

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN BUSINESS ADMINISTRATION

## Overview

Business Administration includes all areas of business and provides students with broad exposure to accounting, finance, management, and marketing. All successful business people must have an understanding of organizations and possess strong skills in the areas of communication, leadership, teamwork, communication, and critical thinking.

Business Administration majors at Youngstown State University don't specialize in one area of business study, but rather take a broad range of courses in management, accounting, finance, and marketing.

## Career Outlook

Business Administration positions are projected to grow up to 14% by 2026, depending on the industry. Demand for the services of Business Administration graduates will be based on the need for organizations to improve efficiencies and control costs.

Common job titles include:

- Purchasing Manager
- Management Analyst
- Business Development Associate
- Business Consultant
- Event Planner
- Business owner
- Manager

## Student Experiences

All students in the WCBA are encouraged to complete at least one credit bearing internship and to be involved with one of the college's many student organizations. Being involved outside the classroom is an important way to develop leadership skills, learn about various careers, and make professional connections.

COURSE	TITLE	S.H.
<b>FIRST YEAR REQUIREMENT -STUDENT SUCCESS SEMINAR</b>		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	
<b>GENERAL EDUCATION</b>		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
Mathematics requirement <small>Met through MATH 1552 - See Business Tool Courses</small>		
Arts and Humanities (6 s.h.) <small><sup>3</sup> SH of Arts &amp; Humanites met through PHIL 2628 Business Ethics</small>		
PHIL 2628	Business Ethics (required for major)	3
Arts and Humanities elective		
Natural Sciences (2 courses, 1 with lab) (7 s.h.)		
Social and Personal Awareness (6 s.h.)		
Social Science (6 s.h.) <small>Met through ECON 2610 and ECON 2630 - See Business Tool Courses</small>		

<b>BUSINESS TOOL COURSES</b>		
Business Tool courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.		
BUS 1500	Exploring Business	3
BUS 2600	Business Applications of Microsoft Excel	3
MATH 1552	Applied Mathematics for Management	4
ECON 2610	Principles 1: Microeconomics	3
ECON 2630	Principles 2: Macroeconomics	3
MGT 2604	Legal Environment of Business 1	3
ACCT 2602	Financial Accounting	3
ACCT 2603	Managerial Accounting	3
ENGL 3742	Business Writing	3
ECON 3788	Statistics for Business and Economics 1	3

<b>BUSINESS CORE REQUIREMENTS</b>		
To enroll in upper level business courses students must have successfully completed ENGL 1549 or 1550, ENGL 1551, PHIL 2628, CMST 1545, all Business Tool courses AND have a minimum 2.5 overall GPA.		
Upper Level Business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.		
BUS 3700	Business Analytics	3
BUS 3715	Principles of International Business	3
FIN 3720	Business Finance	3
MKTG 3702	Business Professionalism	1
MKTG 3703	Marketing Concepts and Practice	3
MGT 3725	Fundamentals of Management	3
MGT 3761	Management Information Systems	3
MGT 3789	Operations Management	3
MGT 4850	Strategic Management and Leadership	3

<b>BUSINESS ADMINISTRATION MAJOR REQUIREMENTS</b>		
MGT 3750	Managing Individuals in Organizations	3
Upper level ACCT or FIN Course		3
Upper level MGT course		3
Upper Level MKTG or ADV course		3
UPPER LEVEL BUSINESS SERIES		6
Select 6 SH from the same series (see below)		
UPPER LEVEL BUSINESS COURSES		9
Select 9 SH of upper level business courses (ACCT, ADV, BUS, ENT, FIN, MGT, MKTG)		
NON-BUSINESS COURSES		8
<b>Total Semester Hours</b>		<b>120-122</b>

Upper Level Business Series (students must select 2 course (6 SH) from one area.

COURSE	TITLE	S.H.
Enterprise Resource Planning		
MGT 4820	Supply Chain Management	3
MGT 4821	Business Process Integration	3
Management Information Systems		
MGT 3771	Social Media and E-Commerce	3
MGT 5835	Systems Analysis and Design	3
MGT 5865	Database Management Systems	3
Human Resource Management		
MGT 3715	Employee Relations and Workplace Ethics	3
MGT 3705	Fundamentals of Occupational Safety	3
MGT 3755	Managing Workplace Diversity	3
MGT 4810	Compensation and Performance Appraisal	4
MGT 4819	Selection, Training, and Development	4

