

# BUSINESS ADMINISTRATION

Associate in Science Degree | Transfer Degree | Department of Business and Information Systems

## Program Description

The Business Administration curriculum provides a broad academic foundation so that graduates may transfer to the third year of a senior college or pursue immediate employment. Students must select one option from among the Accounting, Computer Programming, Management and Marketing options.

## Learning Outcomes

Upon successful completion of the Business Administration program requirements, students will be able to:

1. Demonstrate the ability to discuss business organizations and management functions in written and oral forms.
2. Prepare and analyze financial statements for internal and external decision-making.
3. Demonstrate proficiency in performing statistical calculations required in a business setting.

## BUSINESS ADMINISTRATION CURRICULUM (PATHWAYS)

Curriculum Coordinator: Professor Howard A. Clampman

### Required Core

- A. English Composition (6 Credits)
- B. Mathematical and Quantitative Reasoning<sup>1</sup> (4 Credits)
- C. Life and Physical Sciences<sup>2</sup> (3-4 Credits)

**SUBTOTAL 13-14**

### Flexible Core

- A. World Cultures and Global Issues<sup>3</sup> (3 Credits)
- B. U.S. Experience in its Diversity<sup>3</sup> (3 Credits)
- C. Creative Expression (3 Credits)
- D. Individual and Society<sup>3</sup> (3 Credits)
- E. Scientific World (3 Credits)

Restricted Elective Select one course from Areas A-E. (3 Credits)

**SUBTOTAL 18**

### Major Requirements

- ACC 111 Principles of Accounting I (4 Credits)
- BUS 41 Business Statistics (3 Credits)
- BUS 51 Principles of Management (3 Credits)
- DAT 10<sup>4</sup> Computer Fundamentals and Applications  
OR DAT 30<sup>5</sup> Introduction to Computer Applications and Programming (3 Credits)

- FYS 11<sup>6</sup> First Year Seminar (0-1 Credit)
- LAB SCIENCE<sup>2</sup> Credit (0-1 Credit)
- LAW 41 Business Law (3 Credits)

## DEGREE OPTIONS

Student must choose an option to graduate: Accounting, Computer Programming, Management or Marketing (12 Credits)

### Accounting Option Description:

This option prepares students with fundamental courses in business and accounting. The option also provides the background for transfer to a senior college and completion of the baccalaureate degree. Students who wish to pursue a career in finance should select this option. Upon completion of further appropriate education and training and with experience, the student may qualify by state examination as a Certified Public Accountant or as a teacher.

### Learning Outcomes

Upon successful completion of the Accounting Option requirements, students will be able to:

1. Demonstrate accounting skills on an intermediate level.
2. Utilize and incorporate basic business technology to produce business documents, spreadsheets and databases.

### Requirements:

- ACC 112 Principles of Accounting II (4 Credits)
- ACC 113 Principles of Intermediate Accounting (4 Credits)
- ACC 115 Accounting Information Systems (3 Credits)
- KEY 10 Keyboarding for Computers (1 Credit)

*Students are advised that there is an AAS degree offered in the same discipline.*

### Computer Programming Option Description:

This option provides a range of computer programming courses designed to provide the necessary foundation for employment and/or transfer to a senior college.

### Learning Outcomes

Upon successful completion of the Computer Programming Option requirements, students will be able to:

1. Prepare computer programs using current business programming languages.
2. Discuss the uses of various computer operating systems.

## Requirements

- BIS 13 Website Development (3 Credits)
- DAT 47 JAVA Programming (3 Credits)
- DAT 49 Linux Operating System (3 Credits)
- DAT 51 Web Programming with Python (3 Credits)

Students are advised that there is an AAS degree offered in the same discipline.

## Management Option Description:

This option provides the student with skills needed to be a successful manager. Students are prepared to enter management training programs leading to middle-management positions. The option is also broad enough to allow students to pursue any business major at a senior college.

## Learning Outcomes

Upon successful completion of the Management Option requirements, students will be able to:

1. Critically analyze and discuss topics including organizational behavior, finance & international business.
2. Utilize and incorporate basic business technology to produce business documents, spreadsheets and databases.

## Requirements

- MKT 11 Principles of Marketing (3 Credits)
- FIN 31 Principles of Finance (3 Credits)
- Choose two of the following three courses: (6 credits)  
BUS 52 Organizational Behavior  
BUS 53 International Management  
BUS 54 Entrepreneurship

## Marketing Option Description:

This option provides basic courses for those students interested in a career in Marketing Management and for those who intend to transfer to a senior college.

## Learning Outcomes

Upon successful completion of the Marketing Management Option requirements, students will be able to:

1. Critically analyze and discuss topics including marketing ethics, the four P's of marketing, and global/domestic marketing strategies.
2. Utilize and incorporate basic business technology to produce business documents, spreadsheets and databases.

## Requirements:

- MKT 11 Principles of Marketing (3 Credits)
- MKT 18 Consumer Behavior *OR*  
MKT 47 E-Marketing (3 Credits)
- MKT 43 Principles of Advertising (3 Credits)
- MKT 48 Marketing Management (3 Credits)

## SUBTOTAL 28-30

**TOTAL: 60-61** Credits required for AS Degree<sup>7</sup>

<sup>1</sup> In order to comply with transfer requirement at Senior Colleges, students are required to complete MTH 30 or MTH 31 to fulfill Required Core B. The program has been given a waiver to require its students to take MTH 30 or MTH 31 to fulfill Required Area B. If students transferring into this program complete a different course in this area, they will be certified as having completed the Common Core, but it may not be possible for them to finish their degree within the regular number (60) of credits.

<sup>2</sup> Students may select either a 4-credit STEM Variant science course or a 3-credit science course to fulfill Required Core C. Students selecting a 3-credit course must also complete an additional 1-credit lab course to fulfill graduation requirements.

<sup>3</sup> In an effort to select courses which can be accepted as transfer credits at Senior Colleges and give students the breadth of knowledge required nationally of Business Majors, students are strongly recommended to complete HIS 10 or HIS 11 and/or COMM 34 to fulfill Flexible Core A; ECO 12 to fulfill Flexible Core B; and COMM 11 and/or ECO 11 to fulfill Flexible Core D.

<sup>4</sup> DAT 10 is for students enrolled in the Accounting; Management; and Marketing Management options.

<sup>5</sup> DAT 30 is for students enrolled in the Computer Programming Option only.

<sup>6</sup> Students must take FYS 11 prior to earning 24 degree or equated credits. Students who have earned 24 or more degree or equated credits are permitted to use the one credit as a free elective. It is highly recommended that students take FYS 11 in their first or second semester. This requirement will be waived for students who have earned 24 or more degree or equated credits at BCC or another college and transfer into this program.

<sup>7</sup> Students transferring into the program with 24 or more degree or equated credits will be exempt from FYS 11 and only required to complete 60 credits to graduate.

Students interested in transferring to Lehman College, SUNY Maritime, SUNY Potsdam, and Baruch College should visit the articulation agreement section of the Transfer Planning web site for recommended courses at: <https://www.bcc.cuny.edu/campus-resources/transfer-services/transfer-agreements/>