BUSINESS, B.S. (ALTOONA)

Begin Campus: Any Penn State Campus
End Campus: Altoona

Program Description
Not all options are available at every campus. Contact the campus you are interested in attending to determine which options are offered.

The Bachelor of Science in Business (B.S.B.) is a professionally oriented business degree program that combines the theoretical underpinnings of core business disciplines, notably management, marketing, finance, and supply chain management, with applied study in a practical setting. Through the choice of an 18-credit option, students specialize in a key business sector. Students also develop written and oral communication skills throughout the program, acquire contemporary technology skills, and engage in active and collaborative learning. The degree allows students to become familiar with the unique business environments of their local communities, a design that sets the degree apart from other business degrees offered within the University and throughout the Commonwealth.

Accounting Option
This option prepares students to pursue careers in business with an emphasis on the areas of financial and managerial accounting, systems and controls, auditing, and taxation.

Entrepreneurship Option
This option prepares students to pursue entrepreneurial careers with emphasis on idea generation, opportunity analysis, new product creation, and business plan development.

Financial Services Option
This option prepares students to pursue careers in financial organizations with emphasis on wealth management, tax planning, risk management, and financial analysis.

Health Services Option
This option prepares students to pursue careers in the health services sector with emphasis on the financial and administrative aspects of health care enterprises.

Individualized Business Option
This option provides the opportunity for students to pursue an approved business-focused interdisciplinary program of study.

Management and Marketing Option
This option prepares students to pursue careers in business organizations with an emphasis on the skills and knowledge necessary for the business professional to function in community and regional centers of commerce.

What is Business?
Business is a professionally-oriented program providing a broad education and solid grounding of business knowledge. Focusing on practical skills and real-world experience, the program’s interdisciplinary perspective provides a versatile base for mobility into all business areas, preparing students for the business world of today and tomorrow. Options provide additional specialization in accounting, entrepreneurship, financial services, health services, management and marketing or the opportunity to develop an individualized plan that fits your career goals.

You Might Like This Program If...
- You want to become a flexible business professional, equipped to adapt to the ever-changing workplace of the future.
- You are interested in an academic challenge with theoretical and practical focus in a competitive yet collaborative learning environment.
- You want transferable skills or you are not sure which business sector you wish to focus.
- You wish to develop a broad knowledge of business operations.
- You want to develop the skills for working in business.

Entrance To Major
Completion of MATH 22 or MATH 40, MATH 41, MATH 110, MATH 140.

Degree Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MATH 22</td>
<td>Quantification (GQ)</td>
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<tr>
<td>MATH 40</td>
<td>Writing and Speaking (GWS)</td>
<td>9</td>
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<td>MATH 110</td>
<td>Knowledge Domains</td>
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<tr>
<td>MATH 140</td>
<td>Integrative Studies (may also complete a Knowledge Domain requirement)</td>
<td>6</td>
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</table>

Genera 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 (http://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.)
- Quantification (GQ): 6 credits
- Writing and Speaking (GWS): 9 credits

Knowledge Domains
- Arts (GA): 6 credits
- Health and Wellness (GHW): 3 credits
- Humanities (GH): 6 credits
- Social and Behavioral Sciences (GS): 6 credits
- Natural Sciences (GN): 9 credits

Integrative Studies (may also complete a Knowledge Domain requirement)
- Inter-Domain or Approved Linked Courses: 6 credits

12 of these 45 credits are included in the Requirements for the Major.
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). For more information, check the Suggested Academic Plan for your intended program.

Requirements for the Major
This includes 12 credits of General Education courses: 6 credits of GQ courses; 6 credits of GS courses.

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.

