

BUSINESS ADMINISTRATION: B.B.A.

The Bachelor of Business Administration (B.B.A.) in Business Administration is a 124-credit program. The B.B.A. provides students with knowledge, skills and competencies in accounting, economics, finance, human resource management, legal and ethical studies, marketing, and strategic management. The B.B.A. prepares students to manage and lead in business and organizational contexts in a rapidly changing world.

The B.B.A. is designed to serve those students who may have completed their respective two-year degree in business studies, e. g., Associates of Applied Science (A.A.S.) in business or Associates of Science (A.S.) in business, and who wish to continue to learn and pursue a bachelor's degree in business. Furthermore, the B.B.A. is appropriate for those adult learners who have been working in business related industries and want to now pursue a bachelor's degree in business to advance their career.

The Bachelor of Business Administration (B.B.A.) includes a set of required courses that all students must take, along with SUNY General Education and other academic requirements (<http://catalog.esc.edu/undergraduate/earning-undergraduate-degree/>), in order to be eligible to receive a degree. The required courses for programs can be found on the "Program Details" tab. Students should speak with their mentor to see if any credit earned through individualized Prior Learning Assessment (iPLA) (<https://www.sunyempire.edu/degree-planning-academic-review/prior-learning-assessment/individualized-prior-learning-assessment/>) or Professional Learning Evaluation (PLE) (<http://catalog.esc.edu/undergraduate/transfer-credit/ple/>) might fulfill these course requirements. Courses are offered online, through independent studies, or through a blended approach.

The Bachelor of Business Administration (B.B.A.) program includes the following required courses:

Code	Title	Credits
BUSN 1015	Introduction to Business	4
MRKT 1005	Marketing Principles	4
ACCT 2005	Introductory Accounting I: Financial Accounting	4
ACCT 2010	Introductory Accounting II: Managerial Accounting	4
ECON 2015	Macroeconomics	4
ECON 2020	Microeconomics	4
MGMT 1005	Principles of Management	4
BUSN 1010	Business Law I	4
BUSN 3010	Business Ethics	4
BUSN 4030	International Business	4
HRMS 3015	Human Resource Management	4
FSMA 3010	Corporate Finance	4
MGMT 3060	Organizational Behavior	4
MGMT 3050	Operations Management	4
BUSN 3122	Management Information Systems	4
MGMT 4035	Strategic Management	4
BUSN 2010	Business Statistics	4
Total Credits		68

- Foundation 1: Communication; Students will be able to articulate a range of different communication tools and techniques used in business contexts.

- Foundation 1: Communication; Students will describe the importance of active listening techniques for effective business communications.
- Foundation 1: Communication; Students will be able to assess a business situation and identify the appropriate mode of communication(s) in response to that situation.
- Foundation 1: Communication; Students will be able to describe and prepare effective business presentations.
- Foundation 2: Critical Thinking; Students will be able to identify and analyze specific business problems and issues and develop alternative solutions.
- Foundation 2: Critical Thinking; Students will be able to analyze and apply appropriate and relevant data to synthesize information.
- Foundation 2: Critical Thinking; Students will be able to evaluate and apply appropriate alternatives to make business decisions.
- Foundation 3: Ethical and Legal Environment; Students will be able to define and examine ethical and legal environment in business.
- Foundation 3: Ethical and Legal Environment; Students will be able to identify and evaluate common ethical and legal issues and problems in contemporary global business environment.
- Foundation 3: Ethical and Legal Environment; Students will be able to analyze and apply ethical theories and legal applications that help to shape business decision-making in organizations.
- Foundation 4: Global Business Environment; Students will be able to identify the differences between domestic and international business operations and the major international business growth areas, opportunities, and challenges.
- Foundation 4: Global Business Environment; Students will be able to analyze the importance of sociocultural, economic, environmental, technological, political/legal factors between countries and how they affect success or failure of business operations abroad.
- Foundation 4: Global Business Environment; Students will be able to develop and evaluate the strategies of establishing an international business abroad, including explaining the advantages and disadvantages of various methods of trade.
- Foundation 5: Information Management; Students will be able to describe the range of information systems used within organizations, including core business information systems applications and technologies and their use in operations and competitive advantage, as well as the impact of the evolving nature of information systems.
- Foundation 5: Information Management; Students will be able to analyze the information system needs, including identifying and addressing relevant stakeholders within the context of an organization and make suitable recommendations.
- Foundation 5: Information Management; Students will be able to describe the technology lifecycle and its impact on an organization and the planning that is required for an organization.
- Foundation 6: Organizational Environment; Students will be able to describe the facets of individual behavior that affect personal, group, and organizational performance and effectiveness.
- Foundation 6: Organizational Environment; Students will be able to demonstrate comprehension of the key concepts and theories of organizational behavior by comparing and contrasting strengths and weaknesses.
- Foundation 7: Organizational Environment; Students will be able to apply the learned concepts in analysis of managerial case studies.