

BUSINESS, B.S. (ALTOONA)

Seven Penn State campuses are scheduled for closure after Spring 2027: DuBois, Fayette, New Kensington, Mont Alto, Shenango, Wilkes-Barre, and York. New students are not being admitted at these campuses.

Begin Campus: Any Penn State Campus

End Campus: Altoona

Degree Requirements

For the Bachelor of Science degree in Business, a minimum of 120 credits is required, 15 of which must be at the 400 level:

Requirement	Credits
General Education	45
Electives	5-8
Requirements for the Major	82-85

15 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GQ courses; 6 credits of GS courses; 3 credits of GWS courses.

Requirements for the Major

To graduate, a student enrolled in the major must earn a grade of C or better in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>).

Common Requirements for the Major (All Options)

Code	Title	Credits
Prescribed Courses		
ECON 104	Introductory Macroeconomic Analysis and Policy	3
<i>Prescribed Courses: Require a grade of C or better</i>		
BA 321	Contemporary Skills for Business Professionals	3
BA 322	Negotiation Skills for Business Professionals	3
BA 420	Preparation for Career Management	1
BA 421	Project Management	3
BA 422W	Strategic Business Planning	3
ECON 102	Introductory Microeconomic Analysis and Policy	3
FIN 301	Corporation Finance	3
IB 303	International Business Operations	3
MGMT 301	Basic Management Concepts	3
MIS 301	Business Analytics	3
MKTG 301	Principles of Marketing	3
SCM 301	Supply Chain Management	3
Additional Courses		
ACCTG 211	Financial and Managerial Accounting for Decision Making	4-6
or ACCTG 201 & ACCTG 202	Introduction to Financial Accounting and Introduction to Managerial Accounting	
BA 241 & BA 242	Legal Environment of Business and Social and Ethical Environment of Business	4
or BA 243	Social, Legal, and Ethical Environment of Business	
BA 495A	Business Internship	3-6
or BA 495B	Undergraduate Research in Business	

<i>Additional Courses: Require a grade of C or better</i>		
ENGL 15	Rhetoric and Composition	3
or ENGL 30H	Honors Rhetoric and Composition	
MIS 204	Introduction to Management Information Systems	3
or MIS 250	Introduction to Problem Solving with Spreadsheet Analysis and Information Systems Management	
SCM 200	Introduction to Statistics for Business	4
or STAT 200	Elementary Statistics	
Select 3-4 credits from the following:		3-4
MATH 21	College Algebra with Analytic Geometry with Applications I	
MATH 22	College Algebra With Analytic Geometry and Applications II	
MATH 26	Plane Trigonometry and Applications of Trigonometry	
MATH 41	Trigonometry and Analytic Geometry	
MATH 110	Techniques of Calculus I	
MATH 140	Calculus With Analytic Geometry I	

Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better
Select 0-3 credits from 400-level business courses from: ACCTG, BA, ECON, ENTR, FIN, FINSV, HPA, IB, MGMT, MIS, MKTG, RM, or SCM

Requirements for the Option

Requirements for the Option: Require a grade of C or better

Select an option	18
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Requirements for the Option

Accounting Option (18 credits)

Available at the following campuses: Abington, Altoona, Beaver, Berks, Brandywine, DuBois, Fayette, Greater Allegheny, Lehigh Valley, New Kensington, Schuylkill, Scranton, Shenango, Wilkes-Barre, World Campus, York

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
ACCTG 404	Managerial Accounting: Economic Perspective	3
ACCTG 405	Principles of Taxation I	3
ACCTG 471	Intermediate Financial Accounting I	3
ACCTG 472	Intermediate Financial Accounting II	3

Additional Courses

<i>Additional Courses: Require a grade of C or better</i>		
ACCTG 403	Auditing	3
or ACCTG 403WAuditing		

Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better
Select 3 credits of 400-level courses from: ACCTG, BA, ECON, ENTR, FIN, FINSV, HPA, IB, MGMT, MIS, MKTG, RM, or SCM

Business Analytics Option (18 Credits)

Available at the following campuses: Abington, Altoona, Beaver, Berks, Brandywine, DuBois, Greater Allegheny, Hazleton, Lehigh Valley, New Kensington, Scranton, Wilkes-Barre, York

