

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 2100	Introduction to Finance	2
BUS 2200	Management and Decision Making	4
BUS 2300	Business Writing and Presenting (WRCO)	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		21
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.

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