

B.B.A. Degree with Nine Concentrations (56 to 64 Credits)
DEGREE REQUIREMENTS (Effective Fall 2016)

I. The Business Core (14 courses; 44-46 credits) All BBA students must complete this:

- ___ ACCT 2001: Introductory Accounting (no prereq)
- ___ ACCT 3201: Business Law (no prereq)
- ___ CISC 1050: Intro to Computer Applications or
CISC 1110: Introduction to Computing Using the C Language
(unless you are interested in computer programming, please take CISC 1050)
- ___ ECON/BUSN 2100: Macroeconomics (Prereq: core math or sophomore status)
- ___ ECON/BUSN 2200: Microeconomics (Prereq: core math or sophomore status)
- ___ BUSN/ECON 3400: Intro to Economic and Business Statistics (Prereq: core math or sophomore status)
or MATH 2501: Elementary Probability and Statistics
or MATH 3501: Intro to Probability and Statistics
or PSYC 3400: Statistical Methods in Psych Research
- ___ ECON/BUSN 3410 [31.1]: Fundamental Methods of Mathematical Economics I (prereq is microeconomics)
or Math 1201: Calculus I (Math 1201 is a very difficult course and has pre-calculus as a prereq)
- ___ BUSN 3430 or CISC 2531: Operations Management (Take CISC 1050 and statistics first; no waivers)
- ___ BUSN 3100: Principles of Marketing (no prereq)
- ___ BUSN 3200: Principles of Management (no prereq)
- ___ FINC [BUSN] 3310: Corporation Financial Management (prereq is ACCT 2001)
- ___ BUSN 3170: International Business
- ___ BUSN 4200W or BUSN 4101W: Seminar Business Policy or Seminar Marketing Mgt. (Seniors Only)
- ___ PHIL 3314: Moral Issues in Business

Please note that Microeconomics, Macroeconomics, Statistics, and Introductory Accounting are prerequisites for other business core courses. Take them early. You must take statistics before operations management.

Note: The Finance/Investments Concentration has become a BBA in Finance and is no longer a concentration in the BBA in Business Administration.

II. Concentration (12 – 18 credits)

Students must choose one concentration (only one is permitted):

Business Economics

Required Courses (12 credits): Economics 3102, Economics 3202, Economics 4400W, and Economics/Business 3320.

Elective Courses (a minimum of 6 credits): Finance [Business] 3330, Finance [Business] 3340, Business 3350, Business 3373, Finance [Business] 3377, Economics 3212, Economics 3232, Economics 3254, Economics 3342, Economics 3352, Economics 3362.

Business 3170 is not required for students in this track and the Business Core is thus reduced by 3 credits.

Business for Health Professions

Required Courses (15 credits): Any 15 credits from any combination of the following courses: Any Biology or Chemistry courses except for courses in the CUNY Pathways Curriculum.

Health and Nutrition Sciences 2111, 2120, 2300, 2301, 3160, 3210.
Kinesiology 3041, 3042, 3045, 3271, 3275, 3281, 3285, 4251.
Psychology 2600, 3180, 3600, 3680.

Business 3170 is not required for students in this track and the Business Core is thus reduced by 3 credits.

Business Law and Real Estate

Required Courses (15-16 credits -- 5 courses)

- ___ ACCT 4201: Business Law II
- ___ BUSN 2300: Personal Finance or BUSN 3221: Employment Law for Managers
- ___ BUSN 3220: Negotiation and Conflict Resolution
- ___ BUSN 3350: Real Estate Finance and Management
- ___ BUSN/ACCT 3360: Fraudulent Reporting **or** Business 3182: Green Real Estate **or**
Philosophy 3740: Philosophy of Law **or** Acct 3101: Income Taxation

Consumer and Organizational Behavior

Required Courses (15 credits):

- ___ Business 3140: Consumer Behavior
- ___ Business 3210 or Psychology 3171: Organizational Behavior
- ___ Business 3220: Negotiation and Conflict Resolution
- ___ Business 3240 or Psychology 3172: Strategic Human Resource Management
- ___ Business 3251 or Business 3252: Workplace Values and Happiness or Stress Management

Business 3170 is not required for students in this track and the Business Core is thus reduced by 3 credits.

E-Business

Required Courses (9 credits)

- ___ BUSN 3110 / CISC 1597 / TVRA 3537: New Media and Business
- ___ BUSN 3120 / CISC 1530: Electronic Commerce
- ___ BUSN 3420 / CISC 1590: Management Information Systems

Any two of the following (6 credits):

- ___ BUSN 3140: Consumer Behavior
- ___ BUSN 3220: Negotiation and Conflict Resolution
- ___ BUSN 3421 or CISC 2590: Foundations of Business Analytics
- ___ BUSN 3432 / CISC 2532: Information Systems Project Management
- ___ BUSN 3440 / CISC 1595: Management of New and Emerging Technologies
- ___ BUSN 4202W / CISC 1580W: Seminar in Computer-Assisted Management Games

A student specializing in this track may modify the Business Core above and may take CISC 2820W / PHIL 3318W in lieu of Philosophy 3314. Students may also substitute CISC 1600 for BUSN 3170.

