BUSINESS ADMINISTRATION: B.S.

Overview for Students Matriculated Before January 2022

The Bachelor of Science (B.S.) in Business Administration (https://www.esc.edu/degrees-programs/bs-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. Students will have the option of completing the degree program through various delivery modes, such as online, blended, and/or face-to-face study. The program is based on the same general requirements for the registered undergraduate program in Business, Management and Economics, (https://www.esc.edu/degrees-programs/undergraduate-aos/business-management-economics/) including admission requirements.

Students enrolled in 16 credits per semester, two semesters per year, can expect to complete this program in four years. SUNY Empire State College also offers a summer term with business, management, accounting, marketing, and economics courses. It permits course transfers based on the college’s policy (https://www.esc.edu/policies/?search=clid%3D40463). Students may transfer a total of up to 93 upper and lower level credits of the same listed courses/topics or equivalent courses from SUNY or non-SUNY accredited higher education institution. The program provides students with the option to pursue a more structured degree program in Business Administration while offering them the option to individualize their degrees through their selection of electives.

For additional information about this degree program, please visit the B.S. in Business Administration web page (https://www.esc.edu/degrees-programs/bs-business-administration/).

Admission

The admissions requirements for the B.S. in Business Administration will be the same as current undergraduate admissions requirements (https://www.esc.edu/admissions/associate-bachelors/), which include proof of high school completion and the ability to pursue college-level work as demonstrated through an essay, which is submitted with the admissions application.

The program will follow the college policy for granting prior learning credits (PLA) credits to be among the 93 maximum transferable credits.

Overview for Students Matriculated On or After January 2022

The B.S. degree in Business Administration is a 124-credit program listed with SUNY and New York State Education Department as a registered Bachelor of Science degree program in business administration. It is 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. Students will have the option of completing the degree program through various delivery modes, such as online, blended, and/or face-to-face studies.

Students enrolled in 16 credits per semester, two semesters per year, can expect to complete this program in four years. SUNY Empire State College 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.

Program Guidelines for Students Matriculated Before January 2022

The business administration degree will be developed through application of theoretical concepts to practical business problem solving and decision making that the business professional encounters in corporate and nonprofit-organization environments. This degree generally offers the broadest array of traditional academic and business disciplines including:

- economics
- accounting
- marketing
- management
- business law
- the legal environment of business
- finance
- quantitative methods such as statistics.

Additionally, to meet the complexities of today’s evolving business environment, knowledge is essential in:

- technical areas such as computer applications and management information systems
- international, global and ethical issues confronting contemporary societies.

Students should address and provide evidence of having incorporated these guidelines in the degree program rationale.

When students plan a bachelor’s degree program in business administration, they should demonstrate through transcript credits, evaluated learning or Empire State College studies that they have foundational studies in these business disciplines as well as advanced-level learning. Students can accomplish this by referring to the guidelines for the academic areas described here and to the list of suggested study titles presented at the end of this document.

A strong business-administration degree program will follow these guidelines as well as the business, management and economics general guidelines, which specifically state that all students are required to demonstrate knowledge in each of the following areas:

- communication skills
- information management
- economics
- ethical and social responsibility
- quantitative skills
- understanding people in an organizational context
- understanding organizations within broader contexts.
This program will include learning from each of the following core areas and a capstone study such as business policy or strategic management.

- **economics**
  Degree programs will include both microeconomics and macroeconomics or a combination. Microeconomics can be conceived of as primarily examining decision making for a whole firm, whereas macroeconomics primarily examines the functioning of the broad environment within which individual firms operate.

- **accounting**
  Students study accounting to understand the approach, logic, strengths and weaknesses of this discipline in order to make informed use of this important management tool. Degree programs will include financial accounting, managerial accounting, a combination or accounting for decision makers.

- **marketing**
  Students study marketing to gain understanding of functional issues that occur every day in business, such as finding customers for its products or services, developing or managing these products or services, identifying needs and distributing products or services. A foundational study in marketing, often titled Principles of Marketing or Marketing Fundamentals, will focus on these functional problems.

- **finance**
  Knowledge in finance will enable students to project and plan the flow of funds so that there are adequate resources available when needed and to make appropriate allocation of funds and investment decisions.

