

BUSINESS ADMINISTRATION AND BUSINESS MANAGEMENT COMBINED PATHWAY (B.S. AND M.S.)

Bachelor of Science Program

Program Code: BS-SP
Major Code: BSA

Master of Science Program

Program Code: MS-SP
Major Code: BSM

Business Department

Chase Hall 322
(716) 878-4239
business.buffalostate.edu/ (<https://business.buffalostate.edu/>)

Enrollment in the combined pathway allows highly qualified, currently enrolled SUNY Buffalo State students to begin work on a Master of Science (M.S.) in Business Management while completing a bachelor's degree in Business Administration. Nine credits of designated master's courses are incorporated into the bachelor's degree program and will count toward both the bachelor's degree and the master's degree.

Program Requirements

The combined pathway requires 141 credits total, of which 30 are master's credits leading to the M.S. in Business Management. Students must meet all college, department, and relevant concentration guidelines.

The program requires careful planning that should begin by the second year of the student's undergraduate career at SUNY Buffalo State. The student and the primary advisor (or Program Chair) should consult in planning the undergraduate degree program so that the requirements met during undergraduate study and the nine credits of master's courses from the M.S. in Business Management program are included in the degree plan. Students must meet graduate expectations for academic progress and grade point average in their master's level courses to remain in the combined pathway.

Admission into the combined pathway is highly selective. Matriculated undergraduate students may apply to the B.S./M.S. pathway in their third year (junior year) of study and will complete all of the application requirements for the program. The admission application process includes a minimum GPA of 3.2, completion of 89 credit hours, 30 of which must include business core and prerequisite requirements (see below), and a letter of recommendation.

B.S. in Business Administration 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		33
Business Administration Major Requirements (60 credit hours)		
Core Courses		
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 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
Undergraduate Major Concentration Requirements (15 credit hours)		15
Select one of the following concentrations:		
Marketing Concentration		
Choose 15 credit hours from the following:		15
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

Management Concentration

Choose 15 credit hours from the following:

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

International Business Concentration

Choose 15 credit hours from the following:

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

Required Graduate Major Courses (6 credit hours)

BUS 624	BUSINESS COMMUNICATIONS IN A DIGITAL WORLD	3
BUS 640	STRATEGIC HUMAN RESOURCES	3

Undergraduate Major Electives (3 credit hours) **3**

Required Graduate-Level Major Elective (3 credit hours)

BUS 630	MARKETING STRATEGY	3
All College Electives		0-27
Total Credit Hours		108-135

M.S. Business Management Program Requirements

Code	Title	Credit Hours
Required Graduate Major Courses		
Core Courses (24 Credit hours)		
BUS 612	ACCOUNTING INFORMATION FOR DECISION MAKING	3
BUS 624	BUSINESS COMMUNICATIONS IN A DIGITAL WORLD	3
BUS 630	MARKETING STRATEGY	3
BUS 640	STRATEGIC HUMAN RESOURCES	3
BUS 660	MANAGERIAL ANALYTICS AND DECISION MAKING	3
BUS 666	INFORMATION SYSTEMS MANAGEMENT	3
BUS 690	MASTER'S PROJECT	3
BUS 715	MANAGEMENT STRATEGY	3
Choose two of the following:		6
BUS 500	MARKETING OF SERVICES	
BUS 519	COMMUNICATION FOR LEADERS AND MANAGERS	
BUS 535	SMALL-BUSINESS OPERATIONS	
BUS 537	ANATOMY OF BANKING	
BUS 688	LEADERSHIP IN ORGANIZATIONS	

Total Credit Hours **30**