

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

Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2026-27 academic year. To access previous years' suggested academic plans, please visit the archive (<https://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition.

Accounting Option: Business, B.S. at Altoona Campus

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

First Year

Fall	Credits Spring	Credits
ECON 102 ^{*†‡}	3 CAS 100 [‡]	3
ENGL 15 ^{†‡}	3 MGMT 301 [*]	3
MATH 21 ^{*†‡1}	3 STAT 200 or SCM 200 ^{†‡}	4
General Education Course (GN)	3 General Education Course (GA)	3
General Education Course (Inter-Domain)	3 General Education Course (GHW)	3
PSU 3	1	
	16	16

Second Year

Fall	Credits Spring	Credits
ACCTG 211	4 FIN 301 [*]	3
ECON 104 [†]	3 MIS 301 [*]	3
MIS 204	3 General Education Course (GN)	3
MKTG 301 [*]	3 General Education Course (Exploration)	3
General Education Course (GH)	3 Elective	3
	16	15

Third Year

Fall	Credits Spring	Credits
ACCTG 404 [*]	3 ACCTG 405 [*]	3
ACCTG 471 [*]	3 ACCTG 472 [*]	3
BA 243	4 BA 322 [*]	3
BA 321 [*]	3 ENGL 202D [‡]	3

General Education Course (Inter-Domain)	3 Elective	3
	16	15
Fourth Year		
Fall	Credits Spring	Credits
ACCTG 4XX [*]	3 ACCTG 403W [*]	3
BA 420 [*]	1 BA 422W [*]	3
BA 421 [*]	3 BA 495A ^{*3}	6
IB 303 ^{*2}	3 Elective	1-3
SCM 301 [*]	3	
	13	13-15

Total Credits 120-122

- * Course requires a grade of C or better for the major
- ‡ Course requires a grade of C or better for General Education
- # Course is an Entrance to Major requirement
- † Course satisfies General Education and degree requirement

- ¹ MATH 21 or higher required for entrance to major. Note: students who double-major in PSCM where MATH 110 is required or who intend to enter a Smeal major should aim for MATH 110 as goal.
- ² Students must complete 3 credits of U.S. cultures (US) and 3 credits of international cultures (IL).
- ³ See internship coordinator or academic adviser for more information.
- ⁴ The accounting option specifies 15 of the 18 credits, including ACCTG 471, ACCTG 472, ACCTG 403/ACCTG 403W, ACCTG 404, and ACCTG 405. The final 3 credits can be chosen from a list of approved courses.

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

Business Analytics Option: Business, B.S. at Altoona Campus

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First Year

Fall	Credits Spring	Credits
ECON 102 ^{*†‡#}	3 CAS 100 [†]	3
ENGL 15 ^{†‡}	3 MGMT 301 [*]	3
MATH 21 ^{*†‡#1}	3 STAT 200 or SCM 200 ^{†‡}	4
General Education Course (GN)	3 General Education Course (GA)	3
General Education Course (Inter-Domain)	3 General Education Course (GHW)	3
PSU 3	1	
	16	16

Second Year

Fall	Credits Spring	Credits
ACCTG 201 or 211	3-4 ACCTG 202 or 211 (or Elective)	3-4
ECON 104 [†]	3 MIS 204	3
MKTG 301 [*]	3 General Education Course (GN)	3
General Education Course (GH) (US)	3 General Education Course (Exploration)	3
General Education Course (Inter-Domain)	3 Elective	3
	15-16	15-16

Third Year

Fall	Credits Spring	Credits
BA 321 [*]	3 BA 322 [*]	3
FIN 301 [*]	3 ENGL 202D [†]	3
MIS XXX ⁴	3 MIS 301 [*]	3
MIS 345 [*]	3 MKTG 473 [*]	3
MKTG 342 [*]	3 MKTG 480 [*]	3
	15	15

Fourth Year

Fall	Credits Spring	Credits
BA 243	4 BA 422W [*]	3
BA 420 [*]	1 BA 495A ^{*3}	6
BA 421 [*]	3 MIS 431 [*]	3
IB 303 ^{*2}	3 Elective	2-3
SCM 301 [*]	3	
	14	14-15

Total Credits 120-123

* Course requires a grade of C or better for the major

‡ Course requires a grade of C or better for General Education

Course is an Entrance to Major requirement

† Course satisfies General Education and degree requirement

- ¹ MATH 21 or higher required for entrance to major. Note: students who double-major in PSCM where MATH 110 is required or who intend to enter a Smeal major should aim for MATH 110 as goal