

Degrees

BBA

Bachelor of Business Administration

Accounting
Business Administration
International Business
Management
Marketing

Minors

Minor Programs

Business
Management
Marketing
Accounting

PACE

PACE Programs

Business Analytics
Business Information
Systems
Management Information
Systems

CHALLENGING

ENGAGING

INSPIRING



Contact

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*Welcome to
the Business
Department*

*The academic mission of the
Business Department at CBC is to
enable our graduates to excel in
their professional careers, graduate
studies, and entrepreneurial
endeavors by providing **Challenging,
Inspiring, and Engaging** academic
experiences in a **Christ-centered
Environment.***

Department Faculty

Dr. Kateryna Pitchford
Business Department Chair
Professor of Business
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Heather Solano, CPA
Assistant Professor of Accounting
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Student Comments

Abby Guyton, MHA/BBA in Marketing
Class of 2021

Policy Management Analyst at Baptist Health/ BBA in Marketing

“The CBC Business Department taught me skills that I use in my career today. The marketing classes taught me what effective leadership looks like and the importance of networking. The opportunities while in college to network with a variety of business industry leaders gave me valuable experience and helped me to be successful in my current career.”

Katie Smith, BBA in Accounting
Class of 2023

Staff Accountant at Landmark CPA's

“At CBC, professors lead and encourage students to make professional networking connections throughout the community. This practice prepares students to be able to communicate appropriately and confidently in the business world.”

MKT 4320 -Advertising and Promotion
Students' comments, Class of 2024

“At CBC, we are given the opportunity to present our ideas in a professional environment. Being required to implement and test our knowledge in front of others has made us more confident business leaders.”

Career Opportunities

Accounting

Accountants and Auditors

Prepare and examine financial records.
Median pay \$78,000 per year*

Business Administration

Logisticians

Analyze and coordinate an organization's supply chain.
Median pay \$77,520 per year*

International Business

Sales Managers

Direct an organization's sales team
Median pay \$130,600 per year*

Management

Administrative Services Managers

Plan, direct, and coordinate supportive services of an organization.
Median pay \$101,870 per year*

Marketing

Advertising, Promotions, & Marketing Managers

Plan programs to generate interest in products or services.
Median pay \$138,730 per year*

*2022 The U.S. Bureau of Labor & Statistics



Student Experiences

Matthew Stubbs, BBA in Marketing
Class of 2023

Promotional Sales Specialist at Dave Creek Media

“If it wasn't for CBC's marketing classes and attending the Conductor events, I would not have been able to work for Dave Creek Media.”

Baker Wilson, MBA/ BBA in Marketing
Class of 2019

Network Engineer Specialist II, FedEx, Arkansas

“Central Baptist College's Business Department will prepare you for the real world by allowing you to meet and gain valuable insights from real world professionals. The Business Department stresses that you develop a network and utilize those contacts in your career field which is extremely useful and vital. All of the professors set you up for success by placing you in situations that you will encounter in your future career field.”

“Dedicated Faculty of Central Baptist College provides quality instruction in a caring and spiritual environment!”

Our business students have won over \$15,000 by placing in the Arkansas Governor's Cup Competition (2021 & 2023)



CBC Rotaract Club packing shoe boxes for Operation Christmas Child, Fall 2023