concentration in Accounting, Finance, Entrepreneurship, Management, or Marketing?

No
Choose a BS Degree with majors in one of these areas.

Yes
Choose the BBA Degree

Yes
Do you want to study a foreign language?

No
Choose a BA Degree with a Major in Business Administration

Yes
Choose a BS Degree with a Major in Business Administration
**WWU School of Business**  
**Degrees Offered (2020-2021)**  
*(See Academic Bulletin for full requirements)*

**Bachelor Degrees (4-year degrees)**

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### GENERAL STUDIES

- **Health & PE**: 2 2 2 2
- **History**: 8 8 8 8
- **Social Science**: 4 4 4 8
- **Humanities**: 12 12 12 12
- **College Writing and Speech Communications**: 12 12 12 12
- **Foreign Languages**: 0 0 12 12
- **Math**: 4 4 4 4
- **Natural Science**: 8 8 8 8
- **Religion**: 18 18 18 18

**TOTAL GENERAL STUDIES (min. credits)**: 72 72 84 84

### BUSINESS CORE

- **CIS140 Business Analytics with MS Excel & Access**: 4 4 4 4
- **ACCT201-202 Principles of Financial Accounting**: 7 7 7 7
- **ACCT203 Principles of Managerial Accounting**: 3 3 3 3
- **ECON210 Principles of Microeconomics**: 4 4 4 4
- **ECON211 Principles of Macroeconomics**: 4 4 4 4
- **CIS240 Adv. Bus. Analytics & Data Visualization**: 4 4 4 4
- **GBUS270 Business Communications**: 4 4 4 4
- **CIS301 Info. Systems & Busines Intelligence**: 4 4 0 0
- **FINA351 Managerial Finance**: 4 4 4 4
- **GBUS361 Business Law I**: 4 4 4 4
- **GBUS362 Business Law II**: 4 4 0 0
- **MGMT371 Principles of Management**: 4 4 4 4
- **MGMT366 Operations Management**: 4 4 0 0
- **MKTG381 Principles of Marketing**: 4 4 4 4
- **MGMT463 Business Ethics**: 4 4 4 4
- **MGMT489 Strategic Management**: 4 4 4 4
- **GBUS5495-Internship (min. of 120 hrs)**: 0-4 0-4 0-4 0-4
- **GBUS5495-Business Colloquium (every qtr in residence)**: 0 0 0 0
- **Business Electives**: 0 8-12 2-6 0

**TOTAL BUSINESS CORE (min. credits)**: 68 76 62 56

### CONCENTRATION

- **Accounting**: 36 n/a n/a n/a
- **Entrepreneurship & Small Business**: 36 n/a n/a n/a
- **Finance**: 36 n/a n/a n/a
- **Management**: 36 n/a n/a n/a
- **Marketing**: 36 n/a n/a n/a
- **Global Development**: n/a n/a n/a 32

### NON-BUSINESS MINOR (27-30 cr)

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### APPROX. GENERAL ELECTIVES

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**GRAND TOTAL >= 192 cr**

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*Also offered are:*

- Interdisciplinary (Joint) Degrees:  
  - Information Systems  
  - Automotive Management  
  - Aviation Management  

- Assoc. Degree in Business (2-year)  
  - Business Administration  
  - Economics  
  - Marketing  
  - Intern. Development

- Certificates in:  
  - Business Analytics  
  - Bookkeeping  
  - Social Media & Digital Marketing