Bachelor of Business Administration (BBA)
Major: Management and Marketing
Professional Credential
2025-2026

BBA Core Courses

Offered	Dept.	No.	Course Title	Semester/Year	CR	Prerequisites
The following preparatory courses are required to be admitted into the Breech School. Admission to Breech is required for all Upper Level Core Courses*:						
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.

Offered	Dept.	No.	Course Title	Semester/Year	CR	Prerequisites
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:						
Fall/Spr/Sum	ACCT	210	Accounting for Management	_____/____	3	ACCT 209 & BADM 105
Fall/Spr	BLAW	300	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	Declared Breech Major, ACCT 210
Fall/Spr/Sum	MGMT	300	Principles of Management	_____/____	3	Declared Breech Major
Fall/Spr/Sum	MKTG	337	Marketing	_____/____	3	Declared Breech Major
*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	Declared Breech Major, 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

Offered	Dept.	No.	Course Title	Semester/Year	CR	Prerequisites
*Choose **three** of the following:*						
Fall	MGMT	356	Negotiation and Organizational Conflict	_____/____	3	Breech Admission, MGMT 300
Fall	MGMT	330	Leading People in Organizations	_____/____	3	Breech Admission, MGMT 300
Fall	MGMT	425	International Management	_____/____	3	Breech Admission, MGMT 300
Spr	MKTG	348	Marketing Research	_____/____	3	Breech Admission, MKTG 337
Fall	MKTG	437	Digital Marketing	_____/____	3	Breech Admission, MKTG 337
	MGMT	390/490	Selected Topics in Management	_____/____	3	Breech Admission
	MKTG	390/490	Selected Topics in Marketing	_____/____	3	Breech Admission
			Total Hours – BBA Major Courses		**21**	

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