International Business

a) Required Courses (9 credits):

- ___ BUSN 3140: Consumer Behavior
- ___ BUSN 3150 / PRLS 4515: Ethnic Marketing and Multicultural Business
- ___ BUSN 3175: Asian Business **or** BUSN 3178 (Country Risk Analysis) or Finance [Business] 3377

b) Elective Courses (a minimum of 3 credits)

- ___ AFST 3140: Caribbean Societies in Perspective
- ___ BUSN 3171: Global Logistics
- ___ BUSN 3178: Country Risk Analysis
- ___ BUSN 3245: Managing a Global Workforce
- ___ BUSN 3250 / WMST 3345: Gender Diversity in the Workplace

- ___ ECON 3352: International Macroeconomics and Finance
- ___ ECON 3362: International Trade
- ___ SOCY 2601: Race and Ethnicity
- ___ POLS 3242: Globalization and International Political Movements
- ___ PRLS 4505: Econ. Dev. of Puerto Rico & Migration Under Capitalism
- ___ PRLS 3210/ ANTHRO 3520: Latin America

Leadership and Human Resource Management

Required Courses (17 credits)

- ___ BUSN 3240 or PSYC 3172: Strategic Human Resource Management
- ___ Business 3024 (Labor Relations in a Free Society) or BUSN 3245: Managing a Global Workforce or BUSN 3250 / WMST 3345: Managing Gender Diversity in Organizations
- ___ BUSN 3251 / PHIL 3335: Workplace Values & Happiness or BUSN 3252: Stress Mgt.
- ___ BUSN 3220: Negotiation and Conflict Resolution
- ___ BUSN 3210: Org. Behavior or PSYC 3171: Intro to Industrial & Org. Psych. or ECON 3212: Labor Economics or BUSN 3221: Employment Law for Managers
- ___ BUSN 3260: Leadership in Organizations

Management

a) Required Courses (12 credits):

- ___ BUSN 3240 or PSYC 3172: Strategic Human Resource Management
- ___ BUSN 3210: Org. Behavior or PSYC 3171: Intro to Industrial & Org. Psych.
- ___ BUSN 3220: Negotiation and Conflict Resolution
- ___ BUSN 3230: Small Business Management and Minority Entrepreneurship

b) Elective Courses (a minimum of 2 credits):

- ___ AFST 3337: Black Entrepreneurship in America
- ___ BUSN 2010: Professional Development and Success
- ___ BUSN 3023: Business and Government
- ___ BUSN 3221: Employment Law for Managers
- ___ BUSN 3420/ CISC 1590: Management Information Systems
- ___ BUSN 3250/ WMST 3345: Gender Diversity in the Workplace: A Global Perspective
- ___ BUSN 3251/PHIL 3335: Workplace Values and Happiness
- ___ BUSN 3252: Stress Management in Workplace Settings
- ___ BUSN 3260: Leadership in Organizations
- ___ BUSN 3440 / CIS 1595: Management of New and Emerging Technologies
- ___ BUSN 3180: Green Business
- ___ BUSN 4202W / CISC 1580W: Seminar in Computer-Assisted Management Games
- ___ ECON 3212: Labor Economics
- ___ ECON 3242: Industrial Organization
- ___ SOCY 3607: Sociology of Work and Economic Systems

Marketing

a) Required Courses (12 credits):

- ___ BUSN 3130 or TVRA 2517: Advertising and Direct Marketing
- ___ BUSN 3140: Consumer Behavior
- ___ BUSN 3150/ PRLS 4515: Ethnic Marketing and Multicultural Business OR BUSN 3160: Fashion Marketing OR Business 3180: Green Business
- ___ BUSN 4100W: Seminar in Marketing Research

b) Elective Courses (a minimum of 3 credits):

- ___ BUSN 3120 or CISC 1530: Electronic Commerce
- ___ BUSN 3110 or CISC 1597 or TVRA 3537: New Media and Business
- ___ SOCY 2800: Mass Communications and Mass Media
- ___ TVRA 1165: Introduction to Mass Media
- ___ TVRA 2519: Public Relations

____Business 3175: Asian Business

With permission of the Deputy Chairperson of the Department of Business Management, the student may substitute an appropriate course to replace one of the above courses for any of the BBA concentrations.

The Business Core requirement of “Computer and Information Science 1050 or Computer and Information Science 1110” may be waived by the department for B.B.A. students who can demonstrate sufficiently advanced computer proficiency in spreadsheet analysis.

Writing-Intensive Requirement: Students are required to take at least one writing-intensive course (W course).

Residence Requirement: At least 21 credits of the above courses, including at least one required capstone seminar course, must be completed at Brooklyn College.