

# Business Administration Management Concentration

The purpose of the business administration program is to prepare students for careers as managers and leaders in either private or public sectors. In conjunction with the general education of the University, the program integrates the fundamental theories, concepts, and practices of business with Christian values and ethics. An interdisciplinary minor is also available to complement other majors at the University.

## Program Faculty

*Dr. Latrissa Lee Neiworth, Dr. Peter Diffenderfer, Ms. Christy Silverthorne, Ms. Shelly Hartzell, Joao Ehlers*

## Prerequisites for the Major

- Principles of Accounting 1
- Principles of Accounting 2
- Small Business Management  
or Introduction to Business  
and Entrepreneurship
- Microeconomics
- Macroeconomics
- Applied Statistics
- Writing in the Workplace

## Requirements of the Major

- Global Business Management
- Principles of Management and Leadership
- Human Resource Management
- Legal and Ethical Issues in Business and Management
- Managerial Finance
- Business Strategy and Policy
- Marketing
- Choose a Concentration:
  - General Business
  - Accounting
  - International Business
  - Management



541-684-7201  
admissions@bushnell.edu  
828 East 11th Avenue  
Eugene, OR 97401

[bushnell.edu](http://bushnell.edu)



- Internship
- Sports and Recreation Management

## Requirements of the Concentration

- Management of Information Systems
- Operations Management
- Group and Organizational Behavior
- Choose 1 of the Following:
  - Business as Mission
  - Sports and Recreation Management
  - International Management and Marketing
  - Marketing Research
  - Branding, Advertising and Promotion
  - Sales Strategy and Management
  - Consumer Behavior
  - Digital Marketing
  - Sports Marketing



541-684-7201  
admissions@bushnell.edu

828 East 11th Avenue  
Eugene, OR 97401

[bushnell.edu](http://bushnell.edu)

