

BUSINESS ADMINISTRATION

INTEGRATED BUSINESS

ASPIRE

EXPERIENTIAL MAJOR MAP

INTEGRATED BUSINESS RETURN ON INVESTMENT

Develop the broad business knowledge employers value.

The BSBA Integrated Business Concentration is designed for students seeking a comprehensive understanding of business rather than focusing on a single specialty. Through a blend of analytical, managerial, technological, and strategic coursework, you'll graduate prepared to pursue diverse career opportunities or continue your education through graduate study. Available in both traditional and online formats, the program offers flexibility without compromising quality.

THE WHO...

- Future Business Leaders
- Career Changers & Working Professionals
- Aspiring Entrepreneurs
- Undecided Business Students
- Future MBA Candidates

THE SKILLS ...

- Decision-Making & Communication Skills
- Business Strategy & Leadership
- Business Analytics & Technology
- Finance, Marketing & Operations

THE JOBS ...

- Business Analyst
- Operations Coordinator
- Marketing Specialist
- Human Resources Coordinator
- Small Business Owner or Entrepreneur

WHAT YOU'LL LEARN

The Integrated Business Concentration prepares graduates for careers that value adaptability, cross-functional knowledge, and strong business fundamentals. Graduates are equipped to work in private industry, nonprofit organizations, government agencies, startups, and entrepreneurial ventures. The program's broad curriculum helps students develop the versatility employers seek while providing a strong foundation for leadership growth, professional certifications, and graduate study.

HILLTOP ADVANTAGE

The Hilltop Advantage is a structured, student-centered approach that ensures every student graduates with not only a degree, but also meaningful experiences, career-ready skills, and a clear post-graduation plan.

THE PROGRAM

- Comprehensive business curriculum
- AI in business coursework
- On-campus or online options
- Experienced faculty
- MBA Fast Track option
- Personalized, small-class learning
- MBA Fast Track Option

College of Business - Integrated Business

ASPIRE	FIRST YEAR	MIDDLE YEARS	LAST YEAR	
A ACADEMIC MASTERY	- Complete foundational business coursework - Develop core business communication and critical thinking skills. - Explore the functional areas of business and their interrelationships. - Build foundational digital, analytical, and quantitative competencies	- Complete advanced coursework aligned with career interests - Electives from multiple business disciplines - Integrate knowledge across management, marketing, finance, operations, and technology. - Analyze complex organizational issues using interdisciplinary approaches	- Complete advanced integrative coursework - Selected advanced electives - Demonstrate the ability to integrate knowledge from across functional business disciplines. - Apply strategic thinking to real-world organizational challenges	GRADUATE PROGRAMS Master of Business Administration (MBA)
S SELF-DISCOVERY & STRENGTHS	- Explore career opportunities across business disciplines - Reflect on personal interests, values, and leadership potential. - Begin identifying possible concentrations or areas of emphasis	- Clarify professional identity and career aspirations. - Assess strengths as a leader, innovator, and problem-solver. - Identify industries and organizational settings that align with career goals. - Develop a personal leadership philosophy.	- Articulate professional strengths, values, and career goals. - Develop a five-year professional growth plan. - Reflect on personal and professional development throughout the program. - Establish a commitment to lifelong learning and continuous improvement	Industry Sectors - Finance / Financial Services - Healthcare and Education - Technology and Manufacturing - Retail and Consumer Goods
PI PROFESSIONAL PREPARATION INTEGRATIVE & EXPERIENTIAL LEARNING	- Develop a professional résumé and LinkedIn profile. - Attend business career exploration workshops. - Participate in employer panels and networking events. - Conduct informational interviews with business professionals. - Complete introductory experiential projects connected to business challenges.	- Complete an internship, co-op, consulting project, or entrepreneurial venture. - Work on multidisciplinary business projects with external organizations. - Develop a professional portfolio showcasing business projects and achievements. - Participate in business competitions, consulting challenges, or applied research. - Expand professional skills in data analysis, project management, and strategic planning.	- Complete a capstone consulting, research, or strategic planning project. - Present business recommendations to faculty, employers, or community partners. - Finalize a professional portfolio demonstrating competencies and experiences. - Secure employment, graduate school admission, or entrepreneurial opportunities. - Develop a professional development and career advancement strategy	Career Opportunities - Business Analyst - Operations Coordinator - Marketing Specialist - Human Resources Coordinator - Small Business Owner or Entrepreneur
RE RELATIONSHIPS & LEADERSHIP ENGAGEMENT & WELL-BEING	- Join business-related student organizations. - Build relationships with faculty advisors and peer mentors. - Participate in campus and community engagement opportunities. - Develop healthy habits that support academic and personal success	- Assume leadership roles within student organizations. - Mentor younger business students. - Attend professional conferences and networking events. - Strengthen communication, collaboration, and workplace readiness skills	- Strengthen mentoring relationships with faculty, alumni, and employers. - Serve as a mentor to other students. - Participate in professional associations and community initiatives. - Develop strategies for sustaining well-being, resilience, and professional success	