BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Description and Outcomes

The objective of the Bachelor of Science in Business Administration program is to prepare you with the knowledge, technical skills, and work habits to pursue positions in a variety of business fields. The curriculum is designed to provide a solid foundation in management and helps you develop teamwork and leadership skills as well as the ability to motivate people and communicate effectively. Decision-making and problem-solving skills are also emphasized.

This program is available in ExcelTrack. Speak with your University representative for any limitations. For more information on ExcelTrack, see Learning Paths in the Approach to Learning (https://catalog.purdueglobal.edu/policy-information/university-information/approach-to-learning/) section of the Catalog.

Concentrations

You can personalize your degree in business administration by focusing electives on a particular concentration. Concentrations allow you to concentrate on your career interests.

Accelerated MBA Option

If you are interested in earning both a bachelor’s and master's degree in business administration, consider the accelerated MBA option. Refer to the Progression Requirements (p. 1) section for details.

Society for Human Resources Management

Acknowledgement

The Society for Human Resources Management (SHRM) has acknowledged that the Bachelor of Science in Business Administration program is aligned with SHRM’s HR Curriculum Guidebook and Templates. The HR Curriculum Guidebook and Templates were developed by SHRM to define the minimum HR content areas that should be studied by HR students at the undergraduate and graduate levels. The guidelines—created in 2006 and revalidated in 2010 and 2013—are part of SHRM’s academic initiative to define HR education standards taught in university business schools and help universities develop degree programs that follow these standards.

Program Length

The Bachelor of Science in Business Administration program consists of a minimum of 180 quarter credit hours. Upon successful completion of the program, you will be awarded a bachelor of science degree.

Program Outcomes

Discipline-Specific Outcomes

1. Evaluate information management, planning, and control in business environments.
2. Analyze organizational processes and procedures in a variety of business settings.
3. Synthesize appropriate principles, concepts, and frameworks for making ethical decisions.
4. Assess the roles that structure, management, and leadership play in organizational performance.
5. Evaluate how economics, government, and law affect value creation in the global context.
6. Evaluate career skills in the field of business and management.

General Education Literacies and Professional Competencies

In addition to the discipline-specific outcomes, general education literacies and professional competencies are integrated throughout your academic program. You can review the general education literacies and professional competencies associated with your academic program in the General Education and Professional Competency Requirements (https://catalog.purdueglobal.edu/undergraduate/general-education-professional-competency-requirements/) section of this Catalog.

Program Availability

For program availability, please refer to the U.S. State and Other Approvals (https://catalog.purdueglobal.edu/policy-information/university-information/accreditation-approvals-memberships/) section and Program Availability Information (https://www.purdueglobal.edu/catalog-program-availability-info.pdf).

Policies

Progression Requirements

Accelerated MBA Option

If you are enrolled in the Bachelor of Science in Business Administration program and are interested in continuing on to pursue a Purdue Global Master of Business Administration (MBA), you may matriculate into a shortened version of the graduate program. Upon successful completion of the Bachelor of Science in Business Administration program, and if you meet the below criteria, you may apply for entry to the University’s MBA program. If accepted, you will have the following MBA courses waived:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GB518</td>
<td>Financial Accounting Principles and Analysis</td>
<td>4</td>
</tr>
<tr>
<td>GB520</td>
<td>Strategic Human Resource Management</td>
<td>4</td>
</tr>
<tr>
<td>GB530</td>
<td>Marketing Management</td>
<td>4</td>
</tr>
<tr>
<td>GB540</td>
<td>Economics for Global Decision Makers</td>
<td>4</td>
</tr>
<tr>
<td>GB550</td>
<td>Financial Management</td>
<td>4</td>
</tr>
</tbody>
</table>

In order to qualify for the accelerated MBA option, you must meet the following criteria:

1. Complete your undergraduate coursework in the Bachelor of Science in Business Administration program with a minimum cumulative GPA of 3.2.
2. Present a resume indicating at least 2 years of applicable work experience.
3. Complete the following courses and obtain a grade of “B” or better in each course:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC116</td>
<td>Accounting II</td>
<td>5</td>
</tr>
<tr>
<td>AC301</td>
<td>Intermediate Accounting II</td>
<td>6</td>
</tr>
<tr>
<td>BU204</td>
<td>Macroeconomics</td>
<td>5</td>
</tr>
</tbody>
</table>
Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CM107</td>
<td>College Composition I</td>
<td>5</td>
</tr>
<tr>
<td>CM220</td>
<td>College Composition II</td>
<td>5</td>
</tr>
<tr>
<td>CS212</td>
<td>Communicating Professionalism</td>
<td>5</td>
</tr>
<tr>
<td>BU224</td>
<td>Microeconomics</td>
<td>5</td>
</tr>
<tr>
<td>MM255</td>
<td>Business Math and Statistical Measures</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>100/200 Level Mathematics Requirement</td>
<td>5</td>
</tr>
<tr>
<td>MT217</td>
<td>Finance</td>
<td>5</td>
</tr>
<tr>
<td>MT445</td>
<td>Managerial Economics</td>
<td>6</td>
</tr>
<tr>
<td>MT450</td>
<td>Marketing Management</td>
<td>6</td>
</tr>
<tr>
<td>MT480</td>
<td>Corporate Finance</td>
<td>6</td>
</tr>
<tr>
<td>or MT482</td>
<td>Financial Statement Analysis</td>
<td></td>
</tr>
</tbody>
</table>

If you have not completed AC116 Accounting II, BU204 Macroeconomics, or MT217 Finance as part of your undergraduate program, but meet all other criteria, your acceptance to the accelerated option is at the discretion of the Dean of the School of Business and Information Technology.

