

BUSINESS ADMINISTRATION (B.S.)

Bachelor of Science Program

Program Code: BS-SP

Major Code: BSA

Business Department

Chase Hall 322

(716) 878-4239

business.buffalostate.edu/ (<https://business.buffalostate.edu/>)

The bachelor of science degree in business administration prepares students for leadership roles in management and marketing in both domestic and international business public and nonprofit organizations. During the first two years of the program, students acquire a foundation in accounting and economics, as well as in the arts, humanities, and social and natural sciences. The last two years are devoted to upper-division courses in management, marketing, human resources, law, finance, operations management, and a capstone course in business strategy. Upon acceptance into the program, students will be required to choose and complete a 15-hour concentration in one of the following areas: management, marketing, or international business.

Admission Requirements

Transfer students are accepted into the program on a competitive basis. No freshmen are accepted directly into the program. Students interested in business as a major may be admitted as a pre-business major (0424) until completion of entrance requirements. Prior to acceptance into the program, students will be required to attain competency in mathematics, complete CWP 101 and CWP 102 with a C or better, and have a minimum cumulative GPA of 2.5.

Transfer students must take all concentration courses, the six hours of upper-division business elective courses, BUS 430, and BUS 460 at Buffalo State College. Business transfer courses with D or less will not be accepted into the major.

Program Requirements

Code	Title	Credit Hours
General Education 23 Requirements (http://ecatalog.buffalostate.edu/undergraduate/collegewide-degree-requirements-baccalaureate-degrees/#IF_Courses)		
		33 credit hours

Business Administration Major Requirements (60 credit hours)

Business Core (39 credit hours)

ECO 201	PRINCIPLES OF MACROECONOMICS	3
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ECO 202	PRINCIPLES OF MICROECONOMICS	3
BUS 312	FINANCIAL ACCOUNTING	3
BUS 313	MANAGERIAL ACCOUNTING	3
BUS 320	PRINCIPLES OF MARKETING	3
BUS 324	BUSINESS COMMUNICATION	3
BUS 325	HUMAN RESOURCE MANAGEMENT	3
BUS 334	BUSINESS LAW I	3
BUS 360	PRINCIPLES OF MANAGEMENT	3
FIN 314	CORPORATION FINANCE	3
ECO 305	STATISTICS FOR ECONOMICS	3
or MAT 311	INTRODUCTORY PROBABILITY AND STATISTICS	
BUS 460	OPERATIONS MANAGEMENT	3
BUS 430	STRATEGIC MANAGEMENT	3
<i>Concentration (15 credit hours)</i>		
Select one of the following concentrations:		15
Marketing (p.)		
Management (p. 2)		
International Business (p. 2)		
<i>Business Electives (6 credit hours)</i>		
Any upper-level Business Department course that is not required in the business core or used in your concentration may be taken as a business elective. The department recommends that students meet the business elective requirement through participation in the internship program, BUS 378.		6
All College Electives		
21-27 credit hours		21-27
Total Credit Hours		120

Marketing Concentration

Code	Title	Credit Hours
Select 15 credit hours from the following:		
BUS 321	DIGITAL MARKETING AND STRATEGY	
BUS 323	SALES METHODS AND TECHNIQUES	
BUS 327	ADVERTISING CONCEPTS AND PRACTICES	
BUS 329	SALES MANAGEMENT	
BUS 330	MARKETING MANAGEMENT	
BUS 347	RETAIL MANAGEMENT	
BUS 348	ELECTRONIC COMMERCE	

BUS 364	SUPPLY CHAIN MANAGEMENT
BUS 368	SPORTS MANAGEMENT AND MARKETING
BUS 403	CONSUMER BEHAVIOR
BUS 404	MARKETING RESEARCH
BUS 420	INTERNATIONAL MARKETING
Total Credit Hours	15

Management Concentration

Code	Title	Credit Hours
Select 15 credit hours from the following:		15
BUS 300	INTERNATIONAL BUSINESS	
BUS 305	DIVERSITY AND INCLUSION IN THE WORKPLACE	
BUS 329	SALES MANAGEMENT	
BUS 330	MARKETING MANAGEMENT	
BUS 335	BUSINESS LAW II	
BUS 347	RETAIL MANAGEMENT	
BUS 350	CURRENT PRACTICES IN BUSINESS TECHNOLOGY	
BUS 364	SUPPLY CHAIN MANAGEMENT	
BUS 365	ENTREPRENEURSHIP	
BUS 366	MANAGEMENT INFORMATION SYSTEMS	
BUS 367	STRATEGIC MANAGEMENT OF INNOVATION AND TECHNOLOGY	
BUS 368	SPORTS MANAGEMENT AND MARKETING	
BUS 369	ORGANIZATIONAL CHANGE AND DEVELOPMENT	
BUS 424	INTERNATIONAL BUSINESS COMMUNICATION	
BUS 425	INTERNATIONAL AND CROSS-CULTURAL TRAINING	
BUS 473	INTERNATIONAL MANAGEMENT	
Total Credit Hours		15

International Business Concentration

Code	Title	Credit Hours
Select 15 credit hours from the following:		15
BUS 300	INTERNATIONAL BUSINESS	
BUS 305	DIVERSITY AND INCLUSION IN THE WORKPLACE	
BUS 363	BUSINESS IN THE WESTERN HEMISPHERE	
BUS 417	INTERNATIONAL ACCOUNTING	
BUS 420	INTERNATIONAL MARKETING	
BUS 424	INTERNATIONAL BUSINESS COMMUNICATION	
BUS 425	INTERNATIONAL AND CROSS-CULTURAL TRAINING	
BUS 473	INTERNATIONAL MANAGEMENT	

ECO 401	INTERNATIONAL ECONOMICS
FIN 400	INTERNATIONAL FINANCE

Total Credit Hours **15**

Students are able to:

1. Demonstrate the use of specific Business content area.
2. Prepare and deliver an effective managerial presentation.
3. Demonstrate clear, concise, and correct writing in a paper on a business topic.
4. Identify and formulate the appropriate business problem given a complex case.
5. Solve a given business problem using appropriate tools.
6. Conduct oneself professionally in a business presentation.
7. Identify ethical dilemmas and suggest responsible courses of action in a business case.
8. Be evaluated as a successful team member by peers.
9. Participate in a group project that produces a successful product.
10. Demonstrate knowledge of the functional areas of a complex organization.
11. Prepare an internal analysis of the functional areas within a complex organization and determine how each adds value.