- **management**
  Studies in management foundations, often titled Fundamentals of Management, Principles of Management and Introduction to Management, cover topics such as planning, organizing, leading and controlling. Students are introduced to problem solving and analytical processes used in business environments. This includes establishing goals and objectives, as well as coordinating human, physical and financial resources needed to achieve them.

- **legal environment**
  The student should have a foundation in law such as provided in the Legal Environment of Business or Business Law. Because laws and regulations increasingly influence business decisions, students need to understand how environment influences organizational decisions.

- **quantitative methods**
  Students need to have practical and applied quantitative skills appropriate to their work place and career pursuits. Statistics or other quantitative analysis studies will foster informed business judgments.

- **management information systems**
  Students need to have an understanding of the use and management of information as an organizational resource, provided through a basic study in information systems and introduction to computer applications.

- **capstone study**
  A capstone study provides students with methodology, tools and problem-solving skills to integrate their business knowledge while solving problems affecting both the internal and external environments. Such a study could be in business policy, strategic management or an individualized project.

### Suggested Advanced-Level Studies

The business administration concentration should include advanced-level studies in a variety of areas such as domestic, international, global and ethical issues that confront contemporary societies. While not intended as a comprehensive listing, additional studies could include:

- **business ethics**
- **business policy (suggested capstone)**
- **comparative economics**
- **computer applications in decision making**
- **consumer behavior**
- **corporate finance**
- **corporate social responsibility**
- **cost accounting**
- **diversity in the workplace**
- **e-commerce marketing**
- **entrepreneurship**
- **human resource management**
- **international business and management**
- **international economics**
- **international marketing**
- **investment**
- **labor and management relations**
- **leadership**
- **managerial decision making**
- **marketing research**
- **management information systems (MIS)**
- **operations management**
- **operations research**
- **organizational behavior**
- **small business management**
- **strategic management (suggested capstone)**

The degree program rationale should discuss the appropriateness of all studies in relation to future career plans.

### Program Guidelines for Students Matriculated On or After January 2022

Students pursuing B.S. in Business Administration must meet all of the following eight foundations:

1. Managerial and Marketing Skills
2. Quantitative, Financial, and Analytical Skills
3. Economics
4. Legal, Ethical, and Social Responsibility
5. Information Management
6. Understanding People in an Organizational Context
7. Understanding Global Business Environment
8. Capstone

These foundations may be met through transcript credit, college-level knowledge demonstrated through individual prior learning assessment (iPLA), professional learning evaluations (PLE), or credit by examination; or individual courses, a series of courses, or components within individual courses with 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, what will be learned, and how the student will build on these foundations to meet personal, academic, or career goals.
Foundation # 1: Managerial and Marketing Skills
Learning Outcome: 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
Learning Outcome: 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
Learning Outcome: Students will be able to solve economic problems using appropriate economic principles and concepts and analytical models.

Foundation # 4: Legal, Ethical and Social Responsibility
Learning Outcome: 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
Learning Outcome: 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
Learning Outcome: 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
Learning Outcome: 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: 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 the internal and external environments.

Program Requirements for Students Matriculated Before January 2022
The B.S. in Business Administration is based upon the guidelines for a Business Administration concentration in the Registered Area of Study of Business, Management and Economics. Therefore, students designing a B.S. in Business Administration should consult the concentration guidelines (https://www.esc.edu/degrees-programs/undergraduate-aos/business-management-economics/bme-guidelines/bme-concentration-guidelines/business-administration/matriculated-after-2010-july-1/).

For students who matriculate beginning in the Spring 2020 term or after, because they can now design and pursue a B.S. in Business Administration, a concentration title of Business Administration is not permitted for a program developed in the Area of Study Business, Management and Economics.