Certification, State Board, and National Board Exams

Certain state certification and licensure boards have specific educational requirements for programs to lead to a license or nongovernmental certification that is a precondition for employment in a recognized occupation.

Unless otherwise specified, Purdue Global’s programs are not designed to meet any specific state’s licensure or certification requirements. If certain licensed occupations, vocations, or professions are not explicitly listed, Purdue Global has not reviewed the licensure or certification requirements of those occupations, vocations, or professions, nor intended the program to meet such requirements. Licensure-track programs may limit enrollment to students in certain states; please see Purdue Global’s Program Availability Information (https://www.purdueglobal.edu/catalog-program-availability-info.pdf) to determine enrollment eligibility.

You are responsible for understanding the requirements of optional certification exams. Such requirements may change during the course of your program. You are not automatically certified in any way upon program completion. Although certain programs are designed to prepare you to take various optional certification exams, Purdue Global cannot guarantee you will be eligible to take these exams or become certified. Your eligibility may depend on your work experience, completion of education and/or degree requirements, not having a criminal record, meeting other certification requirements, or the program or the University itself having appropriate accreditation or licensure.

Degree Plan

The icon appears in the title of traditional courses that are also available as a set of module courses. Module course availability may be limited to certain academic calendars. See Course Types (https://catalog.purdueglobal.edu/policy-information/university-information/approach-to-learning/) for information about module courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>100/200 Level</td>
<td>Arts and Humanities Requirement</td>
<td>5</td>
</tr>
<tr>
<td>100/200 Level</td>
<td>Science Requirement</td>
<td>5</td>
</tr>
<tr>
<td>100/200 Level</td>
<td>Social Science Requirement</td>
<td>5</td>
</tr>
<tr>
<td>Total Core Requirements</td>
<td></td>
<td>45</td>
</tr>
</tbody>
</table>

Major Requirements

AC114 Accounting I                      5
AC116 Accounting II                     5
BU204 Macroeconomics                   5
or MT220 Global Business               5
MT140 Introduction to Management       5
MT203 Human Resource Management        5
or MT209 Small Business Management     5
MT217 Finance                          5
MT219 Marketing                        5
LS311 Business Law                     6
or LS312 Ethics and the Legal Environment| 6       |
MM305 Business Statistics and Quantitative Analysis | 6 |
MT302 Organizational Behavior           6
MT400 Business Process Management      6
or MT435 Operations Management         5
MT445 Managerial Economics             6
or MT480 Corporate Finance             6
MT460 Management Policy and Strategy   6
300/400 Level Marketing Course          6
MT499 Bachelor’s Capstone in Management| 6       |
Total Major Requirements                83      
Total Open Elective Requirements        52      
TOTAL CREDITS                           180     

Concentration Requirements

Concentration courses are completed within the open electives requirement of the degree plan.

Students in this program are not required to select a concentration.

Accelerated MBA Option

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC301</td>
<td>Intermediate Accounting II</td>
<td>6</td>
</tr>
<tr>
<td>HR485</td>
<td>Strategic Human Resource Management</td>
<td>6</td>
</tr>
<tr>
<td>MT445</td>
<td>Managerial Economics</td>
<td>6</td>
</tr>
<tr>
<td>MT450</td>
<td>Marketing Management</td>
<td>6</td>
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<tr>
<td>MT480</td>
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</tr>
<tr>
<td>or MT482</td>
<td>Financial Statement Analysis</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL CREDITS 30
Students who do not possess prior learning credit comparable to AC300 Intermediate Accounting I will need to complete the course beyond the minimum degree requirements.

### Aviation Management
**Code** | **Title** | **Credits**
--- | --- | ---
AV102 | Aviation Business | 5
AV203 | Aviation Operations Management | 5
AV412 | Aviation Finance | 5
AV438 | Airline Operations | 5
AV475 | Aviation Law | 5
**TOTAL CREDITS** | **25**

### Business Development
**Code** | **Title** | **Credits**
--- | --- | ---
MT330 | International Business Development | 6
MT359 | Integrated Promotional Communications | 6
MT453 | Professional Selling | 6
MT459 | Consumer Behavior | 6
**TOTAL CREDITS** | **24**

### Construction Management
**Code** | **Title** | **Credits**
--- | --- | ---
MT281 | Fundamentals of Construction Management | 5
MT282 | Construction Methods and Materials | 5
MT381 | Construction Planning and Scheduling | 6
MT382 | Construction Cost Estimating | 6
MT383 | Construction Law | 6
**TOTAL CREDITS** | **28**

