

# School of Business

## Bachelor of Science in Business Administration (BSBA)

The Bachelor of Science in Business Administration program at Kingston University is designed to provide students with a diverse learning environment and to equip students with a solid business foundation in basic business science, theory and skills necessary for competent business professionals. The program exposes students in critical thinking and decision-making training while cultivating ethical behavior.

The BSBA program enhances student career development opportunities by providing students with four concentration Scheme options, including the Entrepreneurship Concentration, International Marketing Scheme, and Healthcare Management Concentration. Students may focus on one or more options or a combination of the Scheme courses that meet their career interest. The program develops students' potential to become future leaders and managers in a dynamic, globally integrated business world.

### Program Objectives

Upon completion of the program, students should be able to:

1. Acquire the basic understanding of the business and management,
2. Utilize quantitative and qualitative tools and methodologies to support business management and organizational decision making,
3. Match the economic, political, ethical, legal and regulatory contexts of organizational management policies,
4. Develop communication skills,
5. Identify business and administration problems and opportunities and formulate an action plan with respect to business ethics, financial, legal, operational and administrative procedures
6. Apply information technology skills in performing assignments and tasks
7. Utilize research methods to collect and analyze business information
8. Apply leadership and management theory and skills within business environments;
9. Understand and display competency in the industry specific and related subjects required for critical thinking applications

### Admission Requirements:

Students desiring admission to the Bachelor's program must meet the following requirements:

1. Completed their high school education or G.E.D. with a minimum G.P.A. of 2.3 or better.
2. Completed not less than 45 semester units or the equivalent in General Education courses covering various academic disciplines which must include 6 units each of English writing and Communication, mathematics, Natural and Physical Sciences, Social and Behavioral Science, and Humanities and Fine Arts, or be enrolled, concurrently, in General Education courses in the manner and unit count as noted above, and which concurrent General Education courses must be completed prior to the completion of the BSBA program. The minimum G.P.A. attained must be of 2.0 or better.

### Mode of Instruction:

Option of on-campus or distance education mode is available for the choice of in-state students who reside in the state of California.



### International Student Admission Requirements:

Unless a graduate from a US high school or foreign equivalent where English was the language of instruction evidenced by an official transcript, or a student having taken at least 2 years of education in a college program where English was the language of instruction evidenced by an official transcript, an applicant whose native language is not English must satisfy English proficiency requirement for admission to the BSBA program by scoring a TOEFL test with at least 450 PBT, 133 CBT or 45 iBT; a TOEIC of at least 480 or a IELTS of 4.

### Graduation Requirements:

To receive the Bachelor of Science in Business Administration, students must meet the following academic requirements:

- complete 45 units in General Education courses
- complete 57 units in Business Core Courses
- complete 18 units in elective courses
- maintain a minimum G.P.A. of 2.0 or better

### BSBA Curriculum

The BSBA curriculum includes 57 units in Business Core Courses and 18 units in elective courses. Students may choose to concentrate on one of the three emphases, Entrepreneurship Concentration, International Marketing Concentration and Healthcare Management Concentration , or combinations of elective courses meeting their career interest.

BSBA courses are described below.

#### Business Core Courses Required: 57 Semester Units

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
AT 2110	Financial Accounting	3
AT 2120	Managerial Accounting	3
BU 1000	Introduction to Business Management	3
BU 1001	Business Software	3
BU 1010	Management Information System	3
BU 2000	Management Theory and Practice	3
BU 2010	Management Information Systems	3
BU 2400	Business Statistics	3
BU 3020	Human Resource Management	3
BU 3050	Business Law	3
BU 3055	Business Ethics	3
BU 3220	E-commerce Business Fundamentals	3
BU 3600	Organizational Behavior	3
BU 4500	Organizational Leadership	3
BU 4600	Capstone Course – Strategic Management	3
EC 2420	Principles of Microeconomics	3
EC 2420	Principles of Macroeconomics	3
FN3300	Principles of Finance	3
MK 2000	Principles of Marketing	3
<b>TOTAL</b>		<b>57</b>



### BSBA Curriculum Elective Scheme

- 18 semester units to be selected from the following concentration courses

***Entrepreneurship Concentration***

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
BU 3025	Human Relations for Business	3
BU 3040	Small Business Management	3
FN 3310	Principles of Finance	3
FN 4410	Investments	3
MK 4200	Marketing Research	3
MK 4220	Sales Management	3

***International Marketing Concentration***

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
BU 3025	Human Relations for Business	3
BU 3030	Survey of International Business	3
BU 3040	Small Business Management	3
MK 4200	Marketing Research	3
MK 4210	International Marketing	3
MK 4220	Sales Management	3

***Healthcare Management Concentration***

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
BU 3025	Human Relations for Business	3
BU 3040	Small Business Management	3
HC 2000	Introduction to Healthcare Management	3
HC 2010	Survey of Healthcare Industry	3
HC 2100	Introduction to Health Insurance	3
HC 3051	Healthcare Issues and Ethics	3

***Additional Suggestions***

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
IT 2611	Querying Data with Transact SQL I	3
IT 2612	Querying Data with Transact SQL II	3
IT 2621	Introduction to Database Development	3
IT 2622	Designing and Implementing Database Design	3

**TOTAL PROGRAM REQUIREMENT: 75 SEMESTER UNITS**

(with completion of additional 45 semester units or the equivalent in GE courses)