BUSINESS, B.S. (INTERCOLLEGE)

Begin Campus: World Campus

End Campus: World Campus

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 wish to be develop a broad knowledge of business operations.
- You wish 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>
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<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>

12 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.

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

**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**
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>
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<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>
<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**
- 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 422 3
- FIN 301 Corporation Finance 3
- IB 303 International Business Operations 3
- MGMT 301 Basic Management Concepts 3
- MKTG 301 Principles of Marketing 3
- SCM 301 Supply Chain Management 3

**Additional Courses**
- BA 241 Legal Environment of Business & Social and Ethical Environment of Business or BA 243 Social, Legal, and Ethical Environment of Business 4
- MATH 110 Techniques of Calculus I or MATH 140 Calculus With Analytic Geometry I 4
- SCM 200 Introduction to Statistics for Business or STAT 200 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:**

**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
### Prescribed Courses

- **ACCTG 404**: Managerial Accounting: Economic Perspective (3 credits)
- **ACCTG 471**: Intermediate Financial Accounting I (3 credits)
- **ACCTG 472**: Intermediate Financial Accounting II (3 credits)

### Additional Courses

- **ACCTG 403**: Auditing (3 credits)
- **ACCTG 405**: Principles of Taxation I (3 credits)
- **FINSV 411**: Federal Income Taxation for the Financial Services Professional (3 credits)

### 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)

- **Code**: 379
- **Title**: Principles of Entrepreneurship (3 credits)
- **Code**: 379
- **Title**: Entrepreneurship and New Venture Creation (3 credits)
- **Code**: 379
- **Title**: Financing Entrepreneurial Ventures (3 credits)

### Additional Courses

- **Select one of the following options:**
  - **BBH 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
  - **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

### Supporting Courses and Related Areas

Select 6-9 credits from 300 or 400-level HPA courses

### Financial Services Option (18 credits)

- **Code**: 379
- **Title**: Investment and Portfolio Analysis (3 credits)

### Additional Courses

- **Select one of the following options:**
  - **BA 250**: Small Business Management
  - **ENGL 419**: Advanced Business Writing
  - **MKTG 220**: Introduction to Selling Techniques

### 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)

- **Code**: 379
- **Title**: Introduction to Health Services Organization (3 credits)
- **Code**: 379
- **Title**: Health Systems Management (3 credits)

### Additional Courses

- **Select one of the following options:**
  - **BBH 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
  - **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

### Supporting Courses and Related Areas

Select 3-9 credits from 300 or 400-level HPA courses

### Individualized Business Option (18 credits)

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.

### Management and Marketing Option (18 credits)

Select one of the following options:

- **BA 250**: Small Business Management
- **ENGL 419**: Advanced Business Writing
- **MKTG 220**: Introduction to Selling Techniques

### Supporting Courses and Related Areas

Select one of the following:

- **CAS 250**: Small Group Communication
- **CAS 252**: Business and Professional Communication
- **CAS 352**: Organizational Communication
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 MGMT or MKTG courses

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

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

World Campus

Undergraduate Academic Advising
301 Outreach Building
University Park, PA 16802
814-863-3283
advising@outreach.psu.edu

Abington
Feng Zhang
Program Chair
1600 Woodland Road
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dxb41@psu.edu

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lhp5@psu.edu

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Assistant Teaching Professor
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wsg3@psu.edu

Greater Allegheny

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Academic Affairs
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Hazleton
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Lecturer in Business
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Hazleton, PA 18202
570-450-3533
pam53@psu.edu

Mont Alto
Hanafiah Harvey
Associate Professor of Economics
205 General Studies Building
Mont Alto, PA 17237
717-749-6027
hhh10@psu.edu

New Kensington
Rujirutana Mandhachitara
Associate Professor
3550 Seventh Street Rd.
### Suggested Academic Plan

#### Accounting Option for World 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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<td>CAS 100, 100A, 100B, or 100C‡</td>
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<tr>
<td>MIS 204</td>
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<td>ECON 102‡</td>
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<tr>
<td>ACCTG 211</td>
<td>4</td>
<td>ENGL 2020‡</td>
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<tr>
<td>BA 243</td>
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<td>STAT 200 (General Education)‡</td>
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<td>ECON 104‡</td>
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<td>BA 321*</td>
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<td>FIN 301*</td>
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<td>MGMT 301*</td>
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<td>ACCTG 471*</td>
<td>3</td>
<td>IB 303*</td>
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<td>ACCTG 404*</td>
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<td>ACCTG 472*</td>
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<td>ACCTG 403 (or ACCTG 403W)*</td>
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#### Fourth Year

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<td>SCM 301†</td>
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<td>ACCTG 495*</td>
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<td>ACCTG 405*</td>
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* Course requires a grade of C or better for the major
† Course requires a grade of C or better for General Education
‡ Course satisfies General Education and degree requirement

