

ECU ACADEMIC COLLEGES

2025-2026 SCHOOL OF BUSINESS

2025-2026 Harland C. Stonecipher School of Business

Michael Scott, Dean

[Department of Accounting](#)
[Department of Business Administration](#)

General Information

The Harland C. Stonecipher School of Business is located in the Chickasaw Business and Conference Center. The School is also home to the Wilburn L. Smith Center for Entrepreneurship and the Kellogg & Sovereign Consulting, LLC Financial Lab. Students are encouraged to join the Business Leaders Association. Students of high academic achievement will be invited to join the international honor society Delta Mu Delta. Both the Accounting Program, and the Business Administration Program, are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

[2025-2026 Accounting \(ACCT\) Courses](#)
[2025-2026 Business \(BUS\) Courses](#)
[2025-2026 Business Communication \(BUCOM\) Courses](#)
[2025-2026 Business-Economics \(BSEC\) Courses](#)
[2025-2026 Business Law \(BUSLW\) Courses](#)
[2025-2026 Economics \(ECON\) Courses](#)
[2025-2026 Finance \(FIN\) Courses](#)
[2025-2026 Information Technology Management \(ITM\) Courses](#)
[2025-2026 Management \(MGMT\) Courses](#)
[2025-2026 Management Information Systems \(MIS\) Courses](#)
[2025-2026 Marketing \(MKTG\) Courses](#)
[2025-2026 Military Science \(MS\) Courses](#)

School of Business Internship Hours

Students may obtain from one to three credits from internship opportunities. The general requirement is that the internship must include (1) actual work to be completed under the supervision of the place of employment offering the internship and (2) an academic component related to the field of study under the supervision of the SSB internship supervisor. The nature of the actual work and academic component will vary from internship to internship, and the details of each are determined through input from the internship company, supervisor, and student. The hours of credit are determined by the amount of work required.

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Department of Accounting

Major Offered

[Accounting - Bachelor of Science](#)

Minor Offered

[Accounting](#)

Certificates Offered

[Accounting \(Managerial Accounting\)](#)

[Accounting \(Treasury Management\)](#)

Departmental Information

The primary purpose of accounting is to measure and communicate financial information about profit and non-profit organizations to interested persons. Accounting professionals operate within a broad socioeconomic environment. Therefore, emphasis within the accounting program is placed upon a combination of conceptual knowledge and practical applications of accounting theory and concepts as they relate to satisfying the information needs of a disparate group of users. The wide selection of courses in the accounting department enables the student to become familiar with such fields as taxation, financial accounting, managerial accounting, auditing, and governmental/not-for-profit accounting. The Accounting Program prepares the student for entry level professional positions and provides the prerequisite courses for admission to graduate study. Students majoring in accounting are required to take a combination of business and accounting related courses, which enhance their knowledge of the various business functions. Courses in computer technology and information systems, business communication, management, marketing, finance, business law, and economics are taken by all accounting majors. The Department also offers a minor in Accounting, and two certificate programs in Managerial Accounting and Treasury Management.

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Students graduating with an Accounting degree must complete 150 (of which 76 must be upper division) hours, including 36 hours in accounting, to comply with the educational requirements needed to sit in the State of Oklahoma for the CPA exam. The total number of hours required for a Bachelor of Science (BS) degree with a major in Accounting is 124; however, ECU offers a Master of Science in Accounting that allows graduates to meet the Oklahoma Accountancy Act 150-hour requirements. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (42 Credit Hours)

ACCT 2103 Financial Accounting
 ACCT 2203 Managerial Accounting
 BSEC 2603 Bus & Econ Statistics
 BUCOM 3133 Bus Comm & Report Writing
 BUS 1113 Foundations of Business
 BUS 4303 Business Strategy & Policy
 BUSLW 3213 The Legal Environment of Business
 ECON 2003 Principles of Macroeconomics
 ECON 2013 Principles of Microeconomics
 FIN 3113 Financial Management
 MGMT 3013 Principles of Management

MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTB 3313 Principles of Marketing

Required in Accounting Major (33 Credit Hours)

ACCT 3203 Cost Accounting I
ACCT 3303 Intermediate Accounting I*
ACCT 3383 Federal Income Tax Accounting
ACCT 3403 Intermediate Accounting II
ACCT 3413 Business Ethics for Accountants*
ACCT 3843 Accounting Information Systems
ACCT 4303 Advanced Accounting
ACCT 4503 Auditing
BSEC 3103 Foundations of Data Analytics*

Six (6) additional upper level accounting hours selected from the following:

