

BUSINESS ADMINISTRATION (BS)

Innovation and Entrepreneurship

The BS degree in Business Administration is designed to provide students with a relevant foundation of business knowledge and the flexibility to pursue specific areas of interest in the business field. Graduates are prepared to take on professional opportunities and assume responsible positions in organizations of any size or scope. All baccalaureate business degree programs offered are nationally accredited by the Association of Collegiate Business Schools and Programs.

Degree Requirements

BUSINESS ADMINISTRATION, Bachelor of Science (120 credits)

The Bachelor of Science degree in Business Administration is designed to provide students with a relevant foundation of business knowledge and the flexibility to pursue specific areas of interest in the business field. Graduates are prepared to take on professional opportunities and assume responsible positions in organizations of any size or scope. Students can tailor a significant degree of their business focus to meet their expected career interest through courses including entrepreneurship, big data & analysis, social media marketing, professional selling, and business consulting. *All baccalaureate business degree programs offered are nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP).*

| Course | Title | Credits |
|---|---|---------|
| Business Common Components | | |
| BUS 1100 | Introduction to Marketing and Sales | 4 |
| BUS 1200 | Business Law and Ethics (DICO) | 4 |
| BUS 1300 | Digital Information Technologies (TECO) | 4 |
| BUS 1400 | Principles of Economics (GACO) | 4 |
| BUS 2000 | Financial & Managerial Accounting | 4 |
| BUS 2200 | Management and Decision Making | 4 |
| BUS 2300 | Business Writing and Presenting (WRCO) | 4 |
| BUS 2400 | FINANCIAL MANAGEMENT | 4 |
| Major Requirements | | |
| MGM 3150 | Fundamentals of Business Operations | 2 |
| MGM 3450 | Organizational Behavior & Team Development (DICO) | 4 |
| MGM 4900 | Strategy & Sustainable Competitive Advantage | 4 |
| Business Electives | | |
| Choose one class in MKT/SAL 3000/4000-level course | | 4 |
| Choose three ACC, BUS, ECN, ENT, FIN, LAW, MGM, MKT, SAL, SM 3000/4000-level courses | | 12 |
| Quantitative Reasoning in the Discipline Connection | | |
| Choose one ACC, DAT, FIN, MGM, MKT 3000/4000-level QRCO attribute course | | 4 |
| Mathematics Foundations | | |
| MA 2210 | Finite Math with Business Statistics (QRCO) | 4 |
| General Education (https://coursecatalog.plymouth.edu/general-education/) | | |
| EN 1400 | Composition | 4 |

| | | |
|--|------------------------------|------------|
| IS 1115 | Tackling a Wicked Problem | 4 |
| CTDI (https://coursecatalog.plymouth.edu/general-education/#CTDI) | Creative Thought Direction | 3-4 |
| PPDI (https://coursecatalog.plymouth.edu/general-education/#PPDI) | Past and Present Direction | 3-4 |
| SIDI (https://coursecatalog.plymouth.edu/general-education/#SIDI) | Scientific Inquiry Direction | 3-4 |
| SSDI (https://coursecatalog.plymouth.edu/general-education/#SSDI) | Self and Society Direction | 3-4 |
| Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ¹ | | 4-8 |
| WECO (https://coursecatalog.plymouth.edu/general-education/#WECO) | Wellness Connection | 3-4 |
| INCP (https://coursecatalog.plymouth.edu/general-education/#INCP) | Integrated Capstone | 3-4 |
| Free Electives | | 19 |
| Total Credits | | 120 |

¹ Directions should total 20 credits (unless the major has a waiver for a specific Direction).

Recommended Course Sequence

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

To complete the bachelor's degree in 4 years, you must successfully complete a minimum of 15 credits each semester or have a plan to make up credits over the course of the 4 years. For example, if you take 14 credits one semester, you need to take 16 credits in another semester. Credits completed must count toward your program requirements (major, option, minor, certificate, general education or free electives).

| Course | Title | Credits |
|-----------------|---|---------|
| Year One | | |
| EN 1400 | Composition | 4 |
| IS 1115 | Tackling a Wicked Problem | 4 |
| MA 2210 | Finite Math with Business Statistics (QRCO) | 4 |
| BUS 1100 | Introduction to Marketing and Sales | 4 |
| BUS 1200 | Business Law and Ethics (DICO) | 4 |
| BUS 1300 | Digital Information Technologies (TECO) | 4 |
| BUS 1400 | Principles of Economics (GACO) | 4 |

| | | |
|---|---|--------------|
| CTDI (https://coursecatalog.plymouth.edu/general-education/#CTDI) | Creative Thought Direction | 3-4 |
| Credits | | 31-32 |
| Year Two | | |
| BUS 2000 | Financial & Managerial Accounting | 4 |
| BUS 2100 | Introduction to Finance | 2 |
| BUS 2200 | Management and Decision Making | 4 |
| BUS 2300 | Business Writing and Presenting (WRCO) | 4 |
| Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) | | 3-4 |
| SSDI (https://coursecatalog.plymouth.edu/general-education/#SSDI) | Self and Society Direction | 3-4 |
| SIDI (https://coursecatalog.plymouth.edu/general-education/#SIDI) | Scientific Inquiry Direction | 3-4 |
| PPDI (https://coursecatalog.plymouth.edu/general-education/#PPDI) | Past and Present Direction | 3-4 |
| Credits | | 26-30 |
| Year Three | | |
| MGM 3150 | Fundamentals of Business Operations | 2 |
| MGM 3450 | Organizational Behavior & Team Development (DICO) | 4 |
| MKT or SAL 3000/4000 level course | | 4 |
| Any Business 3000/4000 level QRCO course | | 4 |
| INCP (https://coursecatalog.plymouth.edu/general-education/#INCP) | Integrated Capstone | 4 |
| Free Electives | | 14 |
| Credits | | 32 |
| Year Four | | |
| MGM 4900 | Strategy & Sustainable Competitive Advantage | 4 |
| Any Business 3000/4000 level electives | | 12 |
| WECO (https://coursecatalog.plymouth.edu/general-education/#WECO) | Wellness Connection | 3-4 |
| Free Electives | | 8-11 |
| Credits | | 27-31 |
| Total Credits | | 120 |

Learning Outcomes

- Describe, explain, and apply fundamental concepts and relationships underlying accounting, economics, finance, management, marketing, and management information systems.
- Apply information technology and use the information to support business processes and make decisions.
- Apply quantitative skills to analyze and solve business problems and discover opportunities.
- Communicate verbally and in writing about business topics.
- Function effectively as team members.

Career Pathways

This is for students wishing to work in small and mid-sized companies, where they will likely take on a variety of functions.

¹ Directions should total 20 credits (unless the major has a waiver for a specific Direction).