



Bachelor in Business Administration (B.B.A)

Overall Major Requirements – 46 credits

Introduction

The B.B.A. program equips students with the necessary managerial skills to function in today's rapidly changing business environment. The program, stressing the place of business organizations in the larger community, prepares its enrollees to meet this challenge by helping them develop appropriate technical, conceptual, and interpersonal competencies. The curriculum also emphasizes the role of non-profit and governmental organizations in societal life. As such, students majoring in this program are introduced to the art and science of planning, organizing, controlling, and leading the physical, financial, human, and informational resources of any and all organizations —private or public, for-profit or not-for-profit, corporate or entrepreneurial.

Additional Comments:

All students are admitted to this major on a provisional basis. The BBA major is designed to help students prepare for professional business careers, including professional certification in various aspects of business.

To enroll in/or maintain matriculation in the Bachelor of Business Administration major, students must attain a minimum cumulative index of 2.7 (B-) in the first four required Department courses completed at Lehman College that count toward the major. Only the first grades earned in each course are counted in computing the index. Students who fail to attain and maintain this minimum index will not be allowed to enter or continue in the B.B.A. major, but can enroll in the B.A. in Accounting major and minors. Students will be advised on majors that will allow them to accomplish their career goals.

This major has been registered with the New York State Department of Education as one in which a minimum of 50% of major courses can be completed online.

Major Requirements

The 46 credits for the majors are made up of the following three groups:

(1) Required BBA Courses: Total of 27 credits

Economics

Earn at least 6 credits from the following:

ECO 166: Introduction of Macroeconomics

ECO 167: Introduction to Microeconomics

Accounting

Earn at least 6 credits from the following:

ACC 171: Principles of Accounting I
ACC 272: Principles of Accounting II (*Pre-requisite: ACC 171*)

Quantitative Methods for Business

Earn at least 6 credits from the following:

BBA 303: Business Statistics I (*Pre-requisite: ECO 166 and MAT 132 or MAT 171 or MAT 172 or MAT 174 or MAT 175.*)

BBA 403: Intermediate Business Statistics II (*Pre-requisite: BBA 303 or ECO 302*)

Management

Earn at least 9 credits from the following:

BBA 204: Principles of Management

BBA 405: Management Decision Making (*Pre-requisite: BBA 204 & either ECO 302 or BBA 303*)

BBA 407: Strategic Management (*Pre-requisite: BBA 204 & ACC 171*)

(2) BBA Concentration Areas: Total of 9 credits

Students must choose from one of the following eight concentration areas:

(1) Finance Concentration

Complete ALL of the following Courses:

BBA 207 - Principles of Finance (*Pre-requisite: ECO 166, 167, and ACC 171*)

BBA 308 - Corporation Finance (*Pre-requisite: BBA207 & MAT171 or MAT172*)

BBA 310 - Security and Investment Analysis (*Pre-requisite: BBA207 & MAT171 or MAT172*)

(2) Marketing Concentration

Complete ALL of the following Courses:

BBA 332 - Marketing Management (*Pre-requisite: BBA 204*)

BBA 367 - Consumer Behavior (*Pre-requisite: BBA 332 or 433*)

BBA 467 - Marketing Research (*Pre-requisite: BBA 303 and 332*)

(3) Accounting Concentration

Complete ALL of the following Courses:

ACC 334 - Intermediate Accounting I (*Pre-requisite: ACC 272*)

ACC 335 - Intermediate Accounting II (*Pre-requisite: ACC 334*)

ACC 348 - Computer-Based Accounting (*Pre-requisite: ACC 272*)

(4) Human Resource Management Concentration

Complete ALL of the following Courses:

BBA 327 - Organizational Behavior and Development (*Pre-requisite: BBA 204*)

BBA 328 - Human Resource Management (*Pre-requisite: BBA 204*)

BBA 329 - Labor Relations (*Pre-requisite: BBA 204*)

(5) Business Law Concentration

Complete ALL of the following Courses:

BBA 336 - Business Law I

BBA 337 - Business Law II (*Pre-requisite: BBA 336*)

BBA 339 - Commercial Transactions (*Pre-requisite: BBA 336*)

(6) International Business Concentration

Complete ALL of the following Courses:

BBA 432 - International Business Management (*Pre-requisite: BBA 204*)

BBA 433 - Global Marketing (*Pre-requisite: BBA 204*)

ECO 324 - International Economics (*Pre-requisite: ECO 166 and ECO 167*)

(7) Entrepreneurship Concentration

Complete ALL of the following Courses:

BBA 313 – Foundations of Entrepreneurship

BBA 314 – Small Business Management

BBA 207 - Principles of Finance (*Pre-requisite: ECO 166, 167, and ACC 171*)

or

BBA 332 - Marketing Management (*Pre-requisite: BBA 204*)

or

BBA 336 - Business Law I

(8) Business Economics Concentration

Complete ALL of the following Courses:

ECO 305 - Consumer Economics (*Pre-requisite: ECO 166 and ECO 167*)

ECO 326 - Labor Economics (*Pre-requisite: ECO 166 and ECO 167*)

ECO 431 - Managerial Economics (*Pre-requisite: ECO 166 and ECO 167*)

(3) Other Departmental Credits: Total of 10 credits

Students must Fulfill ALL of the following requirements:

Ethical and Legal Responsibilities

Earn 3 credits from the following:

PHI 330 - Business Ethics

Business Writing

Earn 3 credits from the following:

ENW 300 - Business Writing

Mathematics

Earn 4 credits from one of the following:

MAT 132 - Introduction to Statistics (*Pre-requisite: MAT 104 or placement by the Department of Mathematics*)

MAT 171 - Elements of Precalculus (*Pre-requisite: A grade of C (or better) in MAT 104 or placement by the Department of Mathematics*)

MAT 172 – Precalculus (*Pre-requisite: A grade of C (or better) in MAT 104 or placement by the Department of Mathematics*)

MAT 174 - Elements of Calculus (*Pre-requisite MAT 171 with a minimum of a C grade*)

MAT 175 - Calculus I *(Pre-requisite: a grade of C (or better) in MAT 172 or a grade of C (or better) in both MAT 108 and MAT 171 or placement by the Department of Mathematics. Co-req MAT 155)*

Career Readiness

Earn at least 1 credit from the following:

CED 201 - Business Career Exploration: Self-Assessment, Discovery and Preparation

CED 301 - Business Career Goals, Networking and Strategies