Below is a schedule of lower division and upper division courses, that represent the content areas described by the B.S. in Business Administration concentration guidelines:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower Division (Intro)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGMT 1005</td>
<td>Principles of Management</td>
<td>4</td>
</tr>
<tr>
<td>MRKT 1005</td>
<td>Marketing Principles</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 2005</td>
<td>Introductory Accounting I: Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 2010</td>
<td>Introductory Accounting II: Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ECON 2015</td>
<td>Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 2020</td>
<td>Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>BUSN 1010</td>
<td>Business Law I</td>
<td>4</td>
</tr>
<tr>
<td>or BUSN 1025</td>
<td>Legal Environment of Business I</td>
<td></td>
</tr>
</tbody>
</table>

SUNY General Education
Mathematics (Statistics)                      | 4       |
Basic Communication                            | 4       |
Select 12 credits from at least three of the following Gen Ed categories:
Natural Science                                |         |
American History                               |         |
Western Civilization                           |         |
Other World Civilization                       |         |
The Arts                                       |         |
Foreign Language                               |         |

Upper Division (Advanced Level)
BUSN 3010 | Business Ethics                           | 4       |
BUSN 4030 | International Business                    | 4       |
Advanced level business course such as HRMS 3015 | 4       |
FSMA 3010 | Corporate Finance                         | 4       |
MGMT 3060 | Organizational Behavior                   | 4       |
Advanced level business course such as MGMT 3050 | 4       |
BUSN 3122 | Management Information Systems            | 4       |
MGMT 4035 | Strategic Management                      | 4       |

Program Requirements for Students Matriculated On or After January 2022
Foundation # 1: Managerial and Marketing Skills
Required courses
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 1005</td>
<td>Principles of Management</td>
<td>4</td>
</tr>
<tr>
<td>or BUSN 1015</td>
<td>Introduction to Business</td>
<td>4</td>
</tr>
<tr>
<td>And MRKT 1005</td>
<td>Marketing Principles</td>
<td>4</td>
</tr>
<tr>
<td>or MRKT 3045</td>
<td>Marketing Management</td>
<td>4</td>
</tr>
</tbody>
</table>
**Foundation # 2: Quantitative, Financial and Analytical Skills**

**Required courses**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 2010</td>
<td>Business Statistics</td>
<td>4</td>
</tr>
<tr>
<td>FSMA 3010</td>
<td>Corporate Finance</td>
<td>4</td>
</tr>
<tr>
<td>Both</td>
<td>Introduction to Accounting I: Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 2005</td>
<td>Introductory Accounting I: Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>and</td>
<td>ACCT 2010</td>
<td>Introductory Accounting II: Managerial Accounting</td>
</tr>
<tr>
<td>or</td>
<td>ACCT 1005</td>
<td>Accounting for Decision Makers</td>
</tr>
</tbody>
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**Foundation # 3: Economics**

**Required courses**

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both</td>
<td>Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 2015</td>
<td>Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>and</td>
<td>Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 2020</td>
<td>Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>or</td>
<td>Introductory Economics: Micro &amp; Macro 6 Cr.</td>
<td>6</td>
</tr>
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</table>

**Foundation # 4: Legal, Ethical and Social Responsibility**

**Required courses**

<table>
<thead>
<tr>
<th>Code</th>
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</thead>
<tbody>
<tr>
<td>BUSN 3010</td>
<td>Business Ethics</td>
<td>4</td>
</tr>
<tr>
<td>(Advanced level)</td>
<td>Legal Environment of Business I</td>
<td>4</td>
</tr>
<tr>
<td>BUSN 1025</td>
<td>Legal Environment of Business I</td>
<td>4</td>
</tr>
<tr>
<td>or</td>
<td>Business Law I</td>
<td>4</td>
</tr>
<tr>
<td>or</td>
<td>Legal Issues in Business Environments</td>
<td>4</td>
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</tbody>
</table>

**Foundation # 5: Information Management**

**Required advanced level course**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BUSN 3122</td>
<td>Management Information Systems</td>
<td>4</td>
</tr>
</tbody>
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**Foundation # 6: Understanding people in an Organizational Context**

**Required advanced level course**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MGMT 3060</td>
<td>Organizational Behavior</td>
<td>4</td>
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</tbody>
</table>

**Foundation # 7: Understanding Global Business Environment**

**Required advanced level course**

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<tr>
<th>Code</th>
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</thead>
<tbody>
<tr>
<td>BUSN 4030</td>
<td>International Business</td>
<td>4</td>
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</table>

**Foundation # 8: Capstone Study**

**Required advanced level course**

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<thead>
<tr>
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<tbody>
<tr>
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<td>Strategic Management</td>
<td>4</td>
</tr>
</tbody>
</table>