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
MIS 345	Introduction to Data Analytics	3
MIS 431	Business Data Management	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
Select 12 credits from the following:		12
COMM/IST 310	Digital Media Metrics	
ECON 442		
ECON 481	Business Forecasting Techniques	
FIN 302	Introductory Financial Modeling	
MIS 336	Database Management Systems	
MIS 404	Introduction to ERP and Business Processes	
MIS 415	Social Media Management and Analytics	
MIS 441	Applied Artificial Intelligence and Machine Learning in Business	
MIS 445	Business Intelligence	
MKTG 342	Marketing Research	
MKTG 343	Introduction to Marketing Analytics	
MKTG 473	Digital Marketing	
MKTG 474	Marketing Analytics	
MKTG 480	Intermediate Social Media Marketing	
SCM 340	Introduction to Supply Chain Analytics	
SCM 421	Supply Chain Analytics	
SCM 445	Operations Planning and Control	
SCM 455	Logistics Systems Analysis and Design	
SCM 460	Purchasing and Materials Management	
SODA 308	Research Design for Social Data Analytics	
STAT 300	Statistical Modeling I	
STAT 400	Statistical Modeling II	
STAT 460	Intermediate Applied Statistics	
STAT 462	Applied Regression Analysis	

Entrepreneurship Option (18 credits)*Available at the following campuses: Altoona, World Campus*

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
ENTR 300	Principles of Entrepreneurship	3
ENTR 320	Entrepreneurship and New Venture Creation	3
ENTR 400	Financing Entrepreneurial Ventures	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
CAS 352	Organizational Communication	3
or ENGL 419	Advanced Business Writing	

Supporting Courses and Related Areas*Supporting Courses and Related Areas: Require a grade of C or better*

Select 6 credits of 400-level ENTR courses in consultation with your adviser 6

Financial Services Option (18 credits)*Available at the following campuses: Abington, Altoona, Berks, DuBois, Lehigh Valley, Scranton, World Campus*

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
ACCTG 405	Principles of Taxation I	3
FIN 420	Investment and Portfolio Analysis	3

Supporting Courses and Related Areas*Supporting Courses and Related Areas: Require a grade of C or better*

Select 12 credits in 300 or 400-level (with at least 3 credits at the 400-level) from ACCTG, FIN, FINSV or RM 12

Health Services Option (18 credits)*Available at the following campuses: Abington, Lehigh Valley, World Campus*

Minimum 6 credits at the 400-level.

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
HPA 101	Introduction to Health Services Organization	3
HPA 332	Health Systems Management	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
Select 0-3 credits of the following:		0-3
BBH/AFAM 302	Diversity and Health	
CAS 352	Organizational Communication	
CAS 404	Conflict Resolution and Negotiation	
ENGL 416	Science Writing	
ENGL 419	Advanced Business Writing	
LER 424	Employment Compensation	
LHR/WMNST 472	Work-Life Practices and Policies	
PSYCH 281	Introduction to Industrial-Organizational Psychology	
PSYCH 484	Work Attitudes and Motivation	
PSYCH 485	Leadership in Work Settings	

Supporting Courses and Related Areas*Supporting Courses and Related Areas: Require a grade of C or better*

Select 3-9 credits from 300 or 400-level HPA courses 3-9

Select 0-6 credits of 300-400-level courses from ACCTG, BA, ECON, ENTR, FIN, FINSV, HPA, IB, MGMT, MKTG, MIS, RM or SCM 0-6

Individualized Business Option (18 credits)*Available at the following campuses: Abington, Altoona, Beaver, Berks, Brandywine, DuBois, Fayette, Greater Allegheny, Hazleton, Lehigh Valley, Mont Alto, New Kensington, Shenango, Schuylkill, Scranton, Wilkes-Barre, World Campus, York*

Select 18 credits of study (with at least 3 credits at the 400-level) as submitted by the student and approved by the campus BSB Program Coordinator.

Management and Marketing Option (18 credits)*Available at the following campuses: Abington, Altoona, Beaver, Berks, Brandywine, DuBois, Fayette, Greater Allegheny, Hazleton, Lehigh Valley, Mont*

Alto, New Kensington, Shenango, Schuylkill, Scranton, Wilkes-Barre, World Campus, York

Code	Title	Credits
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
Select one of the following:		0-6
0-6 credits from BA 250, ENGL 419, MKTG 220		
CAS 250	Small Group Communication	
CAS 252	Business and Professional Communication	
CAS 352	Organizational Communication	
CAS 404	Conflict Resolution and Negotiation	

Supporting Courses and Related Areas¹

<i>Supporting Courses and Related Areas: Require a grade of C or better</i>		
Select 3 credits from 300 or 400-level MGMT courses		3
Select 3 credits from 300 or 400-level MKTG courses		3
Select 6-12 additional credits in 300 or 400-level courses from MGMT6-12 or MKTG courses		

¹ A minimum of 3 credits of supporting courses must be selected at the 400-level.

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits
- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

Integrative Studies

- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration

- **GN**, may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the

requirements for the student's degree program, whichever is higher: 6 credits

University Degree Requirements

First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement

6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>)). For more information, check the Suggested Academic Plan for your intended program.