

BUSINESS ADMINISTRATION

Home Department: School of Management (<https://www.kettering.edu/programs-and-degrees/academics/mgmt-school/#biz>)

Program Director:

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Program Overview

The Bachelor of Science in Business Administration (<https://www.kettering.edu/programs-and-degrees/business>) (BSBA) degree is focused on creating dynamic leaders capable of taking an idea or process and either bringing the idea to the market or improving the efficiency and effectiveness of a process.

There are three key aspects to achieving this:

- Preparing students to work with concept originators/technical colleagues and perform business analyses related to ideas and processes.
- Leveraging the co-op experience in preparing students to facilitate the idea development process and perform basic analyses.
- Allowing students the opportunity to hone and practice their skills and knowledge in business studio (laboratory) experiences.

The BSBA offers the opportunity to study abroad (<https://my.kettering.edu/international-programs/study-abroad-kettering-university>). Business students wishing to study abroad have the opportunity to attend classes held in English at Reutlingen University in Reutlingen, Germany. The program is one term in length, normally the Senior 1 (SR1) term, and takes place during the fall term. Students interested in studying abroad need to make their decision no later than the Junior 1 (JR1) term and discuss their intentions with their academic advisor. Additional information is available from the Department of Business and the Kettering University Office of International Programs (<https://my.kettering.edu/international-programs>).

The Department of Business also offers two minors available to students not majoring in Business. These minors are: Business (<http://catalog.kettering.edu/undergrad/academic-programs/minors/business>), and Innovation and Entrepreneurship (<http://catalog.kettering.edu/undergrad/academic-programs/minors/innovation-entrepreneurship>).

The Business Minor provides students not majoring in Business with a strong base in the functional areas of business and one elective course. It also fulfills prerequisites for the Master of Business Administration (<http://catalog.kettering.edu/grad/programs/business-administration>) (MBA), Master of Science in Engineering Management (<http://catalog.kettering.edu/grad-online/programs/engineering-management>), and Master of Science in Operations Management (<http://catalog.kettering.edu/grad-online/programs/operations-management>) programs offered at Kettering University. In many cases courses in the business minor will serve prerequisites needs for MBA programs at other institutions.

The Innovation and Entrepreneurship minor is designed for students interested in starting their own business or leading the creation of new ideas in an existing business.

The BSBA program is accredited by the Association of Collegiate Business Schools and Programs (<http://www.acbsp.org/mpage/main>) (ACBSP). The BSBA prepares students to become dynamic leaders by coupling traditional business subjects with the ability to interact with technical colleagues and having the soft skills that enable them to lead projects and programs. The BSBA program provides the strong analytical base needed to analyze managerial, operations, and marketing data.

Program Educational Objectives

1. Students graduating with a Bachelor of Science in Business Administration Degree will have a broad knowledge and understanding of business fundamentals so that they are academically prepared for a business career.

Graduating Business students will have a broad knowledge of management fundamentals.

Upon graduation, students will have a broad knowledge of:

- Management
- Accounting
- Finance
- Management Information Systems
- International Business
- Marketing

2. Graduating business students will have the positive perspectives and skills that create managerial leaders.

Upon graduation, students will have the following positive perspectives:

- Students will exhibit an understanding of ethical responsibility
- Students will respond well to supervision
- Students will exhibit an appreciation for positive suggestions

Upon graduation, students will have the following skills:

- Students will be able to speak effectively
- Students will be able to write effectively
- Students will be able to work on multidisciplinary teams
- Students will exhibit leadership qualities

Business Administration Program Curriculum Requirements

First Year Experience

FYE-101	First Year Foundations	1
<i>Credit Hours Subtotal:</i>		1

General Education

COMM-101	Written & Oral Communication I	4
COMM-301	Written & Oral Communication II	4
ECON-201	Economic Principles	4
HUMN-201	Introduction to Humanities	4
LS-489	Senior Seminar: Leadership, Ethics, and Contemporary Issues	4
SSCI-201	Introduction to the Social Sciences	4