ACCT 3423 Community Tax Preparations
ACCT 3453 Advanced Computer Acct. Applications
ACCT 3713 Governmental & Non-Profit Accounting
ACCT 4203 Advanced Cost Accounting
ACCT 4353 Oil and Gas Accounting
ACCT 4453 Short-Term Financial Management
ACCT 4621-3 Internship in Accounting
ACCT 4981-4 Seminar in Accounting
ACCT 4991-4 Individual Study in Accounting

Related Work

COMM 1113 Fundamentals of Human Communication
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Other Requirements & Notations

Courses in the required core as well as those denoted with a * are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For Graduation, a minimum grade point average of 2.25 is required in the 33 hours of courses with ACCT prefixes. Student majoring in Accounting must take at least 50 credit hours of their coursework in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

[2025-2026 Accounting Major Check Sheet](#)

[2025-2026 Accounting Major 4-Year Plan](#)

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2025-2026 Accounting Minor (18 Credit Hours)

Required Courses

ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
ACCT 3203 Cost Accounting I
ACCT 3303 Intermediate Accounting I

In addition to the courses above, the student must complete Six (6) hours of approved upper-division accounting courses.

[2025-2026 Accounting Minor Check Sheet \(Contact Department\)](#)

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Required Courses

ACCT 2203 Managerial Accounting
ACCT 3203 Cost Accounting
ACCT 3303 Intermediate Accounting I
FIN 3113 Financial Management
ACCT 4203 Advanced Cost Accounting

Elective Courses

Students will select two courses from the following:

ACCT 3413 Business Ethics for Accountants - OR - BUS 4213 Business Ethics
ACCT 3453 Advanced Computer Acct. Applications - OR - MIS 3453 Computer Business Applications
ACCT 4303 Advanced Accounting
ACCT 4503 Auditing
MGMT 3013 Principles of Management
MIS 3433 Management Information Systems
ECON 2013 Principles of Microeconomics
Students may also be permitted to include other upper level Accounting of Business Administration courses with preapproval from the department.

[2025-2026 Certificate in Managerial Accounting Check Sheet](#)

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Required Courses

ACCT 3303 Intermediate Accounting I
 ACCT 4453 Short-Term Financial Management
 ACCT 3413 Business Ethics for Accounting; OR
 FIN 3113 Financial Management

Elective Courses

Students will select six courses from the following:

ACCT 3403 Intermediate Accounting II
 ACCT 3453 Advanced Computer Acct Applications - OR - MIS 3453 Advanced Computer Business Applications
 ACCT 3713 Governmental & Non-Profit Accounting
 ACCT 3843 Accounting Information Systems
 ACCT 4303 Advanced Accounting
 BUSLW 3253 Business Law
 MIS 3433 Management Information Systems
 ECON 2013 Principles of Microeconomics

Students may also be permitted to include other upper level Accounting of Business Administration courses with preapproval from the department.

[2025-2026 Certificate in Treasury Management Check Sheet](#)

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Department of Business Administration**Majors Offered**

Business Administration (Entrepreneurship) - Bachelor of Science
 Business Administration (Finance) - Bachelor of Science
 Business Administration (Business Administration) - Bachelor of Science
 Business Administration (Management) - Bachelor of Science
 Business Administration (Marketing) - Bachelor of Science
 Business Administration (Human Resource Management) - Bachelor of Science
 Business Administration (Healthcare Management) - Bachelor of Science
 Information Technology Management (Data Analytics) - Bachelor of Science
 Information Technology Management (Information Systems) - Bachelor of Science

Minors Offered

Business Administration
 Business Administration for Music Majors
 Data Analytics
 Entrepreneurship
 Finance
 Human Resources Management
 Information Systems
 Management
 Marketing
 Military Science
 Project Management
 Promotions Management

Certificates Offered

Entrepreneurship Certificate
 Banking & Finance Certificate
 Global Business Certificate
 Human Resources Management Certificate
 Management Information Systems Certificate
 Personal Finance Planning Certificate
 Project Management/Management Certificate
 Promotions Management Certificate
 Managerial Accounting Certificate
 Treasury Management Certificate

Departmental Information

The Department of Business Administration at East Central University brings together five business disciplines with programs leading to a Bachelor of Science degree with a major in Business Administration. The Degree offers concentrations in Entrepreneurship, Finance, General Business, Marketing, Management, and Information Technology Management. The Department also offers nine certificate programs, Banking and Finance, Entrepreneurship, Global Business, Human Resources Management, Management Information Systems, Project Management/Management, and Promotions Management and twelve minors, Business Administration, Business Administration for Music Majors, Entrepreneurship, Finance, Human Resources Management, Management, Marketing, Promotions Management, Information Systems, Project Management and Data Analytics.

