

# BUSINESS, B.S. (ALTOONA)

**Begin Campus:** Any Penn State Campus

**End Campus:** Altoona

## Program Description

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 business analytics, 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

*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*

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.

### Business Analytics Option

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

The Business Analytics option prepares students to pursue careers in applying business analytics techniques to implement appropriate decision-making outcomes using data for companies.

### Entrepreneurship Option

*Available at the following campuses: Altoona, World Campus*

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

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

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

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

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

*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*

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

## Management and Marketing Option

*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*

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

In order to be eligible for entrance to this major, students must complete one of the following courses: MATH 22 or MATH 40 or MATH 41 or MATH 110 or MATH 140.

In addition, students also must satisfy the following requirements:

1. attain at least a C (2.00) cumulative grade-point average for all courses taken at the University; and
2. have at least third-semester classification (<https://www.registrar.psu.edu/enrollment/semester-classification.cfm>).

READ SENATE POLICY 37-30: ENTRANCE TO AND CHANGES IN MAJOR PROGRAMS OF STUDY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/37-00-entrance-to-a-college-or-major/>)

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
Prescribed Courses: Require a grade of C or better		
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
Additional Courses: Require a grade of C or better		
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
SCM 200 or STAT 200	Introduction to Statistics for Business Elementary Statistics	4
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		
Prescribed Courses: Require a grade of C or better		
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

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	3

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		
Prescribed Courses: Require a grade of C or better		
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	
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
<b>Prescribed Courses</b>		
<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
<b>Additional Courses</b>		
<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
<b>Prescribed Courses</b>		
<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
<b>Supporting Courses and Related Areas</b>		
<i>Supporting Courses and Related Areas: Require a grade of C or better</i>		
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
<b>Prescribed Courses</b>		
<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
<b>Additional Courses</b>		
<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	
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
<b>Additional Courses</b>		
<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 Areas <sup>1</sup>**

*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

<sup>1</sup> 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.

## **Program Learning Objectives**

- **Communication Skills:** Demonstrate the necessary skills and abilities to effectively communicate.
- **Technology Tools Skills:** Apply contemporary tools of information technology to include business software applications.
- **Leadership, Team Building and Project Management Skills:** Apply leadership, team building, and project management skills.
- **Local and Global Knowledge:** Compare, contrast and differentiate the business environment of both their local community and the globalized world economy.
- **Ethics, Social Responsibility and Conflict Resolution:** Demonstrate an awareness of ethical issues, social responsibilities and conflict resolution.
- **Fundamental Business Knowledge:** Utilize and apply fundamental business concepts, principles and contemporary business practices.
- **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 needed to plan the chosen program of study, and referrals to other specialized resources.

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

## **Altoona**

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## Greater Allegheny

### Advising Office

### Academic Affairs

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## Hazleton

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### Georgia Macris

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## Wilkes-Barre

### Theresa Clemente

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## World Campus

### Undergraduate Academic Advising

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## Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2023-24 academic year. To access previous years' suggested academic plans, please visit the archive (<https://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition (*Note: the archive only contains suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin*).

### Accounting Option: Business, B.S. 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.

#### First Year

Fall	Credits Spring	Credits
MATH 21	3 MATH 22	3
General Education Course	3 CAS 100 <sup>†</sup>	3
General Education Course	3 General Education Course	3
ECON 102 <sup>†</sup>	3 MGMT 301 <sup>*</sup>	3
ENGL 15, 30H, or ESL 15 <sup>‡</sup>	3 General Education Course	3
PSU 3	1	
	<b>16</b>	<b>15</b>

#### Second Year

Fall	Credits Spring	Credits
SCM 200 or STAT 200	4 MATH 110	4
ACCTG 211	4 ECON 104 <sup>†</sup>	3
MKTG 301	3 FIN 301 <sup>*</sup>	3
MIS 204	3 General Education Course	3
General Education Course (GHW)	1.5 General Education Course	3
	<b>15.5</b>	<b>16</b>

#### Third Year

Fall	Credits Spring	Credits
ENGL 202D <sup>‡</sup>	3 BA 241	2
BA 321 <sup>*</sup>	3 BA 322 <sup>*</sup>	3
SCM 301	3 ACCTG 472 <sup>*</sup>	3
ACCTG 404 <sup>*</sup>	3 ACCTG 405	3

ACCTG 471 <sup>*</sup>	3 General Education Course	3
	<b>15</b>	<b>14</b>

#### Fourth Year

Fall	Credits Spring	Credits
IB 303 <sup>*</sup>	3 BA 422W <sup>*</sup>	3
BA 420 <sup>*</sup>	1 BA 495A or 495B <sup>*</sup>	6
BA 421 <sup>*</sup>	3 ACCTG 432	3
ACCTG 403W	3 Elective	4
BA 242	2	
General Education (GHW)	1.5	
	<b>13.5</b>	<b>16</b>

#### 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 Cultural Diversity 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.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

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.

