

LIBERTY

UNIVERSITY.

ONLINE

Bachelor of Science in Business Administration and Data Analysis

Sales Management and Professional Selling Cognate

2024-2025 Degree Completion Plan

Important: This degree plan is effective for those starting this degree program in fall 2024 through summer 2025. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations or cognates.

GENERAL EDUCATION/

FOUNDATIONAL SKILLS REQUIREMENTS (39-42 hours)

Course		Hrs	Sem	Grade
Communication & Information Literacy (12 hours)¹				
ENGL 101	Composition & Rhetoric	3	_____	_____
_____	Communications Elective	3	_____	_____
_____	Information Literacy Elective	3	_____	_____
_____	Information Literacy Elective	3	_____	_____

Technological Solutions & Quantitative Reasoning (3-6 hours)¹

UNIV 104	Instructional Tech. for Online Learning	0-3	_____	_____
MATH _____	Math Elective (MATH 114 or higher)	3	_____	_____

Critical Thinking (7 hours)¹

RLGN 104	Christian Life & Biblical Worldview ²	4	_____	_____
_____	Critical Thinking Elective	3	_____	_____

Civic & Global Engagement (3 hours)¹

_____	Cultural Studies Elective	3	_____	_____
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Social & Scientific Inquiry (6 hours)¹

_____	Natural Science Elective	3	_____	_____
_____	Social Science Elective	3	_____	_____

Christianity & Contexts (8 hours)¹

BIBL 104	Survey of Old & New Testament	4	_____	_____
THEO 104	Introduction to Theology Survey ²	4	_____	_____

Course		Hrs	Sem	Grade
Major Foundational Courses (3-15 hours)				
BUSI 201	Intermediate Business Computer Apps. ³	3	_____	_____
BUSI 205	Intro. to Business Research Methods ³	3	_____	_____
BUSI 230	Introduction to Probability & Statistics ³	3	_____	_____
BUSI 240	Organizational Behavior & Management ³	3	_____	_____
ECON 213	Principles of Microeconomics ³	3	_____	_____

MAJOR

Core (36 hours)				
ACCT 211	Financial Principles	3	_____	_____
ACCT 212	Managerial Principles	3	_____	_____
ACCT 370	Financial Statement Analysis	3	_____	_____
BUSI 301	Legal & Ethical Concepts for Decision Makers	3	_____	_____
BUSI 303	International Business	3	_____	_____
BUSI 305	Business Analytics for Decision Making	3	_____	_____
BUSI 320	Finance Principles	3	_____	_____
BUSI 330	Principles of Marketing	3	_____	_____
BUSI 342	Human Resource Management	3	_____	_____
BUSI 400	Strategic Planning/Business Policy	3	_____	_____
BUSI 411	Operations Strategy	3	_____	_____
ECON 214	Principles of Macroeconomics	3	_____	_____

Cognate (12 hours)

BUSI 431	Sales Mgmt. & Professional Selling	3	_____	_____
BUSI 461	Advanced Professional Selling	3	_____	_____
BUSI 462	Sales Team & Market Data Management	3	_____	_____
BUSI 463	Sales Optimization			
or BUSI 499	Business Internship	3	_____	_____

FREE ELECTIVES (15-30 hours)⁴

_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____

Notes

All applicable prerequisites must be met

¹Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling in foundational skills requirements

²Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 waived

³Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at www.liberty.edu/gened

⁴Internship (maximum 6 hours) is strongly recommended

Suggested Course Sequence on second page

Graduation Requirements

120 Total Hours

2.0 Overall grade point average

30 Hours must be upper-level courses (300-400 level)

Grade of 'C' Minimum required for all upper-level courses in the major

25% Of major and cognate taken through Liberty University

30 Hours must be completed through Liberty University

Grad App Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

First Semester		Second Semester	
BIBL 104	4	RLGN 104	4
ENGL 101	3	Critical Thinking Elective ¹ [BUSI 205]	3
UNIV 104	0-3	Information Literacy Elect. ¹ [BUSI 201]	3
Communications Elective ¹	3	Math Elective ¹ [BUSI 230]	3
Social Sciences Elective ¹ [BUSI 240]	<u>3</u>	Natural Science Elective ¹	<u>3</u>
Total	13-16	Total	16

SOPHOMORE YEAR

THEO 104	4	ECON 213	3
Information Literacy Elective ¹	3	Cultural Studies Elective ¹	3
ACCT 211	3	ACCT 212	3
BUSI 305	3	BUSI 330	3
ECON 214	<u>3</u>	Elective	<u>3</u>
Total	16	Total	15

JUNIOR YEAR

BUSI 303	3	ACCT 370	3
BUSI 320	3	BUSI 301	3
BUSI 431	3	BUSI 342	3
Elective	3	BUSI 461	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	15	Total	15

SENIOR YEAR

BUSI 411	3	BUSI 400	3
BUSI 462	3	Elective	3
BUSI 463 or 499	3	Elective	3
Elective	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	15	Total	15

Notes

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