



# Bachelor of Science in Business Administration

## Earn a business degree that's focused on the future

***Becoming your own boss, building a business from the ground up and pursuing a career that you are passionate about is the American Dream that so many individuals strive for. Are you one of them? If so, turn that dream into a reality with a bachelor's degree in Business Administration from Goodwin University.***

Your chances for a successful career increase considerably when you receive your business degree at a college that's focused on the future. At Goodwin, we teach students how to be successful in start-ups, small businesses, and nonprofits — the sources of nimble innovation in today's world. These free-thinking, fast-moving organizations are changing the face of business and driving innovation through the creative application of business principles.

Our focus is on the concept of entrepreneurship and supporting the development of small business ownership. We will help to connect you with a network of knowledgeable professionals who will support you and mentor you throughout your educational journey. You'll learn how to start, run, and manage your own business. Our program of study integrates analysis of theory, case studies, and research allowing you

the ability to apply these to practical situations in the field. You will also learn business law and ethics, management, customer relations in a multicultural world, and targeted marketing and social media.

Whether you're a traditional student moving through a 4-year program or an adult learner who wants to earn your degree for more opportunities and professional growth, this degree path is right for you.

## Bachelor of Science in Business Administration

| General education core requirements: 40 credits        |                                                   |    |
|--------------------------------------------------------|---------------------------------------------------|----|
| ENG 101                                                | English Composition                               | 3  |
| ENG 1XX                                                | English Elective                                  | 3  |
| ENG 325                                                | Advanced Writing for the Business Professional    | 3  |
| MATH 1XX                                               | Mathematics (MATH)                                | 3  |
|                                                        | Science (BIO, CHEM, SCI)                          | 4  |
|                                                        | Social Science (PSY or SOC)                       | 6  |
|                                                        | Humanities (HIS, PHIL, SPAN, HUM)                 | 3  |
|                                                        | General Education Electives                       | 15 |
| Programmatic general education requirements: 6 credits |                                                   |    |
| CAP 115                                                | Learning and Working Through Digital Technologies | 3  |
| STAT 167                                               | Principles of Statistics                          | 3  |
| Major core requirements: 48 credits                    |                                                   |    |
| Freshman year                                          |                                                   |    |
| ACC 1XX                                                | Accounting Elective                               | 3  |
| BUS 101                                                | Introduction to Management                        |    |
| BUS 110                                                | Business Law and Ethics                           | 3  |
| ECN 1XX                                                | Economics Elective                                | 3  |
| Sophomore year                                         |                                                   |    |
| BUS 132                                                | Budgeting and Planning                            | 3  |
| BUS 135                                                | Customer Relations in a Multicultural World       | 3  |
| BUS 150                                                | Small Business and Entrepreneurship               | 3  |
| BUS 215                                                | Marketing                                         | 3  |
| Junior year                                            |                                                   |    |
| BUS 265                                                | Principles of Finance                             | 3  |
| BUS 2XX*                                               | Directed Elective                                 | 3  |
| BUS 305                                                | E-Business                                        | 3  |
| BUS 310                                                | Targeted Marketing and Social Media               | 3  |
| Senior year                                            |                                                   |    |
| BUS 3XX*                                               | Directed Elective                                 | 3  |
| BUS 410                                                | Theory and Practice of Business Research          | 3  |
| BUS 490 / OS 450                                       | Capstone: Strategic Planning                      | 3  |
| BUS 4XX                                                | Directed Elective                                 | 3  |
| Open electives: 27 credits                             |                                                   |    |
|                                                        | Electives                                         | 27 |

Total credits: 121

### Take advantage of our exclusive scholarship opportunity:

Students enrolled in the Business Administration bachelor's degree program who take nine or more credits per semester while maintaining a 3.0 GPA are eligible to receive a scholarship worth 30% of their tuition.

### Industry settings where you can work with this degree:

- Corporate
- Education
- Manufacturing
- Nonprofit
- State/Federal

### Navigate your success

While working toward your future career, you'll have access to the student-centered resources you deserve, including:

- Academic Advising
- Academic Success Center (ASC)
- Ann B. Clark Co-op
- Career Services
- Counseling and mental health services
- Disability and Access Services
- Financial aid
- Veteran Services
- And more

Goodwin University is a nonprofit institution of higher education and is accredited by the New England Commission of Higher Education (NECHE).

\*Directed elective courses may be taken from courses with the following prefixes: ACC, BUS, ECN, OS or BMM at the appropriate levels.