

BUSINESS, B.S. (ABINGTON)

Begin Campus: Any Penn State Campus

End Campus: Abington

Degree Requirements

For the Bachelor of Science degree in Business, a minimum of 120 credits is required, 15 of which must be at the 400 level:

| Requirement | Credits |
|----------------------------|---------|
| General Education | 45 |
| Electives | 10 |
| Requirements for the Major | 80 |

15 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GQ courses; 6 credits of GS courses; 3 credits of GWS courses.

Requirements for the Major

To graduate, a student enrolled in the major must earn a grade of C or better in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44>).

Common Requirements for the Major (All Options)

| Code | Title | Credits |
|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------|
| Prescribed Courses | | |
| ACCTG 211 | Financial and Managerial Accounting for Decision Making | 4 |
| ECON 102 | Introductory Microeconomic Analysis and Policy | 3 |
| ECON 104 | Introductory Macroeconomic Analysis and Policy | 3 |
| <i>Prescribed Courses: Require a grade of C or better</i> | | |
| BA 321 | Contemporary Skills for Business Professionals | 3 |
| BA 322 | Negotiation Skills for Business Professionals | 3 |
| BA 420 | Preparation for Career Management | 1 |
| BA 421 | Project Management | 3 |
| BA 422W | Strategic Business Planning | 3 |
| FIN 301 | Corporation Finance | 3 |
| IB 303 | International Business Operations | 3 |
| MGMT 301 | Basic Management Concepts | 3 |
| MIS 204 | Introduction to Management Information Systems | 3 |
| MKTG 301 | Principles of Marketing | 3 |
| SCM 301 | Supply Chain Management | 3 |
| Additional Courses | | |
| BA 241 & BA 242 or BA 243 | Legal Environment of Business and Social and Ethical Environment of Business Social, Legal, and Ethical Environment of Business | 4 |
| MATH 110 or MATH 140 | Techniques of Calculus I Calculus With Analytic Geometry I | 4 |
| <i>Additional Courses: Require a grade of C or better</i> | | |
| BA 495A or BA 495B | Business Internship Undergraduate Research in Business | 3-6 |
| ENGL 15 or ENGL 30H | Rhetoric and Composition Honors Rhetoric and Composition | 3 |

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|---------------------|---------------------------------------------------------------|---|
| SCM 200 or STAT 200 | Introduction to Statistics for Business Elementary Statistics | 4 |
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Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better

Select 0-3 credits from 400-level business courses from: ACCTG, BA, ECON, ENTR, FIN, FINSV, HPA, IB, MGMT, MIS, MKTG, RM, or SCM

Requirements for the Option

Requirements for the Option: Require a grade of C or better

Select an option 18

Requirements for the Option Accounting Option (18 credits)

Available at the following campuses: Abington, Altoona, Beaver, Berks, Brandywine, DuBois, Fayette, Greater Allegheny, Lehigh Valley, New Kensington, Schuylkill, Scranton, Shenango, Wilkes-Barre, World Campus, York

| Code | Title | Credits |
|-----------------------------------------------------------|---------------------------------------------|---------|
| Prescribed Courses | | |
| <i>Prescribed Courses: Require a grade of C or better</i> | | |
| ACCTG 404 | Managerial Accounting: Economic Perspective | 3 |
| ACCTG 405 | Principles of Taxation I | 3 |
| ACCTG 471 | Intermediate Financial Accounting I | 3 |
| ACCTG 472 | Intermediate Financial Accounting II | 3 |

Additional Courses

Additional Courses: Require a grade of C or better

| | | |
|---------------------------------|----------|---|
| ACCTG 403 or ACCTG 403WAuditing | Auditing | 3 |
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Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better

Select 3 credits of 400-level courses from: ACCTG, BA, ECON, ENTR, FIN, FINSV, HPA, IB, MGMT, MIS, MKTG, RM, or SCM

Business Analytics Option (18 Credits)

Available at the following campuses: Abington, Altoona, Beaver, Berks, Brandywine, DuBois, Greater Allegheny, Hazleton, Lehigh Valley, New Kensington, Schuylkill, Scranton, Wilkes-Barre, York

| Code | Title | Credits |
|-----------------------------------------------------------|--------------------------------|---------|
| Prescribed Courses | | |
| <i>Prescribed Courses: Require a grade of C or better</i> | | |
| MIS 301 | Business Analytics | 3 |
| MIS 345 | Introduction to Data Analytics | 3 |
| MIS 431 | Business Data Management | 3 |

Additional Courses

Additional Courses: Require a grade of C or better

| | | |
|----------------------------------------|--------------------------------------------|--|
| Select 9 credits from the following: 9 | | |
| COMM/IST 310 | Digital Media Metrics | |
| ECON 481 | Business Forecasting Techniques | |
| MIS 336 | Database Management Systems | |
| MIS 404 | Introduction to ERP and Business Processes | |
| MIS 415 | Social Media Management and Analytics | |
| MIS 441 | Business Intelligence for Decision Making | |
| MIS 445 | Business Intelligence | |
| MKTG 342 | Marketing Research | |

