

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.