

BUSINESS ADMINISTRATION: B.S.

The Bachelor of Science (B.S.) degree in Business Administration is a 124-credit program designed to serve students who are interested in pursuing future careers as business leaders and professionals in public, private, nonprofit, and/or international organizations. The program provides a solid foundation of theoretical, conceptual, and applied knowledge in the areas of business, management, and economics and meets SUNY liberal arts and general education requirements.

The B.S. in Business Administration includes a set of required courses that all students must take, along with SUNY General Education and other academic requirements (<http://catalog.sunyempire.edu/undergraduate/earning-undergraduate-degree/>), in order to be eligible to receive a degree. The required courses for programs in Business Administration 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.sunyempire.edu/undergraduate/pla/ple/>) might fulfill these course requirements. Courses are offered online, through independent studies, or through a blended approach.

Students enrolled in 16 credits per semester, two semesters per year, can expect to complete this program in four years. Empire State University also offers a summer term with business, management, accounting, marketing, and economics courses. The program provides students with the option to pursue a more structured degree program in Business Administration while offering the option to individualize the degrees through their selection of electives.

For more information, including sample degree plans and other degree planning resources, please visit the Business, International Business, and Marketing Degree Planning Resources web page. (<https://www.sunyempire.edu/business-international-business-marketing/degree-planning-resources/>)

Program Details

Code	Title	Credits
MGMT 1005	Principles of Management	4
or BUSN 1015	Introduction to Business	
MRKT 1005	Marketing Principles	4
or MRKT 3045	Marketing Management	
BUSN 2010	Business Statistics	4
FSMA 3010	Corporate Finance	4
ACCT 2005	Introductory Accounting I: Financial Accounting	6,8
& ACCT 2010	and Introductory Accounting II: Managerial Accounting	
or ACCT 1005	Accounting for Decision Makers	
ECON 2015	Macroeconomics	6,8
& ECON 2020	and Microeconomics	
or ECON 2010	Introductory Economics: Micro & Macro 6 Cr.	
BUSN 3010	Business Ethics	4
BUSN 1010	Business Law I	4
or BUSN 3080	Legal Issues in Business Environments	
BUSN 3122	Management Information Systems	4

MGMT 3060	Organizational Behavior	4
BUSN 4030	International Business	4
MGMT 4035	Strategic Management	4
Total Credits		52-56

Learning Outcomes

- Foundation 1: Managerial and Marketing Skills; Students will be able to identify and apply fundamental concepts and skills of management and marketing to successfully function in an organizational environment.
- Foundation 2: Quantitative, Financial, and Analytical Skills; Students will be able to demonstrate an understanding of quantitative, financial, accounting, and analytical tools and apply these tools to solve problems in the business environment.
- Foundation 3: Economics; Students will be able to solve economic problems using appropriate economic principles and concepts and analytical models.
- Foundation 4: Legal, Ethical, and Social Responsibility; Students will be able to examine, explain, and apply moral theories, ethical standards, and social and legal responsibilities in the business environment.
- Foundation 5: Information Management; Students will be able to use information technology tools and systems to collect, manage, and analyze data for decision making relevant to the business environment.
- Foundation 6: Understanding People in an Organizational Context; Students will be able to examine and reflect on organizational culture and apply the concepts that explain how individuals and groups behave in the organization.
- Foundation 7: Understanding Global Business Environment; Students will be able to analyze the impact and differentiation of sociocultural, demographic, economic, political/legal, technological and environmental factors on success in international operations.
- Foundation 8: Students will be able to apply methodology, tools, and problem-solving skills to integrate their business knowledge while solving problems affecting both the internal and external environments.