The Department of Business Administration's mission is to facilitate an interactive, experiential, and dynamic learning environment where students are treated as co-learners who continuously acquire knowledge and skills to enable them to successfully contribute to a dynamic and culturally diverse society. Our vision is to be recognized as an exemplary leader in undergraduate business education, primarily preparing students for successful entrance in both the private and public sectors, to become successful entrepreneurs, and to pursue post-baccalaureate studies. Small class sizes, quality professors, and real-world focus make for an excellent option for those looking to secure a strong foundation in Business Administration. Primary general education and major core courses are completed during the first two years, with concentration courses completed in the final two years. A mix of traditional and innovative approaches are designed to provide knowledge of the fundamental principles, generalizations, and theories of business, delivery of effective communications, effective use of computing software, and the skills to make sound business decisions in a socially responsible and global business environment.

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2025-2026 Business Administration - Entrepreneurship - B.S. (120 Credit Hours)

The Entrepreneurship concentration provides learning opportunities to assist students in developing their skills to create and run successful companies. Topics include opportunity recognition the entrepreneurial mindset, proof of concept, financial planning, building a brand, management and organization planning, and market planning using curriculum developed and supported by the Ewing Marion Kauffman Foundation. Students in the capstone class compete for cash prizes in the Oklahoma Governor's Cup Competition. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (42 Credit Hours)

ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Bus & Econ Statistics
BUCOM 3133 Bus Comm & Report Writing
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Entrepreneurship (27 Credit Hours)

BSEC 3103 Foundations of Data Analytics*
BUS 4103 Global Business*
BUS 4213 Business Ethics*
ENTR 3103 Introduction to Entrepreneurship
ENTR 4413 Bus Planning & Strategy For Entrepreneurship
ENTR 4503 Venture Creation
FIN 4623 Applied Finance
MGMT 3063 Production/Operations Management*
MIS 3453 Adv. Computer Bus Applications*
Choose 3 hours of Upper Level Finance
Choose 3 hours of Upper Level Marketing

Required Business Administration Electives (6 Credit Hours)

The student will select six (6) additional hours from Accounting, Business, Administration or Information Technology Management at the upper division level.

Related Work

COMM 1113 Fundamentals of Human Communication
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Electives

Students will select two to eight (2 to 8) additional credit hours in consultation with his/her major program advisor.

Special Requirements and Notation

Courses in the required core as well as those denoted with a "*" are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

[2025-2026 Major Program Check Sheet - Entrepreneurship Concentration](#)

[2025-2026 Major Program 4-year Plan - Entrepreneurship Concentration](#)

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The Finance concentration provides students with knowledge and practice in the application of methods and techniques used in all areas of finance. Basic underlying financial theories and concepts are examined in the core courses and are reinforced and expanded in the concentration Business 37 courses. Concentration course topics include corporate finance, investments, financial institutions, insurance, personal financial planning, and real estate development. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (42 Credit Hours)

ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Bus & Econ Statistics
BUCOM 3133 Bus Comm & Report Writing
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications

MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Finance (36 Credit Hours)

BSEC 3103 Foundations of Data Analytics*
BUS 4103 Global Business*
BUS 4213 Business Ethics*
FIN 3003 Financial Markets & Institutions
FIN 3223 Investment Analysis
FIN 3913 Principles of Insurance & Risk Mgmt
FIN 4113 International Financial Management
FIN 4623 Applied Finance*
MGMT 3036 Production/Operations Management*

The student will select nine (9) hours from the following:

ACCT 3303 Intermediate Accounting I*
BSEC 4003 Advanced Data Analytics*
FIN 3013 Fundamentals of Financial Planning
FIN 3833 Commercial Bank Management
FIN 4103 Essentials of Banking & Finance
FIN 4263 Real Estate Development & Investment
ITM 3473 Data Visualization*
ITM 3613 Data Comm & Computer Networks*
MGMT 3043 Human Resource Management
MIS 3453 Advanced Computer Bus App*
MKTG 3813 Professional Selling*

Related Work

COMM 1113 Fundamentals of Human Communication
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Electives

Students will select two (2) additional credit hours of coursework in consultation with their major program advisor.

Special Requirements and Notation

Courses in the required core as well as those denoted with are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Student majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

[2025-2026 Major Program Check Sheet - Finance Concentration](#)

[2025-2026 Major Program 4-year Plan - Finance Concentration](#)

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The General Business concentration provides greater flexibility in developing a program tailored to the student's needs and objectives. Students take advanced courses from each of the other concentrations to gain a broad understanding of business. The 120 credit hours includes ECU's 40 hour general education program.

