

Business Administration (BSBA)

Bachelor's Degree Programs

Bachelor of Science in Business Administration

The BSBA was developed to afford busy adults a degree option that would recognize the full range of their abilities in a convenient and flexible format. In addition to completing the general curriculum core, all BSBA candidates must complete a business core and a concentration in either accountancy, management or healthcare management.

In addition to the core curriculum requirements, BSBA students must complete the business core courses and concentration courses as detailed on the following pages. All students are required to take 120 credits to meet graduation requirements.

Business Core Requirements

All BSBA majors will take a core of business courses. These courses are the common subjects that differentiate a business degree from other degree programs. The following is a list of these courses.

BA-155	Principles of Marketing	3
BA-151	Principles of Management	3
AC-151	Principles of Accounting I	3
AC-152	Principles of Accounting II	3
BL-161	Introduction to Law & Contracts	3
EC-101	Macroeconomic Principles	3
EC-102	Microeconomic Principles	3
EC-300	Stats for Business Finance & Economics	3
FN-410	Business Finance (required for accounting majors)	3
or FN-401	Intro to Corporate Finance	
BA-465	Executive Seminar	3
Total Credits		30

Special Note on Core Curriculum

Students in the BSBA programs are encouraged to take CS-150 as part of their natural science requirement.

Requirements for Bachelor of Science in Business Administration Concentration in Accounting

Business Core		30
AC-331	Intermediate Accounting Theory I	3
AC-332	Intermediate Accounting Theory II	3
AC-341	Advanced Accounting Theory	3
AC-443	Cost Accounting	3
AC-444	Auditing Principles	3
AC-455	Taxation	3
BA-325	Ethics: Business and Economic Community	3
BA-458	Business Strategy	3
BL-162	Agency & Business Organization	3
FN-411	Financial Management	3
Business Elective		3
Total Credits		63

Special Note on Core Curriculum Requirements

The Department of Accountancy strongly recommends MA-123 Elementary Calculus I as the core mathematics requirement for accountancy majors, but will accept MA-106 Introduction to Probability & Statistics. Neither math course may be taken on a Pass/Fail basis.

Special Note on Major Requirements

In order to satisfy some of the requirements needed to sit for the CPA Examination in the State of New Jersey, nine business elective credits must be completed. Business electives may be selected from courses in accountancy, business law, data processing, and management/marketing. In addition, New York State requires statistics (3 credits). Students who expect to sit for the CPA Examination in another state should verify the specific academic requirements of that state.

Requirements for Bachelor of Science in Business Administration Concentration in *Business Management*

Business Core		30
BA-240	Organizational Behavior	3
BA-282	Leadership	3
BA-325	Ethics: Business and Economic Community	3
BA-347	International Management	3
BA-458	Business Strategy	3
CS-271	Decision Support Systems	3
Total Credits		48

Requirements for Bachelor of Science in Business Administration Concentration in *Digital Marketing and Social Media*

Business Core		30
BA-218	Media Business	3
BA-247	Marketing Communications and Branding	3
BA-287	Introduction to Business Analytics	3
BA-327	Digital and Social Media Marketing	3
BA-458	Business Strategy	3
IS-381	Cyber Security Planning and Risk Mgmt	3
Total Credits		48

Requirements for Bachelor of Science in Business Administration Concentration in *Healthcare Management*

Business Core		30
HM-210	Health Care Issues and Organization	3
HM-310	Budgeting & Financing in HC Industry	3
HM-380	Legal & Ethical Aspects of HC Mgmt	3
HM-480	Advanced Concepts in HC Mgmt & Mrktg	3
BA-458	Business Strategy	3
CS-271	Decision Support Systems	3
Total Credits		48

Requirements for Bachelor of Science in Business Administration Concentration in *Human Resource Management*

Business Core		30
Choose six courses from the following		18

BA-240	Organizational Behavior	
BA-282	Leadership	
BA-343	Human Resource Management	
BA-330	Negotiation and Conflict Resolution	
CU-280	Mediated Comm in Organizations & Society	
BA-XXX Compensation and Benefits		
Total Credits		48

Requirements for Bachelor of Science in Business Administration Concentration in *Sport, Event and Hospitality Management*

Business Core		30
Choose six courses from the following		18
BA-242	Sales Management	
BA-245		
BA-249	Sports & Entertainment Marketing	
SM-350	Sport Facility Operation & Event Mgmt	
SM-399	Global Sports and Events Exploration	
BA-XXX Hospitality Sales and Marketing		
BA-XXX Hospitality Industry Collaborative Capstone		
Total Credits		48

Special Note on Major Requirements

Business Administration majors are required to maintain a 2.3 average or higher in all of their BA and cognate requirements in order to graduate.