Common Requirements for the Major (All Options)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>ACCTG 411</td>
<td>Financial and Managerial Accounting for Decision Making</td>
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<tr>
<td>ECON 104</td>
<td>Introductory Macroeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>MIS 204</td>
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<td>Intermediate Financial Accounting I</td>
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Additional Courses

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Entrepreneurship Option (18 credits)

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<tr>
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<td>3</td>
</tr>
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<td>Principles of Taxation I</td>
<td>3</td>
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Supporting Courses and Related Areas

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ENTR 300  Principles of Entrepreneurship  3
ENTR 320  Entrepreneurship and New Venture Creation  3
ENTR 400  Financing Entrepreneurial Ventures  3

Additional Courses
Additional Courses: Require a grade of C or better
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

Financial Services Option (18 credits)

Prescribed Courses
Prescribed Courses: Require a grade of C or better
FIN 420  Investment and Portfolio Analysis  3

Additional Courses
Additional Courses: Require a grade of C or better
ACCTG 405  Principles of Taxation I  3
or FINSV 411  Federal Income Taxation for the Financial Services Professional

Supporting Courses and Related Areas
Supporting Courses and Related Areas: Require a grade of C or better
Select 3 credits from 300 or 400-level ENTR courses 12
Select 0-6 credits of the following:
- CAS 352  Organizational Communication
- CAS 362  Conflict Resolution and Negotiation

Health Services Option (18 credits)
Minimum 6 credits at the 400-level.

Program Learning Objectives
Upon graduation BSB students will be able to:

1. Effective Communication: Demonstrate the necessary skills and abilities to effectively communicate.
2. Use Technology: Apply contemporary tools of information technology to include business software applications.
3. Leadership and Teamwork: Apply leadership, team building, and project management skills.
4. Global and Diverse Perspectives: Compare, contrast and differentiate the business environment of both their local community and the globalized world economy.
5. Ethical Awareness: Demonstrate an awareness of ethical issues, social responsibilities and conflict resolution.
6. Use Management Theory/Practice: Utilize and apply fundamental business concepts, principles and contemporary business practices.
7. Data Analysis and Problem Solving: Recognize, analyze and solve business problems using quantitative and qualitative measures.

Academic Advising
The objectives of the university’s academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.
Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee’s unit of enrollment will provide each advisee with a primary academic adviser, the information need to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy)

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## Suggested Academic Plan
### Accounting Option at Altoona Campus

The course series listed below provides only one of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an Academic Requirements or What If report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

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<tr>
<td>MATH 21</td>
<td>3 MATH 22</td>
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<td>General Education Course</td>
<td>3 CAS 100†</td>
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<td>General Education Course</td>
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<tr>
<td>ECON 102†</td>
<td>3 MGMT 301*</td>
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<td>ENGL 15, 30, or ESL 15†</td>
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#### Second Year

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<th>Fall Credits</th>
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<td>4 ECON 104</td>
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<td>MKTG 301</td>
<td>3 FIN 301*</td>
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#### Third Year

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<td>ENGL 202D‡</td>
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<td>BA 321*</td>
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<tr>
<td>SCM 301</td>
<td>3 ACCTG 472*</td>
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<td>ACCTG 404*</td>
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<td>3 BA 422*</td>
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<tr>
<td>BA 420*</td>
<td>1 BA 495A or 495B*</td>
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<td>BA 421*</td>
<td>3 ACCTG 432</td>
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Total Credits 121

* Course requires a grade of C or better for the major
‡ Course requires a grade of C or better for General Education
# Course is an Entrance to Major requirement
† Course satisfies General Education and degree requirement

### University Requirements and General Education Notes:

- US and IL are abbreviations used to designate courses that satisfy University Requirements (United States and International Cultures).
- W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.
- GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of ‘C’ or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

Integrative Studies (either Inter-domain or Linked Courses)

Integrative Studies may be completed within the 30 Knowledge Domain credits and must be completed with either Inter-domain or Linked courses, not a combination of both. For Inter-domain courses, credit may apply to both Knowledge Domain designations but does not reduce the total number of credits within the Knowledge Domains and at least 3 credits of single-domain coursework are required in each of the 5 Knowledge Domains. Linked courses used for the Integrative Studies requirement must represent two different Knowledge Domains.
Entrepreneurship option at Altoona campus

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<tr>
<td>BA 420†</td>
<td>1</td>
<td>BA 495A*</td>
<td>6</td>
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</tr>
<tr>
<td>BA 421*</td>
<td>3</td>
<td>Entrepreneurship 400-level Course*</td>
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<tr>
<td>Entrepreneurship 400-level Course*</td>
<td>3</td>
<td>Entrepreneurship 400-level Course*</td>
<td>2</td>
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<tr>
<td>Elective</td>
<td>3</td>
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<tr>
<td>ENGL 419 or CAS 352*</td>
<td>3</td>
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</tbody>
</table>