Related Core Courses (42 Credit Hours)

ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Bus & Econ Statistics
BUCOM 3133 Bus Comm & Report Writing
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Business Administration (24 Credit Hours)

BSEC 3103 Foundations of Data Analytics*
BUS 4103 Global Business*
BUS 4213 Business Ethics*
ENTR 3103 Introduction to Entrepreneurship*
MGMT 3063 Production/Operations Management*

Required Business Administration Electives

Students will select eighteen (18) hours of Accounting, Business Administration or Information Technology Management upper level courses.

Electives

Students will select two to eight (2 to 8) additional credit hours in consultation with their major program advisor.

Special Requirements and Notation

Courses in the required core as well as those denoted with a "*" are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

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[2025-2026 Major Program 4-year Plan - Business Admin Concentration](#)

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The Management concentration provides students with the knowledge and professional skills for effective performance in both public and private sector organizations. Managerial skills for large and small businesses are addressed from both a theory and applications approach. The concentration requirements include electives from upper-level business courses to provide the student with the broad-based knowledge necessary in the profession. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (42 Credit Hours)

ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Bus & Econ Statistics
BUCOM 3133 Bus Comm & Report Writing
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration of Management (30 Credit Hours)

BSEC 3103 Foundations of Data Analytics*
BUS 4103 Global Business*
BUS 4213 Business Ethics*
ENTR 3103 Introduction to Entrepreneurship
MGMT 3043 Human Resource Management
MGMT 3063 Production/Operations Management*
MGMT 3103 Organizational Behavior
MGMT 3203 Introduction to Leadership
MGMT 4623 Leadership
MIS 3453 Advanced Computer Business Applications*

Required Business Administration Electives (6 Credit Hours)

In consultation with their major program advisor, students will select nine (9) hours of Accounting, Business Administration or Information Technology Management at the upper division level.

Related Work

COMM 1113 Fundamentals of Human Communication
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Electives

In consultation with their major program advisor, students will select two to eight (2 to 8) additional credit hours of relevant coursework.

Special Requirements and Notation

Courses in the required core as well as those denoted with a * are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

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[2025-2026 Major Program 4-year Plan - Management Concentration](#)

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The Marketing concentration prepares students for careers in advertising and promotion, consumer and business-to-business marketing, sales, marketing research, or retailing. The courses required for marketing expose students to the major concepts, tools, and academics that are the foundation for the effective practice of modern marketing. In addition, the Marketing concentration provides a real-world focus and hands-on experience in the development and execution of marketing strategies and programs. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (42 Credit Hours)

ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Bus & Econ Statistics
BUCOM 3133 Bus Comm & Report Writing

BUS 1113 Foundations of Business (completed *prior* to 60hrs); **OR**
 MGMT 4623 Leadership (completed *after* 60hrs)
 BUS 4303 Business Strategy & Policy
 BUSLW 3213 The Legal Environment of Business
 ECON 2003 Principles of Macroeconomics
 ECON 2013 Principles of Microeconomics
 FIN 3113 Financial Management
 MGMT 3013 Principles of Management
 MIS 1903 Computer Business Applications
 MIS 3433 Management Information Systems
 MKTG 3313 Principles of Marketing

Required for Concentration in Marketing (24 Credit Hours)

BUS 4103 Global Business
 BUS 4213 Business Ethics
 MGMT 3063 Production/Operations Management
 MKTG 3333 Digital Marketing
 MKTG 3423 Integrated Marketing Communications
 MKTG 3813 Professional Selling
 MKTG 4413 Marketing Research
 MKTG 4623 Marketing Analytics & Strategy

Required Business Administration Electives

In consultation with their major program advisor, students will select nine (9) hours of upper level coursework from Accounting, Business Administration or Information Technology Management.

Related Work

COMM 1113 Communication in the Workplace
 MATH 1613 Functions of Modeling

Electives

In consultation with their major program advisor, students will select (5) additional hours of relevant coursework.

Special Requirements and Notation

For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirements.

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2025-2026 Business Administration - Human Resource MGMT - B.S. (120 Credit Hours)

The Human Resource Management concentration within the B.S. in Business Administration prepares students for careers in HR by aligning coursework with Society for Human Resource Management (SHRM) standards. Students develop expertise in key areas such as recruitment, employee training, compensation, labor law, and leadership. This concentration equips graduates with the practical skills and knowledge needed to excel in HR roles across diverse industries.

