


BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

The  icon appears in the title of traditional courses that are also available as a set of module courses.

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 Resource Management (SHRM) has acknowledged that the Bachelor of Science in Business Administration with a concentration in human resources fully aligns 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 by pursuing the Accelerated MBA option.

Upon successful completion of the Bachelor of Science in Business Administration program, you may apply for entry to the University's MBA program. If accepted and if you meet the below criteria, you will have the following MBA courses waived:

Code	Title	Credits
GB518	 Financial Accounting Principles and Analysis	4
GB520	 Strategic Human Resource Management	4
GB530	 Marketing Management	4
GB540	 Economics for Global Decision Makers	4
GB550	 Financial Management	4

In order to qualify for the Accelerated MBA, 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:

Code	Title	Credits
AC116	 Accounting II	5
AC301	Intermediate Accounting II	6

BU204	🌐 Macroeconomics	5
HR485	🌐 Strategic Human Resource Management	6
MT217	🌐 Finance	5
MT445	🌐 Managerial Economics	6
MT450	🌐 Marketing Management	6
MT480	🌐 Corporate Finance	6

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 and may require you to complete these additional classes.

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 certification that is a precondition for employment in a recognized occupation. Prospective and current students must review Purdue Global's State Licensure and Certifications (<https://www.purdueglobal.edu/about/accreditation/licensure-state-authorizations/>) site to view program and state-specific licensure information.

Unless otherwise specified, Purdue Global's programs are not designed to meet any specific state's licensure or certification 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, and meeting other certification requirements.

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.

Program Requirements

Code	Title	Credits
Core Requirements		
CM107	🌐 College Composition I	5
CM220	🌐 College Composition II	5
CS212	🌐 Communicating Professionalism	5
BU224	🌐 Microeconomics	5
MM255	🌐 Business Math and Statistical Measures	5
100/200 Level	Mathematics Requirement ¹	5
100/200 Level	Arts and Humanities Requirement ¹	5

100/200 Level	Science Requirement ¹	5
100/200 Level	Social Science Requirement ¹	5
Total Core Requirements		45
Major Requirements		
AC114	🌐 Accounting I	5
AC116	🌐 Accounting II	5
BU204	🌐 Macroeconomics	5
or MT220	🌐 Global Business	
MT140	🌐 Introduction to Management	5
MT203	🌐 Human Resource Management	5
or MT209	Small Business Management	
MT217	🌐 Finance	5
MT219	🌐 Marketing	5
LS311	🌐 Business Law	6
or LS312	Ethics and the Legal Environment	
MM305	🌐 Business Statistics and Quantitative Analysis	6
MT302	🌐 Organizational Behavior	6
MT400	🌐 Business Process Management	6
or MT435	🌐 Operations Management	
MT445	🌐 Managerial Economics	6
or MT480	🌐 Corporate Finance	
MT460	🌐 Management Policy and Strategy	6
300/400 Level	Marketing Course	6
MT499	Bachelor's Capstone in Management	6
Total Major Requirements		83
Open Elective Requirements		
Open Electives (see below)		52
Total Open Elective Requirements		52
TOTAL CREDITS		180

¹ For options to fulfill this requirement, see the corresponding literacy in General Education and Professional Competency Requirements (<https://catalog.purdueglobal.edu/undergraduate/general-education-professional-competency-requirements/>).

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.

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 Marketing and 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

FinTech

Code	Title	Credits
FI310	FinTech Principles and Concepts	6
FI311	FinTech Law and Ethics	6
FI410	Blockchain for the Financial Industry	6
TOTAL CREDITS		18



Global Marketing Management

Code	Title	Credits
MT330	International Marketing and Business Development	6
MT433	Global Supply Chain Management	6
MT450	 Marketing Management	6
MT455	Management of Sales Teams	6
TOTAL CREDITS		24

Hospitality Sustainability




Code	Title	Credits
TH116	Introduction to Hospitality, Event Management, and Tourism	5
Select one of the following:		5
TH201	Food Entrepreneurship	
TH206	Hotel Management and Operations	
TH213	Food and Beverage Management	
TH311	Sustainable Hospitality Management	6
MT313	Corporate Sustainability and Social Responsibility	6
MT314	Social Innovation and Entrepreneurship	6
TOTAL CREDITS		28

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	
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	
MT400	 Business Process Management	6
or MT435	 Operations Management	
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

Code	Title	Credits
MT361	Foundations of Real Estate Practice	6
MT431	Real Estate Finance and Ethics	6
MT432	Real Estate Law	6
MT453	Professional Selling	6
TOTAL CREDITS		24

Sport Entertainment Management

Code	Title	Credits
MT240	Sport in Society	5
MT241	Sport Analytics	5
MT242	Managing Sport Programs	5
MT243	Sport Sponsorships and Sales	5
TOTAL CREDITS		20

Supply Chain Management and Logistics




Code	Title	Credits
MT433	Global Supply Chain Management	6
MT434	Logistics and Distribution Management	6
MT436	Purchasing and Vendor Management	6
MT437	Strategic Warehouse Management	6
MT438	Supply Chain Analytics	6
TOTAL CREDITS		30




Wealth Management and Financial Planning

Code	Title	Credits
MT421	Financial Planning	6
MT422	Portfolio Management	6
MT423	Asset Allocation and Risk Management	6
MT483	Investments	6
TOTAL CREDITS		24



Accelerated MBA Option Requirements

The following Accelerated MBA option courses are completed within the major requirements of the degree plan.

Code	Title	Credits
AC116	 Accounting II	5
BU204	 Macroeconomics	5
MT203	 Human Resource Management	5

MT217	 Finance	5
MT445	 Managerial Economics	6
MT450	 Marketing Management	6

The following accelerated MBA option courses are completed within the open elective requirements of the degree plan.

Code	Title	Credits
AC300	Intermediate Accounting I	6
AC301	Intermediate Accounting II	6
HR485	 Strategic Human Resource Management	6
MT480	 Corporate Finance	6
TOTAL CREDITS		24