Total Credits: 121

* Course requires a grade of C or better for the major
‡ Course requires a grade of C or better for General Education
† Course satisfies General Education and degree requirement

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy University Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of ‘C’ or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

Integrative Studies (either Inter-domain or Linked Courses)

Integrative Studies may be completed within the 30 Knowledge Domain credits and must be completed with either Inter-domain or Linked courses, not a combination of both. For Inter-domain courses, credit may apply to both Knowledge Domain designations but does not reduce the total number of credits within the Knowledge Domains and at least 3 credits of single-domain coursework are required in each of the 5 Knowledge Domains. Linked courses used for the Integrative Studies requirement must represent two different Knowledge Domains.

Management and Marketing Option at Altoona campus

The course series listed below provides only one of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an Academic Requirements or What If report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

<table>
<thead>
<tr>
<th>First Year</th>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 21</td>
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<td>MATH 22</td>
<td>3</td>
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<tr>
<td>General Education Course</td>
<td>3</td>
<td>CAS 100†</td>
<td>3</td>
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<tr>
<td>General Education Course</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ENGL 102†</td>
<td>3</td>
<td>MGMT 301*</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ENGL 15, 30, or ESL 15‡</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
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</table>

Second Year

<table>
<thead>
<tr>
<th>Second Year</th>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCM 200 or STAT 200</td>
<td>4</td>
<td>MATH 110</td>
<td>4</td>
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<tr>
<td>ACCTG 211</td>
<td>4</td>
<td>ECON 104</td>
<td>3</td>
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<tr>
<td>MKTG 301*</td>
<td>3</td>
<td>FIN 301*</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MIS 204</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Education Course (GHW)</td>
<td>1.5</td>
<td>General Education Course</td>
<td>3</td>
<td></td>
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</tbody>
</table>

Total Credits: 15.5
### Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ENGL 202D‡</td>
<td>3</td>
<td>BA 322*</td>
<td>3</td>
</tr>
<tr>
<td>BA 321†</td>
<td>3</td>
<td>BA 241</td>
<td>2</td>
</tr>
<tr>
<td>SCM 301*</td>
<td>3</td>
<td>BA 242*</td>
<td>2</td>
</tr>
<tr>
<td>Management and Marketing Option Course*</td>
<td>3</td>
<td>Marketing and Management Option Course*</td>
<td>3</td>
</tr>
<tr>
<td>Management and Marketing Option Course* or General Education Course</td>
<td>3</td>
<td>General Education Course (GHW)</td>
<td>1.5</td>
</tr>
</tbody>
</table>

**Total Credits:** 15  
14.5

### Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>IB 303*</td>
<td>3</td>
<td>BA 422*</td>
<td>3</td>
</tr>
<tr>
<td>BA 420†</td>
<td>1</td>
<td>BA 495A or 495B*</td>
<td>6</td>
</tr>
<tr>
<td>BA 421†</td>
<td>3</td>
<td>Management and Marketing Option Course*</td>
<td>3</td>
</tr>
<tr>
<td>Marketing or Management 300- or 400-level Course*</td>
<td>3</td>
<td>Elective*</td>
<td>3</td>
</tr>
<tr>
<td>Management or Marketing 400-level Course*</td>
<td>3</td>
<td>General Education Course*</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credits:** 16  
15

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* Course requires a grade of C or better for the major  
‡ Course requires a grade of C or better for General Education  
# Course is an Entrance to Major requirement  
† Course satisfies General Education and degree requirement

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### University Requirements and General Education Notes:

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### Career Paths

In today's economic environment, the Bachelor of Science in Business allows companies to hire individuals who have a broad knowledge of all aspects of business. This broad knowledge gives you the opportunity to be effective within many different types of organizations. You will also be well-positioned to pursue admission to graduate programs.

