

**B.B.A. Degree with Nine Concentrations (56 to 64 Credits)**  
**DEGREE REQUIREMENTS (Effective Fall 2017)**

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 **BUSN 3421** (Analytics; prereq is BUSN/ECON 3400 or equivalent stat. course) 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): ECON 3102, ECON 3202, ECON 4400W, and ECON /BUSN 3320.

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

BUSN 3170 is not required for students in this track and the Business Core is thus reduced by 3 credits. Students in this track are required to take ECON/BUSN3410 or MATH 1201 as part of the Business Core; BUSN 3421/ CISC 2590 (analytics) should not be taken.

### **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):

\_\_\_BUSN 3140: Consumer Behavior

\_\_\_BUSN 3210 or Psychology 3171: Organizational Behavior

\_\_\_BUSN 3220: Negotiation and Conflict Resolution

\_\_\_BUSN 3240 or Psychology 3172: Strategic Human Resource Management

\_\_\_BUSN 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 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 PHIL 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 (18 credits)

- \_\_\_ BUSN 3240 or PSYC 3172: Strategic Human Resource Management
- \_\_\_ BUSN 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 BUSN 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
- BUSN 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 “CISC 1050 or CISC 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.