



UNIVERSITY OF
**CENTRAL
ARKANSAS™**

COLLEGE
OF BUSINESS

2026-2027 Bulletin

INNOVATION & ENTREPRENEURSHIP

BACHELOR OF BUSINESS ADMINISTRATION

UCA Lower-Division Core (38 hours)

Complete all UCA LD Core requirements

Business Foundation (33 hours)

	BUAD 1300 Introduction to Business ¹
	CISA 1300 Business Computing
	MATH 1395 Business Math ²
	ACCT 2321 Legal Environment of Business
	ECON 2310 Global Environment of Business ²
	MKTG 2376 Business Innovation & Creative Thinking ²
BBA Progression Requirement ³ (2.0+ GPA in 5 courses AND 2.0+ cumulative GPA)	
	ACCT 2309 Prin. of Managerial Accounting ^{3,*}
	ACCT 2310 Prin. of Financial Accounting ^{3,*}
	CISA 2330 Business Statistics ^{3,*}
	ECON 2320 Prin. of Macroeconomics ^{2,3}
	ECON 2321 Prin. of Microeconomics ^{2,3}

Business Core (18 hours)

	CISA 3321 Managing Systems and Technology
	FINA 3330 Managing Finance & Capital ⁴
	MGMT 3340 Managing People & Work ⁴
	MGMT 3344 Operations & Supply Chain Management ⁴
	MKTG 3350 Principles of Marketing ⁴
	MGMT 4347 Managing Policy and Strategy ⁵

Electives to reach 120 hours

I&E Major (24 hours)

Complete 6 Required Major Courses

	FINA 4376 Entrepreneurial & Small Business Finance*
	MKTG 3376 New Product Development*
	MGMT 3346 Strategic Human Resource Management*
	MGMT 3349 Small Business Management
	MGMT 4376 New Venture Creation*
	Select one: ACCT 3376 Small Business Accounting FINA 3350 Personal Financial Planning INSU 3320 Commercial Insurance INSU 4320 Enterprise Risk Management MKTG 3360 Fund. of Strategic Selling
Choose 2 Major Electives	
Major Electives may be selected from any 3000-/4000-level business courses (excluding those required in the Business Core) in ACCT, CISA, ECON, FINA, INSU, MGMT, or MKTG.	

Graduation Requirements

	REQUIRED Hours	✓	REQUIRED GPA	✓
Total / Overall	120		2.0	
BBA Progression Requirement	15		2.0	
Business Foundation + Core	51		2.0	
Major	24		2.0	
UCA Lower Division Core	38			
UCA Upper Division Hours	40			
UCA Residence Requirement	30			

This check sheet summarizes degree requirements. Please refer to the *Undergraduate Bulletin* for official information about academic programs and undergraduate degree policies. Your academic advisor or the Office of the Registrar can help you understand the Undergraduate Bulletin if needed.

<https://uca.edu/ubulletin/>

I&E Major Electives

Major electives should be selected in consultation with an academic advisor and/or I&E faculty.

Major electives may be selected from any business discipline and must be 3000- or 4000-level.

Business Course Descriptions

ACCT: <https://uca.edu/ubulletin/courses/acct/>

CISA: <https://uca.edu/ubulletin/courses/cisa/>

ECON: <https://uca.edu/ubulletin/courses/econ/>

FINA: <https://uca.edu/ubulletin/courses/fina/>

INSU: <https://uca.edu/ubulletin/courses/insu/>

MGMT: <https://uca.edu/ubulletin/courses/mgmt/>

MKTG: <https://uca.edu/ubulletin/courses/mktg/>

Notes

¹ BUAD 1300 is required for first-time freshmen. Consult with your advisor about whether you qualify for a waiver for BUAD 1300.

² In addition to meeting Business Foundation requirements, this course also counts toward the UCA lower-division core.

³ **BBA Progression Requirement:** Students must meet these requirements to enroll in more than 9 hours of UD business courses:

- Obtain a 2.0+ cumulative GPA, and
- Earn at least a 2.0 GPA in ACCT 2309, ACCT 2310, CISA 2330, ECON 2320, and ECON 2321.

⁴ Students must meet the Progression Requirement (see note #3) as a prerequisite to this course.

⁵ MGMT 4347 should be taken in the student's last semester. FINA 3330, MGMT 3340, MGMT 3344, and MKTG 3350 are prerequisites for MGMT 4347.

* This course has one or more prerequisites.

Important Resources

Department of Marketing & Management

<https://uca.edu/marketingmanagement/>

UCA Lower-Division Core

<https://uca.edu/academicbulletins/ld-uca-core/>

UCA Upper-Division Core

<https://uca.edu/academicbulletins/ud-uca-core/>

UCA – Arkansas Course Transfer System (ACTS)

<https://uca.edu/academicbulletins/acts/>