

Business Administration

Degree Type

Associate in Science

The Associate in Science Degree in Business Administration emphasizes broad management competencies in finance, marketing, human resources, economics, and computers. All of these competencies are needed in industry, nonprofit, and service organizations. The study of Business Administration focuses on how organizations develop and use strategies to compete in national and global arenas within the increasingly complex and changing socio-cultural, political/legal, economic, and technological environment.

Students in the program are encouraged to relate theoretical learning to practice and establish bridges between the classroom and the work environments. The Associate in Science Degree in Business Administration provides the framework needed for successful careers in high-tech industries, manufacturing, banking and finance, health care, communications, service industries, and nonprofit organizations.

The Business Administration degree is designed to provide students with options that enhance transfer to four-year institutions or allow students to pursue employment upon completion of the program.

Program Outcomes

Graduates with a degree in Business Administration will:

- Know the fundamentals of theory and practices in Business Administration.
- Demonstrate written and oral proficiency in business communications.
- Understand the foundations and importance of business ethics and social responsibility.
- Be able to transfer to a four-year college or university with a solid business studies foundation.
- Be prepared to enter the workforce with entry-level skills for Business Administration.
- Understand the need for lifelong learning to help ensure employability.
- Demonstrate competency in fundamental areas of business: accounting, finance, computers, and economics.
- Possess an understanding of cross-cultural and global issues, and sensitivity to diversity and other cultures.
- Demonstrate information literacy through research skills and the use of technology.
- Demonstrate proficiency in critical thinking, analysis, reasoning, questioning and quantitative skills.

Health, Safety, and Internship Considerations

Participation in an internship requires the student to follow the College Immunization Policy. Please see the Academic Policies section of this catalog, under Immunization Policy. Depending upon the site, the student may be required to possess and maintain professional liability insurance. For unpaid internships, the student must possess and maintain accident insurance. Please see the Student Services section of this catalog, under Insurance.

Technical Standards

Students must be able to demonstrate the ability to communicate effectively using written and oral techniques, including the use of technology, conduct themselves in a professional manner, possess critical thinking and analytical skills, be comfortable using computers and computer application software, and work independently and in groups.

Transfer Credit Policy

In addition to Great Bay transfer credit policies, transfer of courses in Management more than ten years old will be evaluated by the department chair or program coordinator on an individual basis.

First Year

Fall Semester

Item #	Title	Theory Hours	Lab Hours	Credits
FYE111G	First Year Seminar-BUS/HOSP	1	0	1
BUS110G	Introduction to Business	3	0	3
	CIS156G/154G	2	2	3-4
	ENGL110G/111G	4	0	4-5
BUS114G	Management	3	0	3
ACCT113G	Accounting and Financial Reporting I	3	0	3
	Sub-Total Credits	16	2-6	17-19

FYE111G: Recommended. Any one-credit FYE course fulfills this requirement.

Spring Semester

Item #	Title	Theory Hours	Lab Hours	Credits
	Math Elective	4	0	4
ACCT123G	Accounting and Financial Reporting II	3	0	3
	Lab Science Elective*	3	3	4
	Business or Liberal Arts Elective	3	0	3
	Sub-Total Credits	13	3	14

Second Year

Fall Semester

Item #	Title	Theory Hours	Lab Hours	Credits
ECON234G	Macroeconomics	3	0	3
	Business or Liberal Arts Elective	3	0	3
	BUS, ACCT, ECON, MKTG, or HOSP Elective 3 (200 level course) or Liberal Arts Elective	3	0	3
	BUS, ACCT, ECON, MKTG, or HOSP Elective 3	3	0	3
	Humanities/ Foreign Language / Fine Arts Elective*	3	0	3
	Sub-Total Credits	15	0	15

Spring Semester

Item #	Title	Theory Hours	Lab Hours	Credits
ECON235G	Microeconomics	3	0	3
	Business or Liberal Arts Elective	3	0	3
	BUS, ACCT, ECON, MKTG, or HOSP Elective 3 (200 level course) or Liberal Arts Elective	3	0	3
BUS242G	Ethics and Social Responsibility in Business	3	0	3
	BUS, ACCT, ECON, MKTG, or HOSP Elective 3	3	0	3
	Sub-Total Credits	15	0	15

Suggested Pathways:

Pathway 1: Transfer to UNH Paul School or Other Universities

Item #	Title	Theory Hours	Lab Hours	Credits
	Elective (Fine & Performing Arts Discovery)	3	0	3
	Elective (Environment, Technology & Society Discovery)	3	0	3
	Elective (Social or Physical Science)	3	0	3
	Elective (World Cultures or Humanities Discovery)	3	0	3
	Elective (Historical Perspectives Discovery)	3	0	3
ACCT213G	Cost Accounting I	3	0	3
ACCT215G	Cost Accounting II	3	0	3
	Sub-Total Credits	21	0	21

**Pathway 2: Leadership & Management
(Transfer to SNHU or other 4-Year Institutions)**

Item #	Title	Theory Hours	Lab Hours	Credits
BUS208G	Leadership Theory & Practice	3	0	3
BUS209G	Principles of Global Business	3	0	3
	BUS210 or BUS200G	3	0	3
BUS211G	Business Law	3	0	3
BUS216G	Organizational Behavior	3	0	3
BUS224G	Human Resource Management	3	0	3
BUS234G	Entrepreneurship & Small Business Management	3	0	3
	Sub-Total Credits	21	0	21

**Pathway 3: Sales & Digital Marketing
(Entrepreneurs, Direct-to-Career, and Transfer)**

Item #	Title	Theory Hours	Lab Hours	Credits
MKTG101G	Principles of Marketing	3	0	3
MKTG224G	Sales and Sales Management	3	0	3
MKTG201G	Business Relationship Management	3	0	3
	BUS210 or BUS200G	3	0	3
	BUS234G or BUS291G	0	0	3
BUS209G	Principles of Global Business	3	0	3
BUS282G	Capstone Research	3	0	3
	Sub-Total Credits	18-21	0-9	21
	Total Credits			61-63