### Careers

With a degree in business, you may specialize through options that may vary by campus. With an accounting option, you can work in the areas of financial and managerial accounting, systems and controls, taxation, and auditing. The entrepreneurship option provides the skills for you to start your own business or to work as an entrepreneur within a company. Health services provides the financial and administrative skills and knowledge necessary for you to become a health services manager. With an option in financial services you might pursue positions in wealth and risk management, estate planning or financial and retirement planning. With the management and marketing option you will be prepared for a career in retail management, small business management or in marketing, advertising and promotion. Finally, with an individualized option, you have flexibility to build specialized skills for your personal business career goals.

### Opportunities for Graduate Studies

A baccalaureate degree in Business can lead to a Master’s degree in Business (MBA) or other business-related masters degrees. MBA programs are offered at Penn State Great Valley, Penn State Erie, Penn State Harrisburg, Penn State Berks, Smeal College of Business and through the World Campus.

### Contact

**Altoona**  
DIVISION OF BUSINESS, ENGINEERING, AND INFORMATION SCIENCES AND TECHNOLOGY  
Penn Building, 223  
3000 Ivyside Park  
Altoona, PA 16601  
814-949-5265  
dxh41@psu.edu  
http://altoona.psu.edu/academics/bachelors-degrees/business/request-information

**Abington**  
DIVISION OF SOCIAL SCIENCES  
1600 Woodland Road  
Abington, PA 19001  
215-881-7829  
fzz34@psu.edu  
http://abington.psu.edu/business-major

**Beaver**  
100 University Drive  
Monaca, PA 15061  
724-773-3892
tdh13@psu.edu
http://beaver.psu.edu/academics/degrees/business-accounting
http://beaver.psu.edu/academics/degrees/business-management

**Berks**

EBC DIVISION
Gaige Building
Reading, PA 19610
610-396-6346
srxg38@psu.edu
http://berks.psu.edu/bs-business

**Brandywine**

25 Yearsley Mill Road
Media, PA 19063
610-892-1450
jvs11@psu.edu
http://brandywine.psu.edu/business

**DuBois**

171 Smeal Building
DuBois, PA 15801
814-375-4800
lhp5@psu.edu
http://dubois.psu.edu/business

**Fayette**

2201 University Drive
Lemont Furnace, PA
724-430-4245

http://fayette.psu.edu/bachelor-science-business

**Greater Allegheny**

101 Frable Building
4000 University Drive
McKeesport, PA 15132
412-675-9140
GA-Academics@lists.psu.edu

http://greaterallegheny.psu.edu/business-bs

**Hazleton**

301 A Schiavo Hall
Hazleton, PA 18202
570-450-3533
pam53@psu.edu

http://hazleton.psu.edu/bachelor-science-business

**Mont Alto**

205 General Studies Building
Mont Alto, PA 17237
717-749-6027
hhh10@psu.edu

http://montalto.psu.edu/directory/baccalaureate-business-program

### New Kensington

3550 Seventh Street Rd.
New Kensington, PA 15068
724-334-6769
rum20@psu.edu
http://newkensington.psu.edu/4-year-business

### Shenango

147 Shenango Avenue
318 Sharon Hall
Sharon, PA 16146
724-983-2908
lrb19@psu.edu
http://shenango.psu.edu/business

### Schuylkill

ACADEMIC AFFAIRS
A-113 200 University Drive
Schuylkill Haven, PA 17972
570-385-6080
sla7@psu.edu
http://www.schuylkill.psu.edu/business

### Scranton

117 Business Building
Dunmore, PA 18512
570-963-2643
jmw831@psu.edu
http://worthingtonscranton.psu.edu/business

### Wilkes-Barre

PO. Box PSU
Lehman, PA 18627
570-675-9164
jpw10@psu.edu
http://wilkesbarre.psu.edu/academics/business

### World Campus

UNIVERSITY COLLEGE
111 Old Main
University Park, PA 16802
610-892-1443
vmg3@psu.edu
https://www.worldcampus.psu.edu/degrees-and-certificates/business-bachelors/overview

### York

206 Grumbacher Building (GISTC)
York, PA 17403
717-771-4189
axk19@psu.edu
http://york.psu.edu/academics/baccalaureate/business