

B.S.B.A. in ISBC: Geo-Business Concentration

Program Description

The geo-business concentration of the Bachelor of Science in Business Administration (B.S.B.A.) in Interdisciplinary Studies in Business and Commerce develops students' knowledge of business and geographic information technology. The program prepares students to employ geospatial applications in business settings.

Delivery Mode

100% Online or Hybrid

Curriculum

Course	Credits
General Education Courses	40 or 41
<i>Building a Sense of Community</i> UNI 100 First-Year Seminar	1
<i>Composition</i> ENG 101 English Composition I	3
<i>Public Speaking</i> CDC 101 Public Speaking	3
<i>Mathematics and Quantitative Literacy</i> MAT 181 College Algebra	3
<i>Health and Wellness</i> REC 165 Introduction to Recreation and Leisure OR REC 195 Leisure and Wellness	3
<i>Technological Literacy</i> GIS 350 Remote Sensing	3
<i>Humanities</i> PHI 115 Logic and Language (or other humanities with adviser approval)	3
<i>Fine Arts</i> Any Fine Arts Course	3
<i>Natural Sciences</i> Any Natural Sciences Course	3 or 4
<i>Social Sciences</i> PSY 100 General Psychology OR REC 361 Parks and Rec for Diverse Pop.	3
<i>Ethics and Multicultural Awareness Emphasis Course</i> GEO 100 Intro to Geography	3
<i>General Education Options</i> <ul style="list-style-type: none"> • ENG 211 Business Writing I OR ENG 102 Composition II • MAT 225 Business Statistics 	9

Department of Business, Economics and Enterprise Sciences

Course	Credits
• BUS 281 Management Science I	
Business Core Courses	30
ACC 200 Financial Accounting	3
ACC 321 Managerial Accounting	3
BUS 242 Business Law I	3
BUS 381 Management Science I	3
BUS 499 Integrated Strategic Capstone	3
ECO 201 Principles of Microeconomics	3
ECO 202 Principles of Macroeconomics	3
FIN 301 Financial Management	3
MGT 300 Principles of Management	3
MKT 300 Principles of Marketing	3
Required Geo-Business Concentration Courses	18
GEO 100 Introduction to Geography	3
GEO 217 Demographic Analysis	3
GIS 222 Geo-Business	3
GIS 311 GIS	3
GIS 413 Environmental Applications of GIS	3
GEO 479 Internship OR BUS 492 Internship	3 (or 120 hours)
Related Geo-Business Electives	9
Select three courses from the following (not all are available online): <ul style="list-style-type: none"> • GIS 303 Crime Mapping and Spatial Analysis • TOU 358 Comprehensive Tourism Planning • GEO 479 Internship OR BUS 492 Internship (additional 3 credits) • BUS 345 Business Ethics • Any 300-level or above BUS, MGT, MKT, REC, GIS or GEO not already required or included above 	9

Department of Business, Economics and Enterprise Sciences

Course	Credits
Required Minor/Certificate*	12
Students must select a minor or certificate. Additional information is listed below. Some minors may require more than 12 credits to complete.	12 (min.)
Free Electives	10 or 11
Total	120

Additional requirements, not counted toward the General Education requirements, include:

- **Special Experience Course (1 course required):** ECO 460 Global Economic Perspectives OR GEO 360 Emergency Management
- **Writing-Intensive Component Courses (2 courses required):** BUS 499 Integrated Strategic Capstone AND Any ECO, MGT or MKT Upper-Division Writing-Intensive Course
- **Laboratory Course (1 course required):** BUS 381 Management Science II

* **Required Minor/Certificate:** Students cannot have more than 9 credits in the major also count toward their minor. Students must select from one of the following minors or certificates: Minor in Economics; Minor in Management; Minor in Design and Entertainment Technology; Minor in Event Planning and Management; Minor in Parks and Recreation Management; Certificate in Innovation & Entrepreneurship; or Certificate in Spanish for Business. Students may select a different minor or certificate, with the approval of their adviser.

The management and economics minors are 21 credits; however, 9 of these credits are required in the “Business Core Courses” above. The Innovation & Entrepreneurship Certificate requires 15 credits; however, 3 credits are included in the major courses above.

Program Note: Students who complete dual degrees or dual majors do not have to complete a minor or certificate.