## Business Analytics Option: Business, B.S. 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.

First Year		
Fall	Credits Spring	Credits
MATH 21	3 MATH 22	3
General Education Course	3 CAS 100 <sup>‡</sup>	3
General Education Course	3 General Education Course	3
ECON 102 <sup>†</sup>	3 MGMT 301 <sup>*</sup>	3
ENGL 15, 30H, or ESL 15 <sup>‡</sup>	3 ACCTG 211	4
PSU 3	1	
	<b>16</b>	<b>16</b>
Second Year		
Fall	Credits Spring	Credits
SCM 200	4 MATH 110	4
General Education Course	3 ECON 104 <sup>†</sup>	3
MKTG 301	3 FIN 301 <sup>*</sup>	3
MIS 204 or IST 110	3 General Education Course	3
General Education Course (GHW)	1.5 General Education Course	3
	<b>14.5</b>	<b>16</b>
Third Year		
Fall	Credits Spring	Credits
BA 321 <sup>*</sup>	3 BA 322 <sup>*</sup>	3
MKTG 342 <sup>*</sup>	3 MIS 301 <sup>*</sup>	3
ENGL 202D <sup>‡</sup>	3 MKTG 480 <sup>*</sup>	3
MIS 345 <sup>*</sup>	3 BA 242	2
General Education Course	3 BA 241	2
	General Education Course (GHW)	1.5
	<b>15</b>	<b>14.5</b>
Fourth Year		
Fall	Credits Spring	Credits
IB 303 <sup>*</sup>	3 BA 422W <sup>*</sup>	3
BA 420 <sup>*</sup>	1 BA 495A <sup>*</sup>	6
BA 421 <sup>*</sup>	3 BDA Option Course	3
MIS 431 <sup>*</sup>	3	
SCM 301 <sup>*</sup>	3	
General Education Course	3	
	<b>16</b>	<b>12</b>
<b>Total Credits 120</b>		

\* 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 Cultural Diversity Requirements (United States and International Cultures).

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General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

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: Business, B.S. 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.

### First Year

Fall	Credits Spring	Credits
MATH 21	3 MATH 22	3
General Education Course	3 CAS 100 <sup>†</sup>	3
General Education Course	3 General Education Course	3
ECON 102 <sup>†</sup>	3 MGMT 301 <sup>*</sup>	3
ENGL 15, 30H, or ESL 15 <sup>†</sup>	3 General Education Course	3
PSU 3	1	
	<b>16</b>	<b>15</b>

### Second Year

Fall	Credits Spring	Credits
SCM 200 or STAT 200	4 MATH 110	4
ACCTG 211	4 ECON 104 <sup>†</sup>	3
MKTG 301 <sup>*</sup>	3 FIN 301 <sup>*</sup>	3
MIS 204	3 General Education Course	3
General Education Course (GHW)	1.5 General Education Course	3
	<b>15.5</b>	<b>16</b>

### Third Year

Fall	Credits Spring	Credits
ENGL 202D <sup>‡</sup>	3 BA 322 <sup>*</sup>	3
BA 321 <sup>*</sup>	3 BA 241	2
SCM 301 <sup>*</sup>	3 BA 242	2
ENTR 300 <sup>*</sup>	3 ENTR 320 <sup>*</sup>	3
Elective	3 General Education Course	3
	General Education Course (GHW)	1.5
	<b>15</b>	<b>14.5</b>

### Fourth Year

Fall	Credits Spring	Credits
IB 303 <sup>*</sup>	3 BA 422W <sup>*</sup>	3
BA 420 <sup>*</sup>	1 BA 495A <sup>*</sup>	6
BA 421 <sup>*</sup>	3 Entrepreneurship 400-level Course <sup>*</sup>	3
Entrepreneurship 400-level Course <sup>*</sup>	3 Entrepreneurship 400-level Course <sup>*</sup>	3
Elective	1	
ENGL 419 or CAS 352 <sup>*</sup>	3	
	<b>14</b>	<b>15</b>

**Total Credits 121**

<sup>†</sup> Course satisfies General Education and degree requirement

### University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity 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.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

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.

\* 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



## Management and Marketing Option: Business, B.S. 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.

First Year		
Fall	Credits Spring	Credits
MATH 21	3 MATH 22	3
General Education Course	3 CAS 100 <sup>†</sup>	3
General Education Course	3 General Education Course	3
ECON 102 <sup>†</sup>	3 MGMT 301 <sup>*</sup>	3
ENGL 15 or 30H <sup>†</sup>	3 General Education Course	3
PSU 3	1	
	<b>16</b>	<b>15</b>
Second Year		
Fall	Credits Spring	Credits
SCM 200 or STAT 200	4 MATH 110	4
ACCTG 211	4 ECON 104 <sup>†</sup>	3
MKTG 301 <sup>*</sup>	3 FIN 301 <sup>*</sup>	3
MIS 204	3 General Education Course	3
General Education Course (GHW)	1.5 General Education Course	3
	<b>15.5</b>	<b>16</b>
Third Year		
Fall	Credits Spring	Credits
ENGL 202D <sup>‡</sup>	3 BA 322 <sup>*</sup>	3
BA 321 <sup>*</sup>	3 BA 241	2
SCM 301 <sup>*</sup>	3 BA 242 <sup>*</sup>	2
Management and Marketing Option Course <sup>*</sup>	3 Marketing and Management Option Course <sup>*</sup>	3
Management and Marketing Option Course <sup>*</sup> or General Education Course	3 Marketing and Management Option Course <sup>*</sup>	3
	General Education Course (GHW)	1.5
	<b>15</b>	<b>14.5</b>
Fourth Year		
Fall	Credits Spring	Credits
IB 303 <sup>*</sup>	3 BA 422W <sup>*</sup>	3
BA 420 <sup>*</sup>	1 BA 495A or 495B <sup>*</sup>	6
BA 421 <sup>*</sup>	3 Management and Marketing Option Course <sup>*</sup>	3
Management or Marketing 400-level Course <sup>*</sup>	3 Elective <sup>*</sup>	4
General Education Course <sup>*</sup>	3	
	<b>13</b>	<b>16</b>
<b>Total Credits 121</b>		