Required Core Courses (42 Credit Hours)

ACCT 2103 Financial Accounting
 ACCT 2203 Managerial Accounting
 BSEC 2603 Bus & Econ Statistics
 BUCOM 3133 Bus Comm & Report Writing
 BUS 1113 Foundations of Business
 BUS 4303 Business Strategy & Policy
 BUSLW 3213 The Legal Environment of Business
 ECON 2003 Principles of Macroeconomics
 ECON 2013 Principles of Microeconomics
 FIN 3113 Financial Management
 MGMT 3013 Principles of Management
 MIS 1903 Computer Business Applications
 MIS 3433 Management Information Systems
 MKTG 3313 Principles of Marketing

Required for Concentration of Management (24 Credit Hours)

BSEC 3103 Foundations of Data Analytics*
 BUS 4103 Global Business*
 BUS 4213 Business Ethics*
 BUSLW 4253 Employment and Labor Law
 MGMT 3043 Human Resource Management
 MGMT 3063 Production/Operations Management*
 MGMT 3103 Organizational Behavior
 MGMT 4003 Recruitment, Selection, and Retention
 MGMT 4313 Compensation and Benefits
 MGMT 4323 Human Resource Training and Development
 MGMT 4623 Leadership

Required Business Administration Electives

In consultation with their major program advisor, students will select three (3) hours of Accounting, Business Administration or Information Technology Management at the upper division level.

Related Work

COMM 1113 Fundamentals of Human Communication
MATH 1513 College Algebra OR MATH 1613 Functions & Modeling

Electives

In consultation with their major program advisor, students will select two to eight (2 - 8) additional credit hours of relevant coursework.

Special Requirements and Notations

Courses in the required core as well as those denoted with a * are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

[2025-2026 Major Program Check Sheet - Human Resource Management Concentration](#)

[2025-2026 Major Program 4-year Plan - Human Resource Management Concentration](#)

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2025-2026 Business Administration - Healthcare Management - B.S. (120 Credit Hours)

The Healthcare Management concentration within the B.S. in Business Administration prepares students for leadership roles in one of the fastest-growing global industries. The program combines core business principles with specialized courses in healthcare systems, finance, regulation, and operations. Graduates gain the skills to navigate the unique challenges of healthcare organizations and contribute to efficient, effective delivery of care.

Required Core Courses (42 Credit Hours)

ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Bus & Econ Statistics
BUCOM 3133 Bus Comm & Report Writing
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration of Management (30 Credit Hours)

BSEC 3103 Foundations of Data Analytics*
BUS 4213 Business Ethics*
HMGMT 3003 Health Information Systems
HMGMT 3013 Introduction to Healthcare Management
HMGMT 4003 Financial Management in Healthcare
HMGMT 4013 Healthcare Regulatory Environment
MGMT 3043 Human Resource Management
MGMT 3063 Production/Operations Management*
MGMT 3103 Organizational Behavior
MGMT 3433 Introduction to Leadership

Required Business Administration Electives

In consultation with their major program advisor, students will select six (6) hours of Accounting, Business Administration or Information Technology Management at the upper division level.

Related Work

COMM 1113 Fundamentals of Human Communication
MATH 1513 College Algebra OR MATH 1613 Functions & Modeling

Electives

In consultation with their major program advisor, students will select two to eight (2 - 8) additional credit hours of relevant coursework.

Special Requirements and Notations

Courses in the required core as well as those denoted with a * are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

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The Data Analytics concentration prepares students for careers that use computer and information skills to analyze data for business decisions. The curriculum integrates the knowledge of basic business courses in accounting, finance, marketing, management, information technology, with data analytics. The graduate will be able to function in the corporate environment, small business sector, or research areas. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (45 Credit Hours)

ACCT 2103 Financial Accounting
 ACCT 2203 Managerial Accounting
 BSEC 2603 Bus & Econ Statistics
 BUCOM 3133 Bus Comm & Report Writing
 BUS 1113 Foundations of Business
 BUSLW 3213 The Legal Environment of Business
 ECON 2003 Principles of Macroeconomics
 ECON 2013 Principles of Microeconomics
 FIN 3113 Financial Management
 ITM 4653 Database Theory and Applications
 ITM 4753 Software Dev & Team Dynamics
 MGMT 3013 Principles of Management
 MIS 1903 Computer Business Applications
 MIS 3433 Management Information Systems
 MKTG 3313 Principles of Marketing

Required for Concentration in Data Analytics (33 Credit Hours)

BSEC 3103 Foundations in Data Analytics*
 BSEC 4003 Advanced Data Analytics*
 BUS 4103 Global Business*
 BUS 4213 Business Ethics*
 CMPSC 1113 Computer Programming I
 ITM 3473 Data Visualization
 MGMT 3023 Project Management I*
 MIS 3453 Advanced Computer Business Applications*

In consultation with their program advisor, students will select nine (9) hours from the following:

FIN 3223 Investment Analysis
 FIN 4626 Applied Finance
 ITM 3423 Web Development
 ITM 3613 Data Comm & Computer Networks
 ITM 3823 Cybersecurity
 ITM 3843 Cloud Management
 MKTG 4413 Marketing Research
 MKTG 4623 Marketing Analytics & Strategy

Related Work

COMM 1113 Fundamentals of Human Communication
 MATH 1513 College Algebra; OR
 MATH 1613 Functions & Modeling

Electives

In consultation with their major program advisor, students will select seven to eight (7 to 8) additional hours of relevant coursework.

