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, Fayette, Greater Allegheny, Hazleton, Lehigh Valley, Mont Alto, New Kensington, Schuylkill, Scranton, Wilkes-Barre, World Campus, 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 develop the skills for working in business.
- You wish to be develop a broad knowledge of business operations.
- You have a specific sector you wish to focus.
- You want transferable skills or you are not sure which business environment.
- 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:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>45</td>
</tr>
<tr>
<td>Electives</td>
<td>10</td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>80</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTG 211</td>
<td>Financial and Managerial Accounting for Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>ECON 104</td>
<td>Introductory Macroeconomic Analysis and Policy</td>
<td>3</td>
</tr>
</tbody>
</table>

Prescribed Courses: Require a grade of C or better

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 321</td>
<td>Contemporary Skills for Business Professionals</td>
<td>3</td>
</tr>
<tr>
<td>BA 322</td>
<td>Negotiation Skills for Business Professionals</td>
<td>3</td>
</tr>
<tr>
<td>BA 420</td>
<td>Preparation for Career Management</td>
<td>1</td>
</tr>
<tr>
<td>BA 421</td>
<td>Project Management</td>
<td>3</td>
</tr>
<tr>
<td>BA 422W</td>
<td>Strategic Business Planning</td>
<td>3</td>
</tr>
<tr>
<td>FIN 301</td>
<td>Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>IB 303</td>
<td>International Business Operations</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Basic Management Concepts</td>
<td>3</td>
</tr>
<tr>
<td>MIS 204</td>
<td>Introduction to Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 301</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>SCM 301</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 241 &amp; BA 242</td>
<td>Legal Environment of Business and Social and Ethical Environment of Business</td>
<td>4</td>
</tr>
<tr>
<td>or BA 243</td>
<td>Social, Legal, and Ethical Environment of Business</td>
<td></td>
</tr>
<tr>
<td>MATH 110</td>
<td>Techniques of Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>or MATH 140</td>
<td>Calculus With Analytic Geometry I</td>
<td></td>
</tr>
</tbody>
</table>

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<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BA 495A</td>
<td>Business Internship</td>
<td>3-6</td>
</tr>
<tr>
<td>or BA 495B</td>
<td>Undergraduate Research in Business</td>
<td></td>
</tr>
<tr>
<td>ENGL 15</td>
<td>Rhetoric and Composition</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 30H</td>
<td>Honors Rhetoric and Composition</td>
<td></td>
</tr>
<tr>
<td>SCM 200</td>
<td>Introduction to Statistics for Business</td>
<td>4</td>
</tr>
<tr>
<td>or STAT 200</td>
<td>Elementary Statistics</td>
<td></td>
</tr>
</tbody>
</table>

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

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

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</thead>
<tbody>
<tr>
<td>ACCTG 404</td>
<td>Managerial Accounting: Economic Perspective</td>
<td>3</td>
</tr>
<tr>
<td>ACCTG 405</td>
<td>Principles of Taxation I</td>
<td>3</td>
</tr>
<tr>
<td>ACCTG 471</td>
<td>Intermediate Financial Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACCTG 472</td>
<td>Intermediate Financial Accounting II</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional Courses

Additional Courses: Require a grade of C or better

<table>
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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTG 403</td>
<td>Auditing</td>
<td>3</td>
</tr>
<tr>
<td>or ACCTG 403Wauditing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS 301</td>
<td>Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MIS 345</td>
<td>Introduction to Data Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MIS 431</td>
<td>Business Data Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional Courses

Additional Courses: Require a grade of C or better

Select 9 credits from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM/IST 310</td>
<td>Digital Media Metrics</td>
<td>9</td>
</tr>
<tr>
<td>ECON 481</td>
<td>Business Forecasting Techniques</td>
<td></td>
</tr>
<tr>
<td>MIS 336</td>
<td>Database Management Systems</td>
<td></td>
</tr>
<tr>
<td>MIS 404</td>
<td>Introduction to ERP and Business Processes</td>
<td></td>
</tr>
<tr>
<td>MIS 415</td>
<td>Social Media Management and Analytics</td>
<td></td>
</tr>
<tr>
<td>MIS 441</td>
<td>Business Intelligence for Decision Making</td>
<td></td>
</tr>
<tr>
<td>MIS 445</td>
<td>Business Intelligence</td>
<td></td>
</tr>
<tr>
<td>MKTG 342</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>MKTG 343</td>
<td>Introduction to Marketing Analytics</td>
<td></td>
</tr>
<tr>
<td>MKTG 473</td>
<td>Digital Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 474</td>
<td>Marketing Analytics</td>
<td></td>
</tr>
</tbody>
</table>
Entrepreneurship Option (18 credits)
*Available at the following campuses: Altoona, World Campus*

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTR 300</td>
<td>Principles of Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 320</td>
<td>Entrepreneurship and New Venture Creation</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 400</td>
<td>Financing Entrepreneurial Ventures</td>
<td>3</td>
</tr>
</tbody>
</table>

**Prescribed Courses**
*Prescribed Courses: Require a grade of C or better*

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 352</td>
<td>Organizational Communication</td>
<td>0-3</td>
</tr>
<tr>
<td>or ENGL 419</td>
<td>Advanced Business Writing</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTG 405</td>
<td>Principles of Taxation I</td>
<td>3</td>
</tr>
<tr>
<td>FIN 420</td>
<td>Investment and Portfolio Analysis</td>
<td>3</td>
</tr>
</tbody>
</table>

