

Business Administration: Bachelor of Science (B.S.)

Degree Type

Bachelor of Science

The business administration major and associated minors (accounting + finance, business administration, contemporary marketing, entrepreneurship and healthcare management) are accredited by the Accreditation Council for Business Schools and Programs (ACBSP). Note: Accreditation agencies and regulatory bodies may change requirements at any time and that, in turn, may necessitate changes in program requirements. In that event, matriculated students will be notified of the nature of those changes and will be required to adhere to the new standards.

The business administration major at Colby-Sawyer College provides a broad undergraduate business foundation with the opportunity to focus in several disciplines via optional minors. We prepare students for careers in an evolving world where strong independent judgment, decision making, quantitative, computing and written skills are critical. We hold high expectations of our students and work closely with them to develop core competencies that hiring managers and recruiters for business organizations are seeking.

The Bachelor of Science in business administration provides a solid foundation in the liberal arts, which is essential for business careers in today's marketplace.

The business administration major prepares graduates for positions in business settings in a variety of industries, as well as not-for-profit organizations. Our graduates range from entrepreneurs and self-employed business owners to employees of large corporations. Students can continue their studies by entering the accelerated 5th-year MBA program which will allow them to graduate with a business administration Bachelor of Science (B.S.) degree in four years and a Master of Business Administration (M.B.A.) degree in five years. Please see the Business – Master of Business Administration (M.B.A.) section of this catalog for additional information or speak with your academic advisor.

In our introductory courses, business administration students learn and explore the terminology, underlying concepts and analytical techniques necessary to understand how organizations function. Higher-level courses foster the development of decision-making skills and promote practical application of key concepts. We achieve these outcomes by utilizing various computer tools such as Excel, Access and statistical packages, as well as simulations and case studies.

Students will gain knowledge and skills in various functional areas including marketing, finance, operations and human resource management. The opportunity to focus in more detail is available through the following minors: accounting + finance, contemporary marketing, entrepreneurship and healthcare management. Students in majors other than business administration may find the business administration minor a gateway to entering the 5th year accelerated MBA. Please refer to the Graduate Program section of this catalog for more information or speak with your academic advisor.

An important feature of the business administration program is the integration of off-campus field study experiences including internships at various business locations, as well as on campus activities such as industry networking, professional development with business leaders and the management of real funds in a student managed investment fund.

Students can continue their studies by entering the [accelerated 5th-year MBA program](#) which will allow them to graduate with a business administration Bachelor of Science (B.S.) degree in four years and a Master of Business Administration (M.B.A.) degree in five years. Please see the Business – Master of Business Administration (M.B.A.) section of this catalog for additional information or speak with your academic advisor.

Learning Outcomes

Business Administration majors will:

- Understand and explain the interrelationship between a global business world and social, economic, political, legal, ethical and environmental influences.

- Collect, analyze and apply quantitative and qualitative data to make effective recommendations for solving problems and planning initiatives.
- Synthesize data and information and exercise critical thinking to plan, implement and assess projects.
- Produce and utilize financial statements, economic principles, computer analytics and management techniques to support the operational, tactical and strategic functions of a business.
- Develop, implement and evaluate effective marketing strategies.
- Create and deliver articulate, professional oral and written presentations using multiple channels.
- Develop tools for career readiness such as resumes, professional profiles and interviewing techniques to prepare for a successful job search as they transition into the workplace.
- Implement professional and ethical behavior in a work environment, as applied through experiential learning and internships.

Business Administration B.S. Progress to Completion Requirements:

Item #	Title	Credits
ACC 216	Financial Accounting I	4.0
BUS 101	First-Year Business Seminar	2.0
BUS 204	Management Principles	4.0
BUS 220	Business Statistics	4.0
BUS 231	Marketing Principles	4.0
BUS 312	Business Computing	4.0
BUS 316	Human Resource Management	4.0
BUS 318	Corporate Finance	4.0
BUS 353	Business Ethics and Law	4.0
BUS 401	Senior Seminar	1.0
BUS 403	Organizational Behavior	4.0
BUS 425	Quantitative Management	4.0
BUS 460	Strategic Management	4.0
BUS 485	Business Administration Internship	5.0
ECO 201	Principles of Economics	4.0
	4 elective credits	4

Suggested Registration Sequence

First Year - Fall

Item #	Title	Credits
FYE 101	First Year Experience	4.0
WRT 101	Introduction to Academic Writing	4.0
BUS 101	First-Year Business Seminar	2.0
	BUS 220 or BUS 231	4

First Year - Spring

Item #	Title	Credits
	Lib Ed - Liberal Education Core Course	4
BUS 204	Management Principles	4.0
	Lib Ed - Liberal Education Core Course	4
	ACC 216, BUS 220 or BUS 231	4

Sophomore Year - Fall

Item #	Title	Credits
	ACC 216, BUS 220 or BUS 231	4
	Free Elective Course	4
	Lib Ed - Liberal Education Core Course	4
	Lib Ed - Liberal Education Core Course	4

Sophomore Year - Spring

Item #	Title	Credits
ECO 201	Principles of Economics	4.0
BUS 312	Business Computing	4.0
	Lib Ed - Liberal Education Core Course	4
	Free Elective Course	4

Junior Year - Fall

Item #	Title	Credits
BUS 318	Corporate Finance	4.0
BUS 316	Human Resource Management	4.0
	Free Elective Course or Integrative Experience Course	4

Junior Year - Spring

Item #	Title	Credits
BUS 353	Business Ethics and Law	4.0
	Free Elective Course or Integrative Experience Course	4
	Lib Ed - Liberal Education Core Course	4
	Free Elective Course	4

Junior Year - Summer

Item #	Title	Credits
BUS 485	Business Administration Internship	5.0

Senior Year - Fall

Item #	Title	Credits
BUS 401	Senior Seminar	1.0
BUS 403	Organizational Behavior	4.0
BUS 425	Quantitative Management	4.0
	Free Elective Course	4

Senior Year - Spring

Item #	Title	Credits
BUS 460	Strategic Management	4.0
	Free Elective Course	4
	Free Elective Course	4

There are several academic opportunities for additional study that are of particular interest to business administration majors. This includes several business-related minors and a 5th-year accelerated MBA.