BUSINESS, B.S. (BERKS)

Begin Campus: Any Penn State Campus
End Campus: Berks

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
Available at the following campuses: Abington, Altoona, Beaver, Berks, Brandywine, Fayette, Greater Allegheny, Hazleton, Schuylkill, Scranton, 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.

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, 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 be 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
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>77</td>
</tr>
</tbody>
</table>

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 (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 (http://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.

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 (http://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>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>ACCTG 211</td>
<td>Financial and Managerial Accounting for Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>ECON 104</td>
<td>Introductory Macroeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>MIS 204</td>
<td>Introduction to Business Information Systems</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>FIN 301</td>
<td>Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Basic Management Concepts</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>
<tr>
<td>IB 303</td>
<td>International Business Operations</td>
<td>3</td>
</tr>
<tr>
<td>BA 421</td>
<td>Project Management</td>
<td>3</td>
</tr>
<tr>
<td>BA 422</td>
<td></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>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>
<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>
<tr>
<td>BA 241</td>
<td>Legal Environment of Business</td>
<td>4</td>
</tr>
<tr>
<td>&amp; BA 242</td>
<td>and Social and Ethical Environment of Business</td>
<td></td>
</tr>
<tr>
<td>or BA 243</td>
<td>Social, Legal, and Ethical Environment of Business</td>
<td></td>
</tr>
</tbody>
</table>

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>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>
</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, Fayette, Greater Allegheny, Hazleton, Schuylkill, Scranton, Wilkes-Barre, World Campus, York

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Prescribed Courses: Require a grade of C or better</td>
<td></td>
</tr>
<tr>
<td>ACCTG 404</td>
<td>Managerial Accounting: Economic Perspective</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: Require a grade of C or better |

| ACCTG 403 | Auditing                                             | 3       |
| or ACCTG 403W | Auditing                                              |         |
| ACCTG 405 | Principles of Taxation I                             | 3       |
| or FINSV 411 | Federal Income Taxation for the Financial Services Professional |         |

Supporting Courses and Related Areas

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

Entrepreneurship Option (18 credits)

Available at the following campuses: Altoona, World Campus

<table>
<thead>
<tr>
<th>Code</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Prescribed Courses: Require a grade of C or better</td>
<td></td>
</tr>
<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>

| 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

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>
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<tr>
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<tbody>
<tr>
<td></td>
<td>Prescribed Courses: Require a grade of C or better</td>
<td></td>
</tr>
<tr>
<td>FIN 420</td>
<td>Investment and Portfolio Analysis</td>
<td>3</td>
</tr>
</tbody>
</table>

| 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

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, World Campus

Minimum 6 credits at the 400-level.

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<td>Prescribed Courses: Require a grade of C or better</td>
<td></td>
</tr>
<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>

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

| BBH 302 | Diversity and Health                                 | 0-3     |
| CAS 352 | Organizational Communication                         |         |
| CAS 404 | Conflict Resolution and Negotiation                  |         |
| ENGL 416 | Science Writing                                     |         |
| ENGL 419 | Advanced Business Writing                            |         |
| LER 424 | Employment Compensation                             |         |
| LER 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                         |         |

| 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. A grade of C or better is required for all option courses.

<table>
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<td></td>
<td>Additional Courses: Require a grade of C or better</td>
<td></td>
</tr>
</tbody>
</table>

| Option 1: |

| BA 250 | Small Business Management                           | 0-6     |
| ENGL 419 | Advanced Business Writing                            |         |

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

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<tbody>
<tr>
<td></td>
<td>Additional Courses: Require a grade of C or better</td>
<td></td>
</tr>
</tbody>
</table>

Select one of the following options:

| Option 1: |

| BA 250 | Small Business Management                           | 0-6     |
| ENGL 419 | Advanced Business Writing                            |         |


MKTG 220  Introduction to Selling Techniques

Option 2:
Select one of the following:
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

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 MGMT or MKTG courses 6-12

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

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

1. Demonstrate the necessary skills and abilities to effectively communicate.
2. Apply contemporary tools of information technology to include business software applications.
3. Apply leadership, team building, and project management skills.
4. Compare, contrast and differentiate the business environment of both their local community and the globalized world economy.
5. Demonstrate an awareness of ethical issues, social responsibilities and conflict resolution.
6. Utilize and apply fundamental business concepts, principles and contemporary business practices.
7. 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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# Business, B.S. (Berks)

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## World Campus

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advising@outreach.psu.edu

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## Suggested Academic Plan

### Accounting Option at Berks 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

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 15 or 30†</td>
<td>3</td>
<td>MATH 110‡</td>
<td>4</td>
</tr>
<tr>
<td>ECON 102 or 104†</td>
<td>3</td>
<td>ECON 102 or 104†</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
</tr>
<tr>
<td>First-Year Seminar</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>17</td>
<td></td>
<td>16</td>
</tr>
</tbody>
</table>

### Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTG 211</td>
<td>4</td>
<td>ENGL 202D†</td>
<td>3</td>
</tr>
<tr>
<td>MIS 204</td>
<td>3</td>
<td>SCM 200 or STAT 200†</td>
<td>4</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course (GHW)</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td></td>
<td>16</td>
</tr>
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</table>

### Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 321†</td>
<td>3</td>
<td>BA 322†</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 301†</td>
<td>3</td>
<td>BA 420†</td>
<td>1</td>
</tr>
<tr>
<td>FIN 301†</td>
<td>3</td>
<td>MKTG 301†</td>
<td>3</td>
</tr>
<tr>
<td>ACCTG 404†</td>
<td>3</td>
<td>IB 303‡</td>
<td>3</td>
</tr>
<tr>
<td>ACCTG 471†</td>
<td>3</td>
<td>ACCTG 403†</td>
<td>3</td>
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<tr>
<td></td>
<td></td>
<td>ACCTG 472‡</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td></td>
<td>16</td>
</tr>
</tbody>
</table>

### Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 421†</td>
<td>3</td>
<td>BA 422 (Course fulfills the Writing Across The Curriculum Requirement.)†</td>
<td>3</td>
</tr>
<tr>
<td>SCM 301†</td>
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<td>BA 495A or 495B†</td>
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<td>Option Requirement†</td>
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<td>ACCTG 405†</td>
<td>3</td>
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Business, B.S. (Berks)

Elective 3
Elective 1-3

Total Credits 121-123

* 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:
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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.

The following courses are offered Fall Semester only: ACCTG 404, 471.
The following courses are offered Spring Semester only: ACCTG 403, 405, 472.
For Option Requirement, choose one (1) course from the following:
ACCTG, BA, ECON, ENTR, FIN, FINSV, HPA, IB, MGMT, MIS, MKTG, RM, or SCM. Consult adviser for details.

Financial Services Option at Berks 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
ENGL 15 or 30‡ 3 CAS 100A or 100B‡ 3
MATH 110‡ 4 BA 243 4
ECON 102 or 104‡ 3 ECON 102 or 104‡ 3
General Education Course 3 General Education Course 3
General Education Course 3 General Education Course 3
First-Year Seminar 1

17 16

Second Year
Fall Credits Spring Credits
ACCTG 211 4 ENGL 202D‡ 3
MIS 204 3 SCM 200 or STAT 200‡ 4
General Education Course 3 General Education Course 3
General Education Course 3 General Education Course (GHW) 3
General Education Course 3 Elective 3

16 16

Third Year
Fall Credits Spring Credits
BA 321* 3 BA 322* 3
MGMT 301* 3 BA 420* 1
MKTG 301* 3 IB 303* 3
FIN 301* 3 SCM 301* 3
Option Requirement* 3 ACCTG 405* 1
Elective 3

15 16

Fourth Year
Fall Credits Spring Credits
BA 421* 3 BA 422 (Course fulfills the Writing Across The Curriculum Requirement.)* 3
FIN 420* 3 BA 495A or 495B* 6
Option Requirement* 3 Option Requirement* 3
Option Requirement* 3
Elective 1-3

13-15 12

Total Credits 121-123

* Course requires a grade of C or better for the major
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# Course is an Entrance to Major requirement
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University Requirements and General Education Notes:
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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.
Individualized Option at Berks 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

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<tr>
<td>MATH 110‡</td>
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### Second Year

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<td>MIS 204</td>
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### Third Year

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<th>Fall</th>
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<tr>
<td>BA 321*</td>
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<td>BA 322*</td>
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<tr>
<td>MGMT 301*</td>
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<td>BA 420*</td>
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<td>MKTG 301*</td>
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<td>IB 303*</td>
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### Fourth Year

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<th>Fall</th>
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<tbody>
<tr>
<td>BA 421*</td>
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<td>BA 422 (Course fulfills the Writing Across The Curriculum Requirement)†</td>
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<td>Option Requirement*</td>
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<td>13-15</td>
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<td>12</td>
</tr>
</tbody>
</table>

Total Credits 121-123

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1. The following courses are offered Fall Semester only: FIN 420.
2. The following courses are offered Spring Semester only: ACCTG 405.
3. For Option Requirement, choose four (4) 300 level to 400 level courses from the following: ACCTG, FIN, FINSV, or RM. Consult adviser for details.

* Course requires a grade of C or better for the major
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### Management & Marketing Option at Berks 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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* Students must obtain Program Coordinator approval prior to the completion of this option. Consult Program Coordinator for details.

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<th>Credits</th>
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1 For Option Requirement, choose four to six (4-6) 300 level to 400 level MGMT courses and 300 level to 400 level MKTG courses including at least one (1) MGMT course, at least one (1) MKTG course, and at least one (1) 400 level course. Additionally, students may choose zero to two (0-2) courses from the following: BA 250, CAS 250, 252, 352, 404, ENGL 419, MGMT 215, or MKTG 220. Consult adviser for details.

### Fourth Year

<table>
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Total Credits 121-123

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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

#### Berks

EBC DIVISION
Gaige Building
Reading, PA 19610
610-396-6346
sxg38@psu.edu

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

#### Abington

DIVISION OF SOCIAL SCIENCES
1600 Woodland Road
Abington, PA 19001
215-881-7829
fzz34@psu.edu

http://abington.psu.edu/business-major

#### Altoona

DIVISION OF BUSINESS, ENGINEERING, AND INFORMATION SCIENCES AND TECHNOLOGY
Penn Building, 223
3000 Ivyside Park
Altoona, PA 16601
814-949-5265
dkh41@psu.edu

http://altoona.psu.edu/academics/bachelors-degrees/business/request-information

#### Beaver

100 University Drive
Monaca, PA 15061
724-773-3892
Business, B.S. (Berks)

duh13@psu.edu
http://beaver.psu.edu/academics/degrees/business-accounting
http://beaver.psu.edu/academics/degrees/business-management

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
lrh19@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://worthingtonscranont.psu.edu/business

Wilkes-Barre
P.O. 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