# Course is an Entrance to Major requirement

1 MATH 110 or 140 is required for graduation. MATH 22 or higher is required for entrance to major.

### University Requirements and General Education Notes:

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

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

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

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

Entrepreneurship Option for World Campus

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<td>ACCTG 211</td>
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<td>BA 243</td>
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<td>MKTG 301W*</td>
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<tr>
<td>ENTR 400*</td>
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<td>BA 495A*</td>
<td>6</td>
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<tr>
<td>Option Course - ENTR 4XX*</td>
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<td>Option Course - ENTR 4XX*</td>
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<tr>
<td>Option Course - ENTR 4XX* or CAS 352 - Organizational Communication or ENGL 419 Advanced Business Writing*</td>
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| Elective              | 3       | 13-16        |         |
| Total Credits         | 120-123 |             |         |

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# Course is an Entrance to Major requirement
1  MATH 110 or 140 is required for graduation. MATH 22 or higher is required for entrance to major.

Financial Services Option for World Campus

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First Year

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<tr>
<th>Fall</th>
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<th>Spring</th>
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<td>ECON 102‡</td>
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Second Year

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<td>BA 243</td>
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### First Year

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### Second Year

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Total Credits 120-123

* Course requires a grade of C or better for the major
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† 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.

**Health Services Option for World Campus**

The course series listed below provides only one of the many possible ways to move through this curriculum. The University may make changes
MATH 110 or 140 is required for graduation. MATH 22 or higher is required for entrance to major.

**University Requirements and General Education Notes:**

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**Management and Marketing Option for World 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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<th>Fall Courses</th>
<th>Credits</th>
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<tr>
<td>ENGL 15, 30, or ESL 15†</td>
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<td>3 CAS 100, 100A, 100B, or 100C‡</td>
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<td>MIS 204</td>
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<td>3 MATH 110†</td>
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**Second Year**

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<td>4 ENGL 202D‡</td>
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<td>BA 243</td>
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<td>4 STAT 200 (General Education)††</td>
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<td>ECON 104†</td>
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**Third Year**

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<td>3 BA 322*</td>
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<td>FIN 301*</td>
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<tr>
<td>MGMT 301*</td>
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<td>3 Option Course (Communications) or Additional Credits in 300 or 400-level Management or Marketing courses</td>
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| MKTG 301W*                    | 3       | Option Course 300-400-level Management* | 3       |
| SCM 301*                      | 3       | Option Course 300-400 level Marketing* | 3       |
|                               | 15      | 15             |         |

**Fourth Year**

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<td>1 BA 422W*</td>
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<td>BA 421*</td>
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<td>3 BA 495A*</td>
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</tr>
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<td>Option Course (300-400-level Management or Marketing)*</td>
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<td>Option Course 400-level Management or Marketing)*</td>
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**Total Credits 120**

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**Individualized Option for World Campus**

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### Business, B.S. (Intercollege)

#### University Requirements and General Education Notes:

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<tr>
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#### Third Year

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</table>

Total Credits 120

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* Course requires a grade of C or better for the major
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#### Career Paths

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

#### Careers

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

**World Campus**

Office of the Vice President for Commonwealth Campuses

111 Old Main

University Park, PA 16802

610-892-1443

vmg3@psu.edu

https://www.worldcampus.psu.edu/degrees-and-certificates/business-bachelors/overview

**Abington**

DIVISION OF SOCIAL SCIENCES

1600 Woodland Road

Abington, PA 19001

215-881-7829
Business, B.S. (Intercollege)

fzz34@psu.edu
http://abington.psu.edu/business-major

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

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

Berks
EBC DIVISION
Gaige Building
Reading, PA 19610
610-396-6346
sxg38@psu.edu
http://berks.psu.edu/bs-business

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

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

Fayette
2201 University Drive
Lemont Furnace, PA
724-430-4245
http://fayette.psu.edu/bachelor-science-business

Greater Allegheny
101 Frable Building
4000 University Drive
McKeesport, PA 15132
412-675-9140

GA-Academics@lists.psu.edu
http://greaterallegheny.psu.edu/business-bs

Hazleton
301 A Schiavo Hall
Hazleton, PA 18202
570-450-3533
pam53@psu.edu
http://hazleton.psu.edu/bachelor-science-business

Mont Alto
205 General Studies Building
Mont Alto, PA 17237
717-749-6027
hhh10@psu.edu
http://montalto.psu.edu/directory/baccalaureate-business-program

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

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

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

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

Wilkes-Barre
P.O. Box PSU
Lehman, PA 18627
570-675-9164
jpw10@psu.edu
http://wilkesbarre.psu.edu/academics/business
York
206 Grumbacher Building (GISTC)
York, PA 17403
717-771-4189
axk19@psu.edu

http://york.psu.edu/academics/baccalaureate/business