



ONLINE

**Associate of Arts Business Administration to JBU Bachelor of Business Administration**

**CASC Institutional Requirements - 62 Hours**

A completed Associate of Arts degree will fulfill the JBU core except for the five courses listed below. However, only courses with a grade of "C" or higher will transfer to JBU.

**JBU Required Courses – 14 Hours**

COR 1103 Orientation to Learning  
BBL 1013 Old Testament Survey = RLED 1113 Old Testament at CASC  
BBL 1023 New Testament Survey = RLED 1123 New Testament at CASC  
BBL 2013 Essentials of Evangelical Theology  
BBL 2022 Essentials of Christian Formation

**John Brown University Business Administration degree Major in Marketing (60 Hours)**

**Business Core – 42 hours**

ATG 2173 Principles of Financial Accounting	= ACCT 2103 Financial Accounting at CASC
ATG 2183 Principles of Managerial Accounting	= ACCT 2203 Managerial Accounting at CASC
BUS 1003 Introduction to Business	=BUS 1013 Introduction to Business at CASC
BUS 1123 Business Communication	=BUS 2133 Business Communications at CASC
BUS 2193 Business Statistics	=BUS 2123 Statistics for Business and Economics at CASC
BUS 3113 Spreadsheet Analytics	
BUS 3990 Internship	
BUS 4253 Business Law and Ethics	
BUS 4993 Strategic Management	
ECN 2113 Principles of Microeconomics	=ECON 2213 Principles of Microeconomics at CASC
ECN 2123 Principles of Macroeconomics	=ECON 2113 Principles of Macroeconomics at CASC
FIN 3003 Principles of Finance	
INT 4103 Global Environment of Business	
MGT 2173 Principles of Management	=BUS 2023 Principles of Management at CASC
MKT 2143 Principles of Marketing	=MKTG 2103 Introduction to Marketing at CASC

**Marketing Major Courses - 18 hours**

MKT 3133 Retailing  
MKT 3163 Consumer Behavior  
MKT 3883 Digital Marketing  
MKT 4113 Marketing Research  
MKT 4123 Integrated Marketing Communications  
MKT 4173 Marketing Strategies

You must have at least 120 hours of college level credit in order to graduate from JBU. Only courses with a grade of "C" (GPA 2.00 out of 4.00) or higher will transfer to JBU. Additional electives may be needed if all 62 hours did not transfer to JBU due to some grades being below a grade of "C" or if hours were transferred into the major.

**Contact Information:**

Admissions: Dr. Ryan Ladner / RLadner@jbu.edu / 479.524.7220  
Registrar: Tiffany Lopez / TLopez@jbu.edu / 479.524.7389

This form is a guide and should not substitute for the University Catalog. Please see your advisor regularly. This is not a degree plan. This is not a contract. Additional preparatory courses may be necessary based on your placement test scores. You must see your advisor for proper course placement & selection.