Special Requirements and Notation

Courses in the required core as well as those denoted with a "*" are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration).

[2025-2026 Major Program Check Sheet - Data Analytics Concentration](#)

[2025-2026 Major Program 4-year Plan - Data Analytics Concentration](#)

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The Information Systems concentration prepares students for careers that apply computer knowledge and information technology to the business environment. The curriculum integrates the knowledge of basic business courses in accounting, finance, marketing, and management with information technology. The IS graduate will be able to function in the corporate environment or in the small business sector. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (39 Credit Hours)

ACCT 2103 Financial Accounting
 ACCT 2203 Managerial Accounting
 BSEC 2603 Bus & Econ Statistics
 BUCOM 3133 Bus Comm & Report Writing
 BUS 1113 Foundations of Business
 BUSLW 3213 The Legal Environment of Business
 ECON 2003 Principles of Macroeconomics
 ECON 2013 Principles of Microeconomics
 FIN 3113 Financial Management
 ITM 4653 Database Theory and Applications
 ITM 4753 Software Dev & Team Dynamics
 MGMT 3013 Principles of Management

MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Information Systems (33 Credit Hours)

BSEC 3103 Foundation of Data Analytics*
BUS 4103 Global Business*
BUS 4213 Business Ethics*
CMPSC 1113 Computer Programming I
ITM 3423 Web Development
ITM 3473 Data Visualization
ITM 3613 Data Comm & Computer Networks
ITM 3823 Cybersecurity
ITM 3843 Cloud Management
MGMT 3023 Project Management I*
MIS 3453 Adv Computer Business Applications*

Related Work

COMM 1113 Fundamentals of Human Communication
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Electives

In consultation with their major program advisor, students will select two to eight (2 - 8) additional hours of relevant coursework.

Special Requirements and Notation

Courses in the required core as well as those denoted with a "*" are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration).

[2025-2026 Major Program Check Sheet - Information Systems Concentration](#)

[2025-2026 Major Program 4-year Plan - Information Systems Concentration](#)

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Required Courses

ACCT 2103 Financial Accounting
BUS 1113 Foundations of Business - must be completed prior to 60hrs earned
ECON 2003 Principles of Macroeconomics
MGMT 3013 Principles of Management
MKTG 3313 Principles of Marketing

Electives

Students will select an additional three (3) hours from Accounting, Business Administration, or ITM upper level courses.

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

[2025-2026 Business Administration Minor Check Sheet](#)

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2025-2026 Minor in Business Administration for Music Majors (18 Credit Hours)

Required Courses

Select one of the following:

ACCT 2103 Financial Accounting
BUS 1113 Foundations of Business - must be completed prior to 60hrs earned

Complete each of the following:

MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MKTG 3313 Principles of Marketing
MKTG 3333 Digital Marketing

Electives

Students will select an additional three (3) hours from Accounting, Business Administration, or ITM upper-level courses.

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

[2025-2026 Business Admin. for Music Majors Minor Check Sheet](#)

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2025-2026 Minor in Data Analytics (18 Credit Hours)**Required Courses**

BSEC 2603 Business & Economic Statistics
BSEC 3103 Foundations of Data Analytics
ITM 3473 Data Visualization
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems

Electives

Students will select three (3) additional hours from upper level courses in Business Administration, Information Technology Management or Computer Science.

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

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2025-2026 Minor in Entrepreneurship (18 Credit Hours)**Required Courses**

ENTR 3103 Intro to Entrepreneurship - or - ENTR 4503 Venture Creation
ENTR 4413 Bus Planning & Strat for Entr
MGMT 3013 Principles of Management
MKTG 3313 Principles of Marketing

Electives

Students will select six (6) hours from Accounting, Business Administration, or ITM upper-level courses.

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

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2025-2026 Minor in Finance (18 Credit Hours)**Required Courses**

ACCT 2103 Financial Accounting
BSEC 2603 Business & Economic Statistics
ECON 2003 Principles of Macroeconomics
FIN 3113 Financial Management

Electives

In consultation with their advisor, students will select six (6) hours of upper level finance courses.

