



Bachelor of Business Administration (BBA)
Major: Management and Marketing
Professional Credential
2024-2025

BBA Core Courses

Offered	Dept.	No.	Course Title	Semester/Year	CR	Prerequisites
<i>The following preparatory courses are required to be admitted into the Breech School. Admission to Breech is required for all Upper Level Core Courses*:</i>						
Fall/Spr/Sum	ACCT	209	Principles of Accounting	___/___	3	None
Fall/Spr/Sum	BADM	105	Introduction to Excel	___/___	1	None
Fall/Spr	CISQ	263	Introduction to Data Analytics	___/___	3	None
Fall/Sum	ECON	210*	Principles of Microeconomics	___/___	3	None
Spr/Sum	ECON	211*	Principles of Macroeconomics	___/___	3	None
Fall/Spr/Sum	MATH	227	Introduction to Statistics	___/___	3	1 year HS Algebra

*Admission into Breech requires an overall GPA of 2.75, a signed Breech Student Honor Code, 42 hours of college credit with a minimum of 12 credit hours at Drury University, and a minimum grade of C- in the following **preparatory courses**: ACCT 209, BADM 105, CISQ 263, ECON 210 **or** ECON 211, and MATH 227. Students may not take Upper Level Core Courses until they are admitted into the Breech School.

‡Students must complete both ECON 210 and ECON 211 for the major, but only one is required for Breech School admittance.

<i>The remaining BBA Tool Courses are not required for admission into the Breech School, but are recommended to be taken before taking BBA Core Courses:</i>						
Fall/Spr/Sum	ACCT	210	Accounting for Management	___/___	3	ACCT 209 & BADM 105
Fall/Spr	BLAW	200	Business Law and Ethics	___/___	3	None
Total Hours – BBA Core Courses					22	

BBA Upper Level Core Courses

Students must be admitted to the Breech School before taking Upper Level Core Courses

Offered	Dept.	No.	Course Title	Semester/Year	CR	Prerequisites
Fall/Spr/Sum	BADM	480	Professional Business Experience	___/___	3	Breech Admission, 60 Hours
Fall/Spr/Sum	FINC	331	Corporate Finance	___/___	3	Breech Admission, ACCT 210
Fall/Spr	MGMT	300	Principles of Management	___/___	3	Breech Admission
Fall/Spr/Sum	MKTG	337	Marketing	___/___	3	Breech Admission

Choose one of the following:

Fall/Spr	MGMT	424	Business Simulation Workshop	___/___	3	Breech Adm, MGMT 300, MKTG 337, 90 hrs
Fall/Spr	MGMT	448	Venture Strategy Development	___/___	3	Breech Adm, MGMT 300, MKTG 337, 90 hrs

Study Abroad Requirement- *Choose one of the following:*

Fall/Spr/Sum	BADM	205	Study Abroad	___/___	0	Breech Admission & approved application
Fall/Spr/Sum	BADM	206	Study Abroad: Business/Leadership	___/___	0	Breech Admission & approved application
Fall/Spr/Sum	BADM	207	Study Abroad: Service Learning	___/___	0	Breech Admission & approved application
Fall/Spr/Sum	BADM	208	Study Abroad: International Student	___/___	0	Breech Admission & approved application

Total Hours – BBA Upper Level Courses 15

Management and Marketing Major Courses

Offered	Dept.	No.	Course Title	Semester/Year	CR	Prerequisites
Spr	BLAW	374	Employment Law	___/___	3	Breech Admission, MGMT 300
Spr	MGMT	340	Project Management	___/___	3	Breech Admission, MGMT 300
Spr	MKTG	344	Consumer Behavior	___/___	3	Breech Admission, MKTG 337

Choose one of the following: (whichever not used in BBA Upper Level Core above

Fall/Spr	MGMT	424	Business Simulation Workshop	___/___	3	Breech Adm, MGMT 300, MKTG 337, 90 hrs
Fall/Spr	MGMT	448	Venture Strategy Development	___/___	3	Breech Adm, MGMT 300, MKTG 337, 90 hrs

Choose one of the following tracks:

Track 1: Marketing

Offered	Dept.	No.	Course Title	Semester/Year	CR	Prerequisites
Fall	MGMT	356	Negotiation and Organizational Conflict	___/___	3	Breech Admission, MGMT 300
Fall	MKTG	348	Marketing Research	___/___	3	Breech Admission, MKTG 337
Fall	MKTG	437	Digital Marketing	___/___	3	Breech Admission, MKTG 337

Track 2: Management

Offered	Dept.	No.	Course Title	Semester/Year	CR	Prerequisites
Spr	BLAW	320	Commercial Law and Ethics	___/___	3	Breech Admission
Spr	MGMT	330	Leading People in Organizations	___/___	3	Breech Admission, MGMT 300
Fall	MGMT	425	International Management	___/___	3	Breech Admission, MGMT 300

Total Hours – BBA Major Courses 21

Management and Marketing Major Total Hours (BBA Core, Core Upper Level, Major) 58