



# BUSINESS ACADEMY COLLEGE CREDIT PLUS

A business-focused approach to completing 24 credit hours of undergraduate coursework toward a Bachelor of Science in Business Administration. The Business Academy is offered **ENTIRELY ONLINE**, making it convenient to add the courses to your normal high school schedule.

# \$5,000



## You Could Be Eligible for \$5,000 in Scholarships!

All high school students in the Class of 2024 and beyond who are enrolled in the College Credit Plus program at AU and who matriculate directly from high school into a bachelor's program will receive a \$1,000 scholarship (\$500 to be awarded in the fall semester and \$500 in the spring semester). This scholarship is renewable each year (for up to four years or \$4,000), and is stackable upon other scholarships/aid.

If, as a student in the CCP Business Academy, you complete 12 credit hours from the courses below and matriculate directly from high school into the AU College of Business and Economics, you will receive an additional one-time scholarship of \$500. Alternatively, if you complete 24 credit hours and matriculate directly from high school into the AU College of Business and Economics, you will receive a one-time scholarship of \$1,000. That means you could earn a total of \$5,000 in scholarships to attend Ashland University!

*Total institutional aid may not exceed total tuition, room and board costs. Please contact the Financial Aid Office for details.*

## Courses in the CCP Business Academy

OFFERED FALL SEMESTERS		
Course #	Title	CR
MGT 240	Intro to Management	3
MIS 221	Information Technology	3
ACCT 201	Financial Accounting	3
ECON 232	Principles of Microeconomics	3
BUS 151*	Occupational Life Calling	3

OFFERED SPRING SEMESTERS		
Course #	Title	CR
MKT 233	Principles of Marketing	3
FIN 228	Financial Management	3
ACCT 202	Managerial Accounting	3
ECON 233	Principles of Macroeconomics	3
SMG 161*	Intro to Sport, Recreation & Leisure	3

**ODHE CCP requirement** - FIN 228 is a Level Two course; you must have already completed 15 credit hours to register for it.

**Prerequisite requirements** - Completion of ACCT 201 is required to take ACCT 202 and FIN 228.

Please consult with your school counselor to determine which courses you need to satisfy HS graduation requirements.

# Majors in the College of Business & Economics

**ASHLAND**  
UNIVERSITY

Richard E. & Sandra J. Dauch  
**COLLEGE OF  
BUSINESS & ECONOMICS**



- **Accounting**
- **Business Administration**
- **Business Analytics**
- **Business Management**
- **Economics**
- **Entrepreneurship**
- **Fashion Merchandising**
- **Finance**
- **Industrial and Systems Engineering**
- **International Business**
- **Management Information Systems**
- **Manufacturing Management**
- **Marketing**
- **Sport Management**
- **Supply Chain Management**

Think you might be interested in continuing your education after your bachelor's degree? Completing any major in COBE will also set you up for a seamless transition into our Master of Business Administration program, too! Learn more about our college and programs at [www.ashland.edu/college/college-business-economics](http://www.ashland.edu/college/college-business-economics).

## **The Bachelor of Science in Business Administration degree is comprised of the following types of courses:**

- Institutional Core Courses (these are taken by ALL AU students, AKA "Core" or "Gen Ed" courses)
- Core business courses (such as those in the Academy Program: MGT 240, ACCT 201, MKT 233, etc.)
- Courses in your specific major or program. (See list of COBE majors above.)
- Depending on your major, you may also be required to choose electives.
  - BUS 151 can count as one of those electives.
  - SMG 161 is part of the Sport Management major and may also count as an elective.
  - BUS 151 and SMG 161 are not part of the core business courses, but you may want to explore them while participating the CCP Business Academy.
- For a complete listing of degree requirements, please consult the academic catalog.

[ashland.edu/apply](http://ashland.edu/apply) | [ashland.edu/ccp](http://ashland.edu/ccp) | [collegecreditplus@ashland.edu](mailto:collegecreditplus@ashland.edu)