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

[2025-2026 Finance Minor Check Sheet](#)

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2025-2026 Minor in Human Resources Management (18 Credit Hours)**Required Courses**

BUSLW 4253 Employment & Labor Law
MGMT 3013 Principles of Management
MGMT 3043 Human Resources Management
MGMT 3103 Organizational Behavior
MGMT 4313 Compensation & Benefits
MGMT 4232 Human Resources Training & Development

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

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2025-2026 Minor in Information Systems (18 Credit Hours)

Required Courses

MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems

Students will select 12 hours from the following:

ACCT 2103 Financial Accounting
BSEC 3103 Foundations of Data Analytics
ENTR 3103 Intro to Entrepreneurship
ITM 3423 Web Development
ITM 3473 Data Visualization
ITM 3613 Data Communications & Computer Networks
ITM 3823 Cybersecurity
ITM 3843 Cloud Management
ITM 4653 Data Base Theory & Applications
ITM 4753 Software Development & Team Dynamics
MGMT 3013 Principles of Management
MGMT 3023 Project Management I
MIS 3453 Advanced Comp Business Applications

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

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2025-2026 Minor in Management (18 Credit Hours)

Required Courses

MGMT 3013 Principles of Management

Student will select nine (9) hours from the following:

ENTR 3013 Intro to Entrepreneurship
MGMT 3043 Human Resources Management
MGMT 3063 Production/Operations Mgmt
MGMT 3103 Organizational Behavior
MGMT 4623 Leadership

Electives

Students will select six (6) hours of upper level Accounting, Business Administration, or ITM upper-level coursework.

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

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2025-2026 Minor in Marketing (18 Credit Hours)

Required Courses

MKTG 3313 Principles of Marketing

Student will select nine (9) from the following:

MKTG 3113 Consumer Behavior
MKTG 3213 Event Marketing
MKTG 3423 Integrated Marketing Communications
MKTG 3813 Professional Selling
MKTG 4113 Sports Marketing
MKTG 4213 Retail Management
MKTG 4413 Marketing Research

Electives

Students will select six hours of upper level Accounting, Business Administration, or ITM upper-level courses.

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

[2025-2026 Marketing Minor Check Sheet](#)

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2025-2026 Minor in Military Science (20 Credit Hours)

Required Courses

MS 1000 Military Science Leadership Lab - must be completed each semester
 MS 1313 Intro to Military Leadership and Personal Development
 MS 2122 Foundations of Leadership
 MS 3422 Foundations of Tactical Leadership
 MS 3315 Military Leadership & Management
 MS 3325 Military Tactics & Operations

Students will select three (3) hours from the following:

HIST 3133 Contemporary American History
 HIST 4713 Civil War & Reconstruction in the United States
 PS 4353 Study of War

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

[2025-2026 Military Science Minor Check Sheet](#)

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2025-2026 Minor in Project Management (18 Credit Hours)**Required Courses**

ACCT 2103 Financial Accounting
 MGMT 3013 Principles of Management
 MGMT 3023 Project Management I
 MGMT 4013 Project Management II

Electives

Students will select six (6) hours of upper level Business Administration, Information Technology Management or Computer Science coursework.

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

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2025-2026 Minor in Promotions Management (18 Credit Hours)**Required Courses**

MGMT 3013 Principles of Management
 MGMT 4623 Leadership
 MKTG 3313 Principles of Marketing
 MKTG 3423 Integrated Marketing Communications

Students will select six (6) hours from the following:

MCOM 3343 Digital Publishing; OR
 MCOM 3843 Advertising Copy & Layout
 MCOM 3893 Publish Relations
 MCOM 4813 Publish Relations Writing

Special Requirements

At least three (3) hrs of upper division coursework from ECU must be applied toward the minor.

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Required Courses

ACCT 2103 Financial Accounting
 ENTR 3103 Intro to Entrepreneurship
 ENTR 4413 Business Planning & Strategy for Entrepreneurship; OR
 MGMT 3013 Principles of Management
 MKTG 3313 Principles of Marketing

Electives

Students will select an additional nine (9) hours from Accounting, Business Administration, or ITM upper-level courses.

