BUSINESS UNDECLARED

You will learn a strong foundation in business administration, as well as technical and practical skills in accounting, finance, economics, operations, international management, human resources management and marketing. You will improve your critical-thinking and problem-solving skills. This exploratory program allows you to learn about different business areas while you decide on your major. Students are encouraged to declare a major by their junior year.

PROGRAM LEARNING OUTCOMES

- **Critical Thinking and Problem Solving:** Students graduating with a degree in business administration will demonstrate effective critical thinking and problem-solving skills. Students will:
  - Apply critical thinking skills to analyze and interpret financial statements to judge business performance.
  - Apply critical thinking skills using quantitative techniques for problem solving and strategic decision making
- **Communication:** Students graduating with a degree in business administration will demonstrate competency in oral and written communication skills. Students will:
  - Prepare in proper format and style the following documents: business report (one to two pages), business memo, research report and presentation.
  - Deliver an effective oral presentation on a business and/or professional topic.
- **Information Technology:** Students will demonstrate proficiency in the use of computers and software to manage information with statistical analysis, spreadsheet, database, and other appropriate applications.
- **Ethics:** Students graduating with a degree in business administration will demonstrate an understanding of the legal environment and ethical standards of business and an awareness of the implications of their behavior and actions as a business professional. Students will apply an appropriate framework for examining ethical dilemmas and be able to (1) identify ethical issues and stakeholders, (2) evaluate alternative course(s) of action, and (3) formulate an appropriate action plan.
- **Professional Proficiency:** Students graduating with a degree in business administration will have acquired the necessary skills and knowledge to meet professional competencies as business professionals and global citizens. Students will:
  - Demonstrate an understanding of the history and vocabulary unique to business disciplines.
  - Demonstrate knowledge of procedures, concepts, and technical business skills through practical application (forecasting, budgeting, financial statement analyses, business plans, strategic planning).
  - Demonstrate the ability to read and interpret financial statements in the decision-making process.
  - Demonstrate effective teamwork and collaborative skills in a simulated business environment.

Related Links

Business Undeclared Program Page (https://www.sru.edu/academics/majors-and-minors/business-undeclared/)

Management and Marketing Department Page (https://www.sru.edu/academics/colleges-and-departments/cob/school-of-business/management-and-marketing/)

Accounting, Economics and Finance Department Page (https://www.sru.edu/academics/colleges-and-departments/cob/school-of-business/accounting-economics-and-finance/)

Professional Licensure/Certification Page (https://www.sru.edu/students/student-consumer-information/professional-licensures/)

Curriculum Guide

GPA Requirement

Overall: 2.0 or higher
Core GPA: GPA 2.0 or higher

Summary*

Code	Title	Hours
Rock Studies 2 Requirements		42-43
Other Basic Requirements		0-3
Computer Competency		0-3
Major Requirements		45
Electives		33

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

Rock Studies 2 Requirements

Code	Title	Hours
The Rock		
SUBJ 139	Foundations of Academic Discovery [1]	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
Select one of the following:		3-4
MATH 117	Quantitative Reasoning	
MATH 123	Introduction to Applied Calculus	
MATH 225	Calculus I	
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15-16
Integrated Inquiry		
Creative and Aesthetic Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Humanities Inquiry		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Social Science Inquiry		
ECON 202	Principles of Microeconomics	3
Natural Sciences Inquiry		
SCI 101	Science of Life	3
Physical Sciences Inquiry		
SCI 102	Understanding the Physical World	3

Subtotal		15
Thematic Thread		
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) [2]		12
Total Hours		**42-43**

[1] Course offered in multiple subjects; cannot take course in first major subject.

[2] One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot be used to satisfy thread requirements, even if it is not a course in the first major.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		0-3
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
Total Hours		**0-3**

Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		0-3
Pass Computer Competency Exam OR		
Select one of the following at SRU or another post-secondary institution:		
CPSC 100	Introduction to Computing for Liberal Arts	
CPSC 110	Computer Concepts	
CPSC 130	Introduction to Computing and Programming	
PE 202	Technology for Wellness	
Total Hours		**0-3**

DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

Major Requirements

- You are strongly encouraged to declare a major by the junior year. To assist you in keeping on-track for graduation in a timely manner, consult your My Rock Audit report and meet with your adviser.

