

BUSINESS ADMINISTRATION (B.S.)

BS-SP BSA

Business Department
Bachelor of Science (HEGIS 0506)

Chase Hall 322
 (716) 878-4239

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, CWP 102 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
Intellectual Foundations Requirements (http://ecatalog.buffalostate.edu/undergraduate/collegewide-degree-requirements-baccalaureate-degrees/#IF_Courses)		
33-39 credit hours		33-39

Business Administration Major Requirements (60 credit hours)

<i>Business Core (39 credit hours)</i>		
ECO 201	PRINCIPLES OF MACROECONOMICS	3
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	MARKETING ON THE INTERNET	3
BUS 323	SALES METHODS AND TECHNIQUES	3
BUS 327	ADVERTISING CONCEPTS AND PRACTICES	3
BUS 329	SALES MANAGEMENT	3
BUS 330	MARKETING MANAGEMENT	3
BUS 347	RETAIL MANAGEMENT	3
BUS 348	ELECTRONIC COMMERCE	3
BUS 403	CONSUMER BEHAVIOR	3
BUS 404	MARKETING RESEARCH	3

BUS 420 INTERNATIONAL MARKETING

Total Credit Hours 15

Management Concentration

Code	Title	Credit Hours
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Select 15 credit hours from the following: 15

BUS 300	INTERNATIONAL BUSINESS
BUS 329	SALES 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 473	INTERNATIONAL MANAGEMENT

Total Credit Hours 15

International Business Concentration

Code	Title	Credit Hours
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Select 15 credit hours from the following: 15

BUS 300	INTERNATIONAL BUSINESS
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