### Digital and Social Media Management
**Code** | **Title** | **Credits**
--- | --- | ---
MT355 | Marketing Research | 6
MT357 | Digital Marketing | 6
MT358 | Social Media Marketing | 6
MT359 | Integrated Promotional Communications | 6
**TOTAL CREDITS** | **24**

### Financial Analysis
**Code** | **Title** | **Credits**
--- | --- | ---
MT445 | Managerial Economics | 6
MT480 | Corporate Finance | 6
MT481 | Financial Markets | 6
MT482 | Financial Statement Analysis | 6
**TOTAL CREDITS** | **24**

### Global Marketing Management
**Code** | **Title** | **Credits**
--- | --- | ---
MT330 | International Business Development | 6
MT433 | Global Supply Chain Management | 6
MT450 | Marketing Management | 6
MT455 | Sales Management | 6
**TOTAL CREDITS** | **24**

### Human Resources
**Code** | **Title** | **Credits**
--- | --- | ---
HR400 | Employment and Staffing | 6
HR410 | Employee Training and Development | 6
HR420 | Employment Law | 6
HR435 | Compensation | 6
or HR485 | Strategic Human Resource Management | 6
**TOTAL CREDITS** | **24**

This program is fully aligned with the HR Curriculum Guidebook and Templates of the Society for Human Resource Management.

### Information System Management
**Code** | **Title** | **Credits**
--- | --- | ---
IT301 | Project Management I | 6
IT402 | IT Consulting Skills | 6
MT300 | Management of Information Systems | 6
MT451 | Managing Technological Innovation | 6
**TOTAL CREDITS** | **24**

### Management
**Code** | **Title** | **Credits**
--- | --- | ---
HR400 | Employment and Staffing | 6
MT340 | Conflict Management and Team Dynamics | 6
MT355 | Marketing Research | 6
or MT450 | Marketing Management | 6
MT400 | Business Process Management | 6
or MT435 | Operations Management | 6
**TOTAL CREDITS** | **24**

### Procurement
**Code** | **Title** | **Credits**
--- | --- | ---
MT300 | Management of Information Systems | 6
MT435 | Operations Management | 6
MT475 | Quality Management | 6
MT482 | Financial Statement Analysis | 6
**TOTAL CREDITS** | **24**

### Project Management
**Code** | **Title** | **Credits**
--- | --- | ---
IT301 | Project Management I | 6
IT401 | Project Management II | 6
MT400 | Business Process Management | 6
MT475 | Quality Management | 6
**TOTAL CREDITS** | **24**
### Real Estate

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MT361</td>
<td>Foundations of Real Estate Practice</td>
<td>6</td>
</tr>
<tr>
<td>MT431</td>
<td>Real Estate Finance and Ethics</td>
<td>6</td>
</tr>
<tr>
<td>MT432</td>
<td>Real Estate Law</td>
<td>6</td>
</tr>
<tr>
<td>MT453</td>
<td>Professional Selling</td>
<td>6</td>
</tr>
<tr>
<td><strong>TOTAL CREDITS</strong></td>
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<td><strong>24</strong></td>
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### Sport Entertainment Management

<table>
<thead>
<tr>
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<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MT240</td>
<td>Sport in Society</td>
<td>5</td>
</tr>
<tr>
<td>MT241</td>
<td>Sport Analytics</td>
<td>5</td>
</tr>
<tr>
<td>MT242</td>
<td>Managing Sport Programs</td>
<td>5</td>
</tr>
<tr>
<td>MT243</td>
<td>Sport Sponsorships and Sales</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL CREDITS</strong></td>
<td></td>
<td><strong>20</strong></td>
</tr>
</tbody>
</table>

### Supply Chain Management and Logistics

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MT433</td>
<td>Global Supply Chain Management</td>
<td>6</td>
</tr>
<tr>
<td>MT434</td>
<td>Logistics and Distribution Management</td>
<td>6</td>
</tr>
<tr>
<td>MT436</td>
<td>Purchasing and Vendor Management</td>
<td>6</td>
</tr>
<tr>
<td>MT437</td>
<td>Strategic Warehouse Management</td>
<td>6</td>
</tr>
<tr>
<td>MT438</td>
<td>Supply Chain Analytics</td>
<td>6</td>
</tr>
<tr>
<td><strong>TOTAL CREDITS</strong></td>
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<td><strong>30</strong></td>
</tr>
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</table>

### Wealth Management and Financial Planning

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MT421</td>
<td>Financial Planning</td>
<td>6</td>
</tr>
<tr>
<td>MT422</td>
<td>Portfolio Management</td>
<td>6</td>
</tr>
<tr>
<td>MT423</td>
<td>Asset Allocation and Risk Management</td>
<td>6</td>
</tr>
<tr>
<td>MT483</td>
<td>Investments</td>
<td>6</td>
</tr>
<tr>
<td><strong>TOTAL CREDITS</strong></td>
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<td><strong>24</strong></td>
</tr>
</tbody>
</table>