**Prescribed Courses**
*Prescribed Courses: Require a grade of C or better*

**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

Health Services Option (18 credits)
*Available at the following campuses: Abington, Lehigh Valley, Schuylkill, World Campus*

Minimum 6 credits at the 400-level.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HPA 101</td>
<td>Introduction to Health Services Organization</td>
<td>3</td>
</tr>
<tr>
<td>HPA 332</td>
<td>Health Systems Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Prescribed Courses**
*Prescribed Courses: Require a grade of C or better*

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

Select 0-3 credits of the following:

- 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  Work-Life Practices and Policies 472
- PSYCH 281  Introduction to Industrial-Organizational Psychology
- PSYCH 484  Work Attitudes and Motivation
- PSYCH 485  Leadership in Work Settings
- CAS 250  Small Group Communication
- CAS 252  Business and Professional Communication
- CAS 352  Organizational Communication
- CAS 404  Conflict Resolution and Negotiation
- CAS 300  Health Systems Management
- LER 424  Employment Compensation

**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

**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*

Select one of the following:

- 0-6 credits from BA 250, ENGL 419, MKTG 220
- CAS 250  Business and Professional Communication
- CAS 352  Organizational Communication
- CAS 404  Conflict Resolution and Negotiation

**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 MGMT courses

Select 3 credits from 300 or 400-level MKTG courses

Select 6-12 additional credits in 300 or 400-level courses from MGMT6-12 or MKTG courses

**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/)

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tmc12@psu.edu
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
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First Year
Fall
MATH 21 3 MATH 22 3
General Education Course 3 CAS 100† 3
General Education Course 3 General Education Course 3
ECON 102† 3 MGMT 301* 3
ENGL 15, 30H, or ESL 15‡ 3 General Education Course 3
PSU 3 1

Total Credits 16

Second Year
Fall
SCM 200 or STAT 200 4 MATH 110 4
ACCTG 211 4 ECON 104† 3
MKTG 301 3 FIN 301* 3
MIS 204 3 General Education Course 3
General Education Course (GHW) 1.5 General Education Course 3

Total Credits 15.5

Third Year
Fall
ENGL 202D‡ 3 BA 241 2
BA 321* 3 BA 322* 3
SCM 301 3 ACCTG 472* 3
ACCTG 404* 3 ACCTG 405 3

Fourth Year
Fall
IB 303* 3 BA 422W* 3
BA 420† 1 BA 495A or 495B* 6
BA 421† 3 ACCTG 432 3
ACCTG 403W 3 Elective 4
BA 242 2
General Education (GHW) 1.5

Total Credits 13.5

* 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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Integrative Studies (either Inter-domain or Linked Courses)
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## Business Analytics Option: Business, B.S. at Altoona Campus

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Total Credits 120

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Entrepreneurship Option: Business, B.S. at Altoona Campus

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Total Credits 121

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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
DIVISION OF BUSINESS, ENGINEERING, AND INFORMATION SCIENCES AND TECHNOLOGY
Penn Building, 223
3000 Ivyside Park
Altoona, PA 16601
814-949-5265
dhx41@psu.edu
https://altoona.psu.edu/academics/bachelors-degrees/business

Abington
DIVISION OF SOCIAL SCIENCES
1600 Woodland Rd.
Abington, PA 19001
215-421-0030
tws16@psu.edu
https://www.abington.psu.edu/academics/majors-at-abington

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

Berks
EBC DIVISION
Gaige Building
Reading, PA 19610
610-396-6346
BKBusiness@psu.edu
https://berks.psu.edu/academics/baccalaureate-degrees/business

Brandywine
Tomezsko 207J
25 Yearsley Mill Rd.
Media, PA 19063
jvs11@psu.edu
https://www.brandywine.psu.edu/academics/bachelors-degrees/business

DuBois
171 Smeal Building
DuBois, PA 15801
814-375-4800
lhp5@psu.edu
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

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

Hazleton
301A Schiavo Hall
Hazleton, PA 18202
570-450-3533
skr12@psu.edu
https://hazleton.psu.edu/bachelors-science-business

Lehigh Valley
2809 Saucon Valley Road
Center Valley, PA 18034
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https://lehighvalley.psu.edu/academics/degrees/business

Mont Alto
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Mont Alto, PA 17237
717-749-6027
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https://montalto.psu.edu/academics/bachelors/business-degree

New Kensington
111 Administration Bldg.
3550 Seventh Street Road
New Kensington, PA 15068
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https://newkensington.psu.edu/academics/academics/4-year-business

Schuylkill
ACADEMIC AFFAIRS
200 University Drive
Schuylkill Haven, PA 17972
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https://schuylkill.psu.edu/academics/bacc-degrees/business

**Scranton**
117 Business Building
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https://scranton.psu.edu/academics/degrees/bachelors/business-degree

**Shenango**
147 Shenango Ave.
309C Sharon Hall
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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

**World Campus**
UNIVERSITY COLLEGE
111 Old Main
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https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-business-bachelor-of-science-degree

**York**
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https://www.york.psu.edu/academics/baccalaureate/business