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|----------|----------------------------------------|
| MKTG 343 | Introduction to Marketing Analytics |
| MKTG 473 | Digital Marketing |
| MKTG 474 | Marketing Analytics |
| MKTG 480 | Intermediate Social Media Marketing |
| SCM 340 | Introduction to Supply Chain Analytics |

Entrepreneurship Option (18 credits)

Available at the following campuses: Altoona, World Campus

| Code | Title | Credits |
|-----------------------------------------------------------|-------------------------------------------|---------|
| Prescribed Courses | | |
| <i>Prescribed Courses: Require a grade of C or better</i> | | |
| ENTR 300 | Principles of Entrepreneurship | 3 |
| ENTR 320 | Entrepreneurship and New Venture Creation | 3 |
| ENTR 400 | Financing Entrepreneurial Ventures | 3 |
| Additional Courses | | |
| <i>Additional Courses: Require a grade of C or better</i> | | |
| CAS 352 | Organizational Communication | 0-3 |
| or ENGL 419 | Advanced Business Writing | |

Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better
Select 6 to 9 credits of 400-level ENTR courses in consultation with your adviser 6-9

Financial Services Option (18 credits)

Available at the following campuses: Abington, Altoona, Berks, DuBois, Lehigh Valley, Scranton, World Campus

| Code | Title | Credits |
|-----------------------------------------------------------|-----------------------------------|---------|
| Prescribed Courses | | |
| <i>Prescribed Courses: Require a grade of C or better</i> | | |
| ACCTG 405 | Principles of Taxation I | 3 |
| FIN 420 | Investment and Portfolio Analysis | 3 |

Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better
Select 12 credits in 300 or 400-level (with at least 3 credits at the 400-level) from ACCTG, FIN, FINSV or RM 12

Health Services Option (18 credits)

Available at the following campuses: Abington, Lehigh Valley, Schuylkill, World Campus

Minimum 6 credits at the 400-level.

| Code | Title | Credits |
|-----------------------------------------------------------|----------------------------------------------|---------|
| Prescribed Courses | | |
| <i>Prescribed Courses: Require a grade of C or better</i> | | |
| HPA 101 | Introduction to Health Services Organization | 3 |
| HPA 332 | Health Systems Management | 3 |
| Additional Courses | | |
| <i>Additional Courses: Require a grade of C or better</i> | | |
| Select 0-3 credits of the following: 0-3 | | |
| BBH/AFAM 302 | Diversity and Health | |
| CAS 352 | Organizational Communication | |
| CAS 404 | Conflict Resolution and Negotiation | |
| ENGL 416 | Science Writing | |

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|---------------|------------------------------------------------------|
| ENGL 419 | Advanced Business Writing |
| LER 424 | Employment Compensation |
| LHR/WMNST 472 | Work-Life Practices and Policies |
| PSYCH 281 | Introduction to Industrial-Organizational Psychology |
| PSYCH 484 | Work Attitudes and Motivation |
| PSYCH 485 | Leadership in Work Settings |

Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better
Select 3-9 credits from 300 or 400-level HPA courses 3-9
Select 0-6 credits of 300-400-level courses from ACCTG, BA, ECON, ENTR, FIN, FINSV, HPA, IB, MGMT, MKTG, MIS, RM or SCM 0-6

Individualized Business Option (18 credits)

Available at the following campuses: Abington, Altoona, Beaver, Berks, Brandywine, DuBois, Fayette, Greater Allegheny, Hazleton, Lehigh Valley, Mont Alto, New Kensington, Shenango, Schuylkill, Scranton, Wilkes-Barre, World Campus, York

Select 18 credits of study (with at least 3 credits at the 400-level) as submitted by the student and approved by the campus BSB Program Coordinator.

Management and Marketing Option (18 credits)

Available at the following campuses: Abington, Altoona, Beaver, Berks, Brandywine, DuBois, Fayette, Greater Allegheny, Hazleton, Lehigh Valley, Mont Alto, New Kensington, Shenango, Schuylkill, Scranton, Wilkes-Barre, World Campus, York

| Code | Title | Credits |
|-----------------------------------------------------------|-----------------------------------------|---------|
| Additional Courses | | |
| <i>Additional Courses: Require a grade of C or better</i> | | |
| Select one of the following: 0-6 | | |
| 0-6 credits from BA 250, ENGL 419, MKTG 220 | | |
| CAS 250 | Small Group Communication | |
| CAS 252 | Business and Professional Communication | |
| CAS 352 | Organizational Communication | |
| CAS 404 | Conflict Resolution and Negotiation | |

Supporting Courses and Related Areas¹

Supporting Courses and Related Areas: Require a grade of C or better
Select 3 credits from 300 or 400-level MGMT courses 3
Select 3 credits from 300 or 400-level MKTG courses 3
Select 6-12 additional credits in 300 or 400-level courses from MGMT6-12 or MKTG courses

¹ A minimum of 3 credits of supporting courses must be selected at the 400-level.

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education

Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits
- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

Integrative Studies

- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration

- **GN,** may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

University Degree Requirements

First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement

6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80>)). For more information, check the Suggested Academic Plan for your intended program.