<b>International Business</b>		
BUS 4860	International Business Internship	3
BUS 4875	International Business Field Study Tour	1-3
FIN 4839	International Accounting and Finance	3
MKTG 4845	International Marketing	3
MKTG 4849	Export Strategy	3
MKTG 4851	Services Marketing	3
<b>Entrepreneurship</b>		
ENT 3700	Entrepreneurship New Venture Creation	3
ENT 3750	Entrepreneurship-Small Business Financial Management	3
ENT 4800	Entrepreneurship-Business Plan Development (Nonprofit Leadership)	3
<b>Nonprofit Leadership</b>		
BUS 3720	Nonprofit Leadership	3
BUS 3780	Financial Management and Fundraising for Nonprofit Organizations	3
BUS 4840	Nonprofit Leadership Internship	3
<b>Leadership</b>		
MGT 4801	Leadership in Business and Society	3
MGT 3715	Employee Relations and Workplace Ethics	3
MGT 3755	Managing Workplace Diversity	3
<b>Year 1</b>		
<b>Fall</b>		
YSU 1500	Success Seminar	1-2
or SS 1500	or Strong Start Success Seminar	
or HONR 1500	or Intro to Honors	
BUS 1500	Exploring Business	3
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	
MATH 1552	Applied Mathematics for Management	4
CMST 1545	Communication Foundations	3
<b>Semester Hours</b>		<b>14-16</b>
<b>Spring</b>		
ENGL 1551	Writing 2	3
PHIL 2628	Business Ethics	3
ECON 2610	Principles 1: Microeconomics	3
BUS 2600	Business Applications of Microsoft Excel	3
GE: Arts & Humanities		3
<b>Semester Hours</b>		<b>15</b>
<b>Year 2</b>		
<b>Fall</b>		
ACCT 2602	Financial Accounting	3
MGT 2604	Legal Environment of Business 1	3
ENGL 3742	Business Writing	3
ECON 2630	Principles 2: Macroeconomics	3
GE: Social & Personal Awareness		3
<b>Semester Hours</b>		<b>15</b>
<b>Spring</b>		
ACCT 2603	Managerial Accounting	3
MKTG 3702	Business Professionalism	1
ECON 3788	Statistics for Business and Economics 1	3
GE: Natural Science		3
Non-Business Elective		3
GE: SPA		3
<b>Semester Hours</b>		<b>16</b>

<b>Year 3</b>		
<b>Fall</b>		
MKTG 3703	Marketing Concepts and Practice	3
MGT 3725	Fundamentals of Management	3
BUS 3700	Business Analytics	3
MGT 3750	Managing Individuals in Organizations	3
GE: Lab Science		4
<b>Semester Hours</b>		<b>16</b>
<b>Spring</b>		
MGT 3761	Management Information Systems	3
FIN 3720	Business Finance	3
BUS 3715	Principles of International Business	3
MKTG upper level course		3
Upper Level Business Course	Internship Recommended	3
<b>Semester Hours</b>		<b>15</b>
<b>Year 4</b>		
<b>Fall</b>		
MGT 3789	Operations Management	3
FIN/ACCT upper level course		3
BA series upper level course		3
Business upper level course		3
Non-Business Course		2
<b>Semester Hours</b>		<b>14</b>
<b>Spring</b>		
MGT 4850	Strategic Management and Leadership	3
MGT Upper Level Course		3
Business Upper Level Course		3
BA series upper level course		3
Non Business Courses		3
<b>Semester Hours</b>		<b>15</b>
<b>Total Semester Hours</b>		<b>120-122</b>

ENGL 1550, ENGL 1551, Business Tool and upper level business courses (ACCT, ADV, BUS, ENT, FIN, MGT, MKTG) must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.

To enroll in upper level business courses students must have successfully completed ENGL 1550, ENGL 1551, PHIL 2628, CMST 1545, all Business Tool courses AND have a minimum 2.5 overall GPA.

## Learning Outcomes

The student learning outcomes for majors within the Management Department are as follows:

- **Operations Management**—Demonstrate knowledge in role of operations management in business strategy of the firm; interdependence with other key functional areas; designing and improving processes; designing and operating value chains
- **International Business**—Demonstrate knowledge in cross-country variations in business environments that present both opportunities and challenges in operating globally; strategies and management systems to seize the opportunities and face the challenges in operating globally
- **Information Systems**—Demonstrate knowledge in role of information systems in the modern enterprise; emerging technologies (such as ERP, CRM etc.) and their potential impact on your business; managing IT resources effectively and efficiently to achieve business goals
- **Business Policy and Strategy**—Demonstrate knowledge in applying basic strategy frameworks, concepts, and definitions; cross-functional analysis, decision-making, and strategic integration; analysis of complex business/industry scenarios and development of action plans

- **Management/Organizational Behavior**–Demonstrate knowledge in management as a social process; managerial functions (planning, organizing, leading, motivating etc.) and skills (technical, communications, etc.)