

# BACHELOR OF BUSINESS ADMINISTRATION: B.B.A.

The Bachelor of Business Administration (B.B.A.) is a 124-credit program, including a minimum liberal arts and sciences requirement of 32 credits. Students must also meet the SUNY General Education requirements for a bachelor's degree (30 credits across 7 general education subject areas, in which Math and Basic Communication are required). 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 will work with a faculty mentor to develop a degree plan that matches their goals and meets all program requirements. Students should speak with their mentor to see if any credit earned through individualized Prior Learning Assessment (iPLA) (<https://www.esc.edu/degree-planning-academic-review/prior-learning-assessment/individualized-prior-learning-assessment/>) or Professional Learning Evaluation (PLE) (<http://catalog.esc.edu/undergraduate/earning-undergraduate-degree/#text>) 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.) degree program includes the following required courses:

Code	Title	Credits
BUSN 1015	Introduction to Business	4
MGMT 1005	Principles of Management	3,4
MRKT 1005	Marketing Principles	4
BUSN 2010	Business Statistics (Or College Level Statistics)	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
FSMA 3010	Corporate Finance	4
BUSN 1025	Legal Environment of Business I	4
BUSN 3010	Business Ethics	4
BUSN 4030	International Business	4
BUSN 3122	Management Information Systems	4
MGMT 3050	Operations Management	4
MGMT 3060	Organizational Behavior	4

HRMS 3015	Human Resource Management	4
MGMT 4035	Strategic Management	4

Students pursuing a BBA must meet all of the following seven foundations:

1. Business Foundations
2. Critical Thinking in Business and Organizational Contexts
3. Business Law and Business Ethics
4. Global Business Environment
5. Information and Operations Management
6. Organizational and Human Resources Contexts
7. Capstone

These foundations may be met through transcript credits, college-level knowledge demonstrated through individual prior learning assessment (iPLA), professional learning evaluations (PLE), credit by examination, or individual courses with SUNY Empire State College. The student's Degree Plan Rationale Essay should clearly explain how the degree plan meets each of the foundations in the concentration, and how the student will build on these foundations to meet personal, academic, or career goals.

## Foundation #1: Business Foundations

**Learning Outcome:** Students will be able to identify and apply fundamental concepts and skills and articulate a range of different communication tools and techniques used in business contexts to successfully function in business and organizational environments.

## Foundation #2: Critical Thinking in Business and Organizational Contexts

**Learning Outcome:** Students will be able to solve specific business problems and issues using accounting, economic, finance, and quantitative principles and concepts.

## Foundation #3: Business Law and Business Ethics

**Learning Outcome:** Students will be able to define, analyze and apply ethical theories and legal applications that help to shape business decision-making in organizations.

## Foundation #4: Global Business Environment

**Learning Outcome:** Students will be able to analyze the impact of sociocultural, demographic, economic, political/legal, technological and environmental factors on success in international operations.

## Foundation #5: Information and Operations Management

**Learning Outcome:** Students will be able to examine and analyze a range of information systems used within organizations, including core business information systems applications and technologies.

## Foundation #6: Organizational and Human Resources Contexts

**Learning Outcome:** Students will be able to analyze how individual behaviors affect personal, group, and organizational performance by

applying the key concepts and theories of organizational behavior and human resource management.

## **Foundation #7: Capstone Study**

Learning Outcome: Students will be able to apply methodology, tools, and problem-solving skills to integrate their business knowledge while solving problems affecting both internal and external business environments.