Code	Title	Hours
Business Administration Core Requirements		
ECON 201	Principles of Macroeconomics	3
ECON 202	Principles of Microeconomics	3
ECON 219	Business Analytics I [1]	3
or MGMT 219	Business Analytics I	
ECON 319	Business Analytics II [1]	3
or MGMT 319	Business Analytics II	
ACCT 209	Financial Accounting	3
ACCT 322	Business Analysis and Decision Making	3
MGMT 320	Operations Management	3
MRKT 230	Principles of Marketing	3
MGMT 351	Organizational Behavior	3
MGMT 303	Issues in Global Business	3
or FIN 303	Issues in Global Business	
FIN 320	Managerial Finance	3
ACCT 340	Legal Environment of Business	3
MGMT 458	Business Capstone [1]	3
MIS 265	Management Information Systems [1]	3
Subtotal		42
Required Computer Science Course		
CPSC 210	Productivity Software [1]	3
or MIS 210	Productivity Software	
Total Hours		**45**

[1] Course counts for 50% of Major and Major GPA

[2] A grade of 'C' or higher must be earned in these courses

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Co-Curricular and Experiential Learning

Students are encouraged to explore additional curricular and co-curricular opportunities. There is a strong correlation between long-term student success and participation in the following types of programs and activities:

1. International study programs (short-term, semester, and year-long)
2. High-Impact Practice (HIP) designated classes
3. Student-faculty research
4. Student leadership development
5. Service-learning classes
6. Career education and development
7. Internships
8. Volunteering in healthcare industry related settings
9. Job Shadowing

BUSINESS UNDECLARED - BSBA (2398)
This program is effective as of Fall 2019.
Revised 10.2019
UCC 4.9.2019

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
ENGL 102	Critical Writing	3
MATH 117	Quantitative Reasoning	3
ESAP 101	FYRST Seminar [*]	1
SUBJ 139	Foundations of Academic Discovery [2]	3
ECON 201	Principles of Macroeconomics	3
MIS 210	Productivity Software [2]	3
Optional		
ESAP 110	Beginning Algebra	
CPSC 100	Introduction to Computing for Liberal Arts (or Computer Competency Exam)	
	Hours	**16**
Spring		
ENGL 104	Critical Reading	3
SCI 101	Science of Life	3
Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
ECON 202	Principles of Microeconomics	3
	Hours	**15**
Second Year		
Fall		
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
SCI 102	Understanding the Physical World	3
ECON 219 or MGMT 219	Business Analytics I [2] or Business Analytics I	3
MIS 265	Management Information Systems	3
MRKT 230	Principles of Marketing	3
Declare a Thematic Thread [3]		
	Hours	**15**
Spring		
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
ACCT 209	Financial Accounting	3
MGMT 320	Operations Management	3
MGMT 351	Organizational Behavior	3
Elective		3
	Hours	**15**
Third Year		
Fall		
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
ECON 319 or MGMT 319	Business Analytics II [2] or Business Analytics II	3
FIN 303 or MRKT 303	Issues in Global Business [2] or Issues in Global Business	3
Elective		3
Declare Major: Major Course		3
	Hours	**15**
Spring		
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
ACCT 322	Business Analysis and Decision Making	3
FIN 320	Managerial Finance	3
Elective		3
Declare Major: Major Course		3
	Hours	**15**
Fourth Year		
Fall		
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
ACCT 340	Legal Environment of Business	3
Declare Major: Major Course		3
Declare Major: Major Course		3
Declare Major: Major Course		3
Optional		
MBA Course [2]		
MBA Course [2]		
	Hours	**15**
Spring		
MGMT 458	Business Capstone [2]	3
Declare Major: Major Course		3
Declare Major: Major Course		3
Declare Major: Major Course		3
Elective		3
Optional		
MBA Course [2]		
MBA Course [2]		
	Hours	**15**
	Total Hours**	**121**

[1] Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

[2] Course counts for 50% of Major and Major GPA.

[3] Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

[*] Students are encouraged to take ESAP 101 as a Free Elective.

** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.

Major Code: 2398
Revised: 06.09.2022