BUSINESS, B.S. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus

End Campus: Beaver, Brandywine, DuBois, Fayette, Hazleton, Greater Allegheny, New Kensington, Schuylkill, Shenango, Wilkes-Barre, York, Lehigh Valley, Mont Alto, Scranton

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.

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.)
- 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>
</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>
<tr>
<td></td>
<td>Prescribed Courses: Require a grade of C or better</td>
<td></td>
</tr>
<tr>
<td>BA 322</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>
</tbody>
</table>
IB 303  International Business Operations  3  
MGMT 301  Basic Management Concepts  3  
MIS 204  Introduction to Management Information Systems  3  
MKTG 301  Principles of Marketing  3  
SCM 301  Supply Chain Management  3  

Additional Courses  
BA 241  Legal Environment of Business and Social and Ethical Environment of Business  4  
& BA 242  or BA 243  Social, Legal, and Ethical Environment of Business  
MATH 110  Techniques of Calculus I  4  
or MATH 140  Calculus With Analytic Geometry I  

Additional Courses: Require a grade of C or better  
BA 495A  Business Internship  3-6  
or BA 495B  Undergraduate Research in Business  
ENGL 15  Rhetoric and Composition  3  
or ENGL 30H  Honors Rhetoric and Composition  
SCM 200  Introduction to Statistics for Business  4  
or STAT 200  Elementary Statistics  

Supporting Courses and Related Areas  
Supporting Courses and Related Areas: Require a grade of C or better  
Select 0-3 credits from 400-level business courses from: ACCTG, BA, ECON, ENTR, FIN, FINSV, HPA, IB, MGMT, MIS, MKTG, RM, or SCM  

Requirements for the Option  
Requirements for the Option: Require a grade of C or better  
Select an option  18  

Accounting Option (18 credits)  
Available at the following campuses: Abington, Altoona, Beaver, Berks, Brandywine, DuBois, Fayette, Greater Allegheny, Hazleton, Lehigh Valley, New Kensington, Schuylkill, Scranton, Shenango, Wilkes-Barre, World Campus, York  

Code  
Prescribed Courses  
Prescribed Courses: Require a grade of C or better  
ACCTG 404  Managerial Accounting: Economic Perspective  3  
ACCTG 405  Principles of Taxation I  3  
ACCTG 471  Intermediate Financial Accounting I  3  
ACCTG 472  Intermediate Financial Accounting II  3  

Additional Courses  
Additional Courses: Require a grade of C or better  
ACCTG 403  Auditing  3  
or ACCTG 403W Auditing  
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  

Code  
Prescribed Courses  
Prescribed Courses: Require a grade of C or better  
MIS 301  Business Analytics  3  
MIS 345  Introduction to Data Analytics  3  
MIS 431  Business Data Management  3  

Additional Courses  
Additional Courses: Require a grade of C or better  
Select 9 credits from the following:  
COM/IST 310  Digital Media Metrics  
ECON 481  Business Forecasting Techniques  
MIS 336  Database Management Systems  
MIS 404  Introduction to ERP and Business Processes  
MIS 415  Social Media Management and Analytics  
MIS 441  Business Intelligence for Decision Making  
MIS 445  Business Intelligence  
MKTG 342  Marketing Research  
MKTG 343  Introduction to Marketing Analytics  
MKTG 473  Digital Marketing  
MKTG 474  Marketing Analytics  
MKTG 480  Intermediate Social Media Marketing  
SCM 340  Introduction to Supply Chain Analytics  

Entrepreneurship Option (18 credits)  
Available at the following campuses: Altoona, World Campus  

Code  
Prescribed Courses  
Prescribed Courses: Require a grade of C or better  
ENTR 300  Principles of Entrepreneurship  3  
ENTR 320  Entrepreneurship and New Venture Creation  3  
ENTR 400  Financing Entrepreneurial Ventures  3  

Additional Courses  
Additional Courses: Require a grade of C or better  
CAS 352  or ENGL 419  Organizational Communication  Advanced Business Writing  0-3  
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  

Code  
Prescribed Courses  
Prescribed Courses: Require a grade of C or better  
ACCTG 405  Principles of Taxation I  3  
FIN 420  Investment and Portfolio Analysis  3  

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.

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<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
Additional Courses: Require a grade of C or better
Select 0-3 credits of the following:

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<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBH/AFAM 302</td>
<td>Diversity and Health</td>
<td>0-3</td>
</tr>
<tr>
<td>CAS 352</td>
<td>Organizational Communication</td>
<td></td>
</tr>
<tr>
<td>CAS 404</td>
<td>Conflict Resolution and Negotiation</td>
<td></td>
</tr>
<tr>
<td>ENGL 416</td>
<td>Science Writing</td>
<td></td>
</tr>
<tr>
<td>ENGL 419</td>
<td>Advanced Business Writing</td>
<td></td>
</tr>
<tr>
<td>LER 424</td>
<td>Employment Compensation</td>
<td></td>
</tr>
<tr>
<td>LHR/WMNST 472</td>
<td>Work-Life Practices and Policies</td>
<td></td>
</tr>
<tr>
<td>PSYCH 281</td>
<td>Introduction to Industrial-Organizational Psychology</td>
<td></td>
</tr>
<tr>
<td>PSYCH 484</td>
<td>Work Attitudes and Motivation</td>
<td></td>
</tr>
<tr>
<td>PSYCH 485</td>
<td>Leadership in Work Settings</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 from 300 or 400-level HPA courses
Select 0-6 credits from 300-400-level courses from ACCTG, BA, ECON, ENTR, FIN, FINSV, HPA, IB, MGMT, MKTG, MIS, RM or SCM
Select 6-12 additional credits in 300 or 400-level courses from MGMT6-12 or MKTG 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