Advanced Humanities Elective		4
Advanced Social Science Elective		4
<i>Credit Hours Subtotal:</i>		32
Engineering, Mathematics and Science		
MATH-100	College Mathematics ¹	4
or MATH-191	Mathematics Special Topics	
MATH-101	Calculus I	4
or MATH-291	Mathematics Special Topics	
Basic Science Elective		4
Science or Engineering Elective		4
<i>Credit Hours Subtotal:</i>		16
Business Core		
BUSN-101	Business Decision Making	4
BUSN-102	Intro to Business Methods	4
BUSN-152	Information Systems	4
BUSN-211	Management Concepts	4
BUSN-212	Organizational Behavior	4
BUSN-221	Financial Accounting	4
BUSN-222	Managerial Accounting	4
BUSN-271	Statistics for Business	4
BUSN-272	Quantitative Business Analysis	4
BUSN-331	Financial Management	4
BUSN-332	Financial Markets	4
BUSN-341	Introduction to Marketing	4
BUSN-342	Product Marketing Management	4
BUSN-361	Lean Operations Management	4
BUSN-362	Lean Supply Chain Management	4
BUSN-371	Business Analytics	4
BUSN-382	Introduction to Strategy	2
BUSN-383	Strategy Integration I	2
BUSN-401	International Business	4
BUSN-402	Business Law	4
BUSN-411	Project Management	4
BUSN-482	Advanced Strategy	2
BUSN-483	Strategy Integration II	2
BUSN-484	Business Design Project	4
ECON-342	Intermediate Microeconomics: Managerial Economics	4
or ECON-344	Intermediate Macroeconomics: Economic Growth and Fluctuation	
<i>Credit Hours Subtotal:</i>		92
Electives		
Business Electives	Any business courses for which the student has the prerequisites	8
Free Electives	Any course for which the student has the prerequisites	8
<i>Credit Hours Subtotal:</i>		16
Culminating Undergraduate Experience		
CUE-495	Culminating Undergraduate Experience Introductory Course (No credit, Pass/ Fail)	
Select one of the following:		4
CUE-495C	Co-op Thesis	

CUE-495E	Intra/Entre/Social E-ship Thesis	
CUE-495P	Professional Practice Thesis	
CUE-495R	Research Thesis	
<i>Credit Hours Subtotal:</i>		4
Total Credit Hours		161

(Minimum) Total Credits Required for Program: 161

¹ Students placing into MATH-101 will take an engineering/math/science elective in place of MATH-100/MATH-191

Representative Program

Course	Title	Credit Hours
Freshman I		
FYE-101	First Year Foundations	1
BUSN-101	Business Decision Making	4
MATH-100	College Mathematics ¹	4
or MATH-191	or Mathematics Special Topics	
COMM-101	Written & Oral Communication I	4
Science Elective		4
Credit Hours		17
Freshman II		
BUSN-102	Intro to Business Methods	4
BUSN-152	Information Systems	4
MATH-101	Calculus I	4
or MATH-191	or Mathematics Special Topics	
ECON-201	Economic Principles	4
Credit Hours		16
Sophomore I		
BUSN-211	Management Concepts	4
BUSN-221	Financial Accounting	4
BUSN-271	Statistics for Business	4
HUMN-201	Introduction to Humanities	4
or SSCI-201	or Introduction to the Social Sciences	
Credit Hours		16
Sophomore II		
BUSN-212	Organizational Behavior	4
BUSN-222	Managerial Accounting	4
BUSN-272	Quantitative Business Analysis	4
HUMN-201	Introduction to Humanities	4
or SSCI-201	or Introduction to the Social Sciences	
Credit Hours		16
Junior I		
BUSN-341	Introduction to Marketing	4
BUSN-331	Financial Management	4
BUSN-361	Lean Operations Management	4
BUSN-371	Business Analytics	4
COMM-301	Written & Oral Communication II	4
Credit Hours		20
Junior II		
BUSN-342	Product Marketing Management	4

BUSN-332	Financial Markets	4
BUSN-362	Lean Supply Chain Management	4
BUSN-382	Introduction to Strategy	2
BUSN-383	Strategy Integration I	2
Elective		4
Credit Hours		20
Senior I		
BUSN-411	Project Management	4
BUSN-401	International Business	4
Free Elective		4
Advanced Humanities or Advanced Social Science Elective		4
Credit Hours		16
Senior II		
BUSN-402	Business Law	4
BUSN-482	Advanced Strategy	2
BUSN-483	Strategy Integration II	2
ECON-342 or ECON-344	Intermediate Microeconomics: Managerial Economics or Intermediate Macroeconomics: Economic Growth and Fluctuation	4
Free Elective		4
Advanced Humanities or Advanced Social Science Elective		4
Credit Hours		20
Senior III		
BUSN-484	Business Design Project	4
LS-489	Senior Seminar: Leadership, Ethics, and Contemporary Issues	4
Science or Econ Elective		4
Elective		4
Credit Hours		16
Any Term		
CUE -495/C/E/P/R Culminating Undergraduate Experience		4
Credit Hours		4
Total Credit Hours		161

(Minimum) Total Credits Required for Program: 161

¹ Students placing into MATH-101 will take an engineering/math/science elective in place of MATH-100/MATH-191