

# BUSINESS ADMINISTRATION, B.B.A.

## Major Code: 0280

SUNY Morrisville's bachelor degree in Business Administration provides students with the opportunity to develop the business practices and skills necessary for planning and directing the management, business, and financial activities of business, government and other organizations. This program is fully accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Graduates are prepared to coordinate, support and perform a broad range of duties that promote organizational efficiency. The mission of the program is to give students the opportunity to graduate with the ability to identify new opportunities, solve business problems and improve operational optimization. Combining both theoretical and applied teaching, emphasis is placed on concepts, skills and techniques that are immediately transferable in the workplace.

## Student Learning Outcomes

Upon successful completion of this program, students will be able to:

- To communicate effectively through both oral and written means of communication
- To design, implement and evaluate strategies for identifying new business opportunities
- To design, implement and evaluate strategies for solving contemporary business problems
- To recognize and promote ethical and responsible business practices
- To effectively meld technical knowledge with information technology proficiency
- To plan and direct the management, business and financial activities of business, government and other organizations
- To utilize quantitative analysis to evaluate operational efficiency, market segment opportunities and business profitability
- To identify technology and workforce strategies to enhance overall productivity
- To prepare a competitive industry analysis in support of strategic decision making

## Curriculum Requirements

A minimum of 120 credits is required for degree completion.

Code	Title	Credits
<b>Requirements</b>		
BSAD 100	Introduction to Business	3
BSAD 108	Business Law I	3
BSAD 116	Business Organization & Mgmt	3
BSAD 140	Business Communications	3
BSAD 203	Business Law II	3
BSAD 221	Business Statistics	3
BSAD 300	Management Communications	3
BSAD 310	Human Resource Management	3
BSAD 320	Entrepreneurship	3
BSAD 325	Marketing Management	3
BSAD 350	Principles Corporate Finance	3

BSAD 375	Management Information Systems	3
BSAD 380	International Business	3
BSAD 400	Production & Operation Mgt	3
BSAD 408	Responsible Business Ownership	3
BSAD 411	Leadership in Organizations	3
BSAD 470	Strategic Management	3
ACCT 101	Principles of Accounting I	3
ACCT 102	Principles of Accounting II	3
CITA 101	Principles Computer Apps	3
ECON 100	Introduction to Macroeconomics	3
ECON 140	Introduction to Microeconomics	3
300-400 Upper Level Credits as advised or Optional Concentration as advised		12
COMM 105	Research & Communication	3
SUNY General Education Diversity, Equity, Inclusion and Social Justice as advised		3
MATH 153	Business Calculus	3
SUNY General Education Natural Sciences as advised		3
Additional SUNY General Education/Liberal Arts & Sciences as advised		15
Additional General Electives as advised		15
<b>Total Credits</b>		<b>120</b>

## Optional Concentrations

### Accounting

Code	Title	Credits
ACCT 301	Intermediate Financial Acct I	3
ACCT 302	Intermediate Financial Acct II	3
ACCT 303	Cost Accounting	3
ACCT 401	Auditing	3
<b>Total Credits</b>		<b>12</b>

### Entrepreneurship

Code	Title	Credits
Select 12 credits from the following:		12
BSAD 329	Consumer Behavior	
BSAD 330	Lead/Manage Family Business	
BSAD 391	Internship in Business	
ENTR 327	Guerilla Mktg Tactics Sm Bus	
ENTR 342	Innovation & Venture Creation	
<b>Total Credits</b>		<b>12</b>

### Marketing

Code	Title	Credits
Select 12 credits from the following:		12
BSAD 327	Advertising Management	
BSAD 329	Consumer Behavior	
BSAD 353	Sport Marketing - Strategic Ap	
BSAD 391	Internship in Business	
BSAD 419	Global Marketing	
ENTR 327	Guerilla Mktg Tactics Sm Bus	
<b>Total Credits</b>		<b>12</b>

**Sports Marketing**

Code	Title	Credits
BSAD 343	Intro to Sport Management	3
Select three of the following:		9
BSAD 353	Sport Marketing - Strategic Ap	
BSAD 391	Internship in Business	
BSAD 418	Sport Law	
BSAD 443	Strategic Sports Business	
<b>Total Credits</b>		<b>12</b>

**Suggested Course Sequence**

Course	Title	Credits
<b>Year 1</b>		
<b>Fall</b>		
BSAD 100	Introduction to Business	3
BSAD 108	Business Law 1	3
CITA 101	Principles Computer Apps	3
COMM 105	Research & Communication	3
100-200 Lower Division Elective as advised		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
BSAD 116	Business Organization & Mgmnt	3
BSAD 140	Business Communications	3
SUNY General Education Diversity, Equity, Inclusion and Social Justice as advised		3
SUNY General Education as advised		3
100-200 Lower Division Elective as advised		3
<b>Credits</b>		<b>15</b>
<b>Year 2</b>		
<b>Fall</b>		
ACCT 101	Principles of Accounting I	3
ECON 100	Introduction to Macroeconomics	3
MATH 153	Business Calculus	3
100-200 Lower Division Elective as advised		3
SUNY General Education as advised		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
ACCT 102	Principles of Accounting II	3
BSAD 203	Business Law II	3
BSAD 221	Business Statistics	3
ECON 140	Introduction to Microeconomics	3
SUNY General Education as advised		3
<b>Credits</b>		<b>15</b>
<b>Year 3</b>		
<b>Fall</b>		
BSAD 310	Human Resource Management	3
BSAD 325	Marketing Management	3
BSAD 350	Principles Corporate Finance	3
100-200 Lower Division Elective as advised		3
SUNY General Education as advised		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
BSAD 300	Management Communications	3
BSAD 320	Entrepreneurship	3
BSAD 375	Management Information Systems	3
BSAD 380	International Business	3
100-200 Lower or 300-400 Upper Division Elective as advised		3
<b>Credits</b>		<b>15</b>

**Year 4**

<b>Fall</b>		
BSAD 400	Production & Operation Mgt	3
BSAD 408	Responsible Business Ownership	3
BSAD 411	Leadership in Organizations	3
300-400 Upper Division Elective as advised		3
SUNY General Education as advised		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
BSAD 470	Strategic Management	3
Electives - Upper Division as Advised		9
SUNY General Education Elective as Advised		3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>120</b>