PROGRAM CODE UCOBGENBUS EFFECTIVE DATE FALL 2021

VERSION NUMBER 2218

COLLEGE OF BUSINESS

Business Administration: General Business‡

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

STUDENT.

STUDENT ID NUMBER:

Business Core		
COURSE	CR	GRADE
ACC 121 FINANCIAL ACCOUNTING	3	
ACC 122 MANAGERIAL ACCOUNTING	3	
BUS131 BUSINESS LAW I	3	
BUS 220 REG. ANALYSIS & DATA ANALYTICS	3	
BUS 275 BUS. DATA MGT & INFO SYSTEMS	3	
MKT 210 PRINCIPLES OF MARKETING	3	
MGM 210 PRINCIPLES OF MANAGEMENT	3	
FIN 350 FINANCIAL MANAGEMENT	3	
MGM 351 OPERATIONS MANAGEMENT	3	
INTERNATIONAL ELECTIVE: ANY OF THE FOLLOWING COURSES: ECO 360, FIN 365, MGM 352, OR MKT 370	3	
MGM 399 BUSINESS STRATEGY & POLICY	3	
ECO 11 PRINCIPLES OF MACRO-ECONOMICS ◆		
ECO 12 PRINCIPLES OF MICRO-ECONOMICS ◆		
TOTAL CREDITS 33		

Required Courses		
COURSE	CR	GRADE
1 ACC or FIN 300 Level Course	3	
1 MGM or MKT 300 Level Course	3	
1 ECO, BUS or SCM Course: 200 level or higher	3	
TOTAL CREDITS 9		

 \ddagger STUDENTS IN THIS MAJOR CANNOT DOUBLE MAJOR IN ACCOUNTING OR ENTREPRENEURSHIP OR FINANCE OR HUMAN RESOURCE MANAGEMENT OR MANAGEMENT OR MARKETING OR PERSONAL FINANCIAL PLANNING OR SUPPLY CHAIN MAMANAGEMENT

- ♦ THESE COURSES ARE DIRECTED GENERAL EDUCATION CATEGORY B COURSES
- > CHECK MYKU FOR PRE-REQUISITES
- > A COURSE MAY NOT BE USED IN MORE THAN ONE CATEGORY

Restricted Electives take three (3) 300 level courses in any of the following: acc, bus, eco, fin, mgm, mkt or scm.		
COURSE	CR	GRADE
	3	
	3	
	3	
TOTAL CREDITS 9		

Free Electives any university course that counts to graduation.	Free Electives any university course that counts towards graduation.	
COURSE	CR	GRADE
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	
TOTAL CREDITS 27		

Directed General Education Courses These are gened courses that are also part of the Degree Program. If you do not take these courses to fulfill your general education requirements, you may need as many as 129 credits to finish this degree.

COURSE	✓	CR	CATEGORY
◆ECO 11 PRINC. OF MACROECONOMICS		3	В
◆ECO 12 PRINCIPLES OF MICROECONOMICS		3	В
MAT 140 APPLIED STATISTICAL METHODS OR BUS 120 BUSINESS STATISTICS		3	C 2
TOTAL CREDITS 9			

	GRADUATION REQ	UIRE	M E	NTS		
		REQUIRED	✓		REQUIRED	✓
I/L ITTO A L	GENERAL EDUCATION CREDITS	42-45		GPA IN BUSINESS CORE	2.0	
KUIZIOWN	PROGRAM REQUIREMENTS	78		GPA IN REQUIRED COURSES	2.0	
UNIVERSITY	TOTAL CREDITS	120		GPA IN RESTRICTED ELECTIVES	2.0	
	GPA IN ALL COURSES AT UNIVERSITY	2.0		GPA IN ALL MAJOR(BSBA) COURSES	2.0	

NAME EFFECTIVE DATE AUGUST 27, 2018 ID NUMBER

VERSION 2188

DEGREE REQUIREMENTS

GENERAL EDUCATION

Student Learning Outcomes (SLO)

Upon completion of the requirements for the General Education Program, students will be able to:

- 1 communicate clearly and effectively orally and in writing.
- 2 apply scientific and quantitative reasoning to solve problems and increase knowledge.
- 3 apply skills in critical analysis and reasoning for the interpretation of data.
- 4 engage critically with creative or artistic works.
- 6 demonstrate the ability to retrieve, interpret, evaluate, and use information.
- 6 analyze the role of values, ethics, diversity, and multiple perspectives in local and global society.
- demonstrate an understanding of various models for the development of the whole person.

Completion of the KU General Education program will give students opportunities to:

8 explore concepts, ideas, and methods from a variety of disciplines.

Use this checksheet to plan your degree program. Meet every semester with your academic advisor to be sure that you are taking courses that are required to obtain the degree you are seeking. Discuss your goals and choose courses that will help you to attain them. Get the most out of your education by taking advantage of everything that Kutztown University has to offer.

TOTAL GENERAL EDUCATION CREDITS 42-45

FIND A FULL EXPLANATION OF THE GENERAL EDUCATION PROGRAM AT WWW.KUTZTOWN.EDU

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BSBA – General Business Major Version 2218 (Effective Fall 2021)

Recommended Course Sequence

Name	ID#

SEMESTER 1		
Course	Grade	
FYS 100	3.0.0.0	
B1 – ECO 11 or ECO 12		
MAT 105 or MAT 140		
BUS 131		
A1 – CMP 100		
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SEMESTER 2		
Course	Grade	
B2 – ECO 11 or ECO 12		
MAT 140 or any C1		
BUS 275 (if MAT 105 or		
higher completed) or Free		
Elective		
A2 – CMP 200		
A3 – COM 10		

SEMESTER 3		
Course	Grade	
ACC 121		
BUS 220		
MGM 210		
D1		
BUS 275 (if MAT 105 or		
higher completed) or Free Elective		

SEMESTER 4		
Course	Grade	
ACC 122		
MKT 210		
A2 - CMP 2XX or C1		
D2		
ECO, BUS or SCM: 200 level or higher		

SEMESTER 5				
	Course	Grade		
	FIN 350QL or MGM 351			
	MGM or MKT: 300 level			
	В3			
	Free Elective			
	Free Elective			

SEMESTER 6				
	Course	Grade		
	FIN 350QL or MGM 351			
	International Elective			
	GENBUS Restricted Elective			
	D3			
	Free Elective			

SEMESTER 7				
	Course	Grade		
	ACC or FIN: 300 level		1	
	GENBUS Restricted Elective			
	A4			
	Free Elective			
	Free Elective]	
A14/11 4/40	10004			

SEMESTER 8				
	Course	Grade		
	MGM 399CTWI			
	GENBUS Restricted Elective			
	Free Elective			
	Free Elective			
	Free Elective			

AWH: 1/13/2021

NOTE: This proposed plan of study advises that a student complete fifteen (15) credit hours per semester for eight (8) semesters, thus enabling the student to complete the one hundred-twenty (120) hours necessary for graduation in four years. THIS IS ONLY A SUGGESTION. **Students should meet with their advisors each semester to monitor their progress toward the graduation requirements**.