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Required Courses

ACCT 2103 Financial Accounting

BSEC 2603 Business & Economic Statistics

FIN 3113 Financial Management

FIN 4103 Essentials of Banking & Finance (spring semester only)

Electives

Students will select nine (9) credit hours from the following:

ACCT 3453 Advanced Computer Accounting Applications

ECON 2003 Principles of Macroeconomics

FIN 3833 Commercial Bank Management

FIN 3913 Principles of Insurance & Risk Management

FIN 4263 Real Estate Development & Investment

MGMT 3013 Principles of Management

MGMT 3043 Human Resources Management

MIS 3433 Management Information Systems

MIS 3453 Advanced Computer Business Applications

MKTG 3313 Principles of Marketing

MKTG 3813 Professional Selling

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Required Courses

BUS 1113 Foundations of Business

BUS 4103 Global Business*

MGMT 3013 Principles of Management

MKTG 3313 Principles of Marketing

Electives

Students will select an additional six (6) hours of U.S. Equivalent Credit from the host institution.

[2025-2026 Global Business Certificate Check Sheet](#)

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Required Courses

BUSLW 4253 Employment & Labor Law

MGMT 3013 Principles of Management

MGMT 3043 Human Resources Management

MGMT 4003 Recruitment, Selection, and Retention

MGMT 4313 Compensation & Benefits

MGMT 4323 Human Resources Development

Electives

Students will select two courses (6 credit hours) from the following:

BUS 4213 Business Ethics

ENTR 4413 Business Planning & Strategy for Entrepreneurs

MGMT 3433 Introduction to Leadership

MGMT 4623 Leadership

MIS 3453 Advanced Computer Business Applications

MKTG 3313 Principles of Marketing

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Required Courses

MGMT 3023 Project Management I

MIS 1903 Computer Business Applications

MIS 3433 Management Information Systems

MIS 4653 Data Base Theory & Application - OR - CMPSC 4213 Data Base Design

MIS 4753 MIS Development Project - OR - CMPSC 3943 Software Design & Development

CMPSC 1113 Computer Programming I

Electives

Students will select an additional six (6) hours from Accounting, Business Administration, or ITM upper-level courses.

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Required Regular Courses

ACCT 2103 Financial Accounting
 ACCT 2203 Managerial Accounting
 MGMT 3103 Principles of Management
 MGMT 3023 Project Management I
 MGMT 4013 Project Management II

Electives

Student will select an additional six (6) hours from Accounting, Business Administration, or ITM upper-level courses.

2025-2026 Project Management/Management Certificate Check Sheet

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Required Courses

MCOM 3343 Imaging for Media
 MCOM 3053 Social Media Management
 MCOM 3893 Publish Relations
 MGMT 3013 Principles of Management
 MKTG 3313 Principles of Marketing
 MKTG 3423 Integrated Marketing Communications

Electives

Students will select an additional six (6) hours from Accounting, Business Administration, Information Technology Management, or MCOM upper-level courses.

2025-2026 Promotions Management Certificate Check Sheet

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2025-2026 Leadership Certificate (12 Credit Hours)

The Leadership Certificate is open to students of all majors who wish to enhance their leadership skills and understanding of organizational dynamics. The program provides a foundation in management principles, organizational behavior, and leadership techniques. Students will learn to effectively lead teams, communicate strategically, and address challenges in various organizational contexts. Through a combination of coursework and practical application, participants will be equipped to assume leadership roles across diverse industries. This certificate is ideal for those looking to develop essential skills that will help them stand out in their future careers.

Required Courses

MGMT 3013 Principles of Management
 MGMT 3103 Organizational Behavior
 MGMT 3203 Introduction to Leadership
 MGMT 4623 Leadership

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2025-2026 Fraud Examination Certificate (18 Credit Hours)

The Fraud Examination Certificate is designed for those who are interested in pursuing specialized skills in the prevention, detection, and investigation of occupational fraud. This certificate equips students with advanced knowledge in fraud risk assessment and examination aimed at safeguarding businesses from the costly impacts of fraud. Students will gain the expertise needed to analyze complex financial transactions, understand investigative techniques and legal issues, resolve fraud allegations, and design effective anti-fraud programs.

Certificate Required Courses (9 hours):

ACCT 3413 - Business Ethics for Accountants (or) BUS 4213 - Business Ethics
 ACCT 4103- Fundamentals of Fraud Examination
 BSEC 3103 - Foundations of Data Analytics

Elective Classes (9 hours):

In consultation with advisor, choose 3 courses (9 hours) from the list below:

ACCT 3303 - Intermediate Accounting I
 ACCT 3403 - Intermediate Accounting II
 ACCT 3713 - Governmental & Non-Profit Accounting
 ACCT 3843 - Accounting Information Systems
 BUSLW 3213 - Legal Environment of Business
 MIS 3433 - Management Information Systems

MIS 3453 - Advanced Computer Business Applications
MGMT 3013 - Principles of Management
MGMT 3103 - Organizational Behavior

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