\* 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 Cultural Diversity 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.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

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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 give 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 managers. 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

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Altoona, PA 16601  
814-949-5265  
dxh41@psu.edu

<https://altoona.psu.edu/academics/bachelors-degrees/business>  
(<https://altoona.psu.edu/academics/bachelors-degrees/business/>)

### Abington

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1600 Woodland Rd.  
Abington, PA 19001  
215-421-0030  
twsl6@psu.edu

<https://www.abington.psu.edu/academics/majors-at-abington> (<https://www.abington.psu.edu/academics/majors-at-abington/>)

### Beaver

100 University Drive  
Monaca, PA 15061  
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<https://beaver.psu.edu/academics/majors/business-accounting> (<https://beaver.psu.edu/academics/majors/business-accounting/>)  
<https://beaver.psu.edu/academics/majors/business-management>  
(<https://beaver.psu.edu/academics/majors/business-management/>)

### Berks

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Gaige Building  
Reading, PA 19610  
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<https://berks.psu.edu/academics/baccalaureate-degrees/bs-business>  
(<https://berks.psu.edu/academics/baccalaureate-degrees/bs-business/>)

### Brandywine

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25 Yearsley Mill Rd.  
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<https://www.brandywine.psu.edu/academics/bachelors-degrees/business> (<https://www.brandywine.psu.edu/academics/bachelors-degrees/business/>)

### DuBois

171 Smeal Building  
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814-375-4800  
lhp5@psu.edu

<https://dubois.psu.edu/academics/degrees/business> (<https://dubois.psu.edu/academics/degrees/business/>)

### Fayette

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

<https://fayette.psu.edu/academics/baccalaureate/bachelor-science-business> (<https://fayette.psu.edu/academics/baccalaureate/bachelor-science-business/>)

### Greater Allegheny

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

<https://greaterallegheny.psu.edu/academics/degree-programs/business>  
(<https://greaterallegheny.psu.edu/academics/degree-programs/business/>)

### Hazleton

301A Schiavo Hall  
Hazleton, PA 18202  
570-450-3533  
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<https://hazleton.psu.edu/bachelors-science-business> (<https://hazleton.psu.edu/bachelors-science-business/>)

### Lehigh Valley

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610-285-5117  
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<https://lehighvalley.psu.edu/academics/degrees/business> (<https://lehighvalley.psu.edu/academics/degrees/business/>)

### Mont Alto

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<https://montalto.psu.edu/academics/bachelors/business-degree>  
(<https://montalto.psu.edu/academics/bachelors/business-degree/>)

### New Kensington

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3550 Seventh Street Road  
New Kensington, PA 15068  
724-334-6727  
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<https://newkensington.psu.edu/academics/academics/4-year-business>  
(<https://newkensington.psu.edu/academics/academics/4-year-business/>)

### Schuylkill

ACADEMIC AFFAIRS

200 University Drive  
Schuylkill Haven, PA 17972  
570-385-6080  
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## Scranton

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<https://scranton.psu.edu/academics/degrees/bachelors/business-degree> (<https://scranton.psu.edu/academics/degrees/bachelors/business-degree/>)

## Shenango

147 Shenango Ave.  
309C Sharon Hall  
Sharon, PA 16146  
724-983-2942  
gxm32@psu.edu

<https://shenango.psu.edu/academics/degrees/business-accounting> (<https://shenango.psu.edu/academics/degrees/business-accounting/>)

## Wilkes-Barre

44 University Drive  
Dallas, PA 18612  
570-675-9293  
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<https://wilkesbarre.psu.edu/academics/business> (<https://wilkesbarre.psu.edu/academics/business/>)

## World Campus

UNIVERSITY COLLEGE  
111 Old Main  
University Park, PA 16802  
570-385-6085  
bsbic@psu.edu

<https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-business-bachelor-of-science-degree> (<https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-business-bachelor-of-science-degree/>)

## York

206 Grumbacher Building (GISTC)  
York, PA 17403  
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<https://www.york.psu.edu/academics/baccalaureate/business> (<https://www.york.psu.edu/academics/baccalaureate/business/>)