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.

Society for Human Resource 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, 2013, 2017, and 2022—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.

Graduate Program Pathways

If you are interested in earning both a bachelor's and master's degree, consider a graduate program pathway (https://catalog.purdueglobal.edu/undergraduate/graduate-program-pathways/).

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

Certification, State Board, and National Board Exams

Certification and licensure boards have state-specific educational requirements for programs that lead to a license or certification that is a precondition for employment. 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.

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 Strategy and Policy	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 History	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 Marketing 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 and Analytics	6
MT357	Digital Marketing Platforms and Strategy	6
MT358	Social Media Marketing and AI Optimization	6
MT359	Integrated Marketing 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	Brand Management Strategy	6
MT455	Strategic Management of Sales	6
TOTAL CREDITS		**24**

Hospitality Sustainability

Code	Title	Credits
TH116	Introduction to Hospitality, Event Management, and Tourism	5
TH206	Hotel Management and Operations	5
or TH213	Food and Beverage Management	
MT313	Corporate Sustainability and Social Responsibility	6
MT314	Social Innovation and Entrepreneurship	6
TH311	Sustainable Hospitality Management	6
TOTAL CREDITS		**28**

Human Resources

Code	Title	Credits
HR400	Talent Acquisition and Management	6
HR410	Talent Development and Learning	6
HR420	Workplace Law, Labor Relations, and HR Risk Management	6
HR435	Total Rewards and Compensation Strategy	6
or HR485	Strategic HRM: Analytics and Business Decision-Making	
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	Talent Acquisition and Management	6
MT340	Conflict Management and Team Dynamics	6
MT355	Marketing Research and Analytics	6
or MT450	Brand Management Strategy	
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 Supply Chain Management	6
MT437	Strategic Warehouse Management	6
MT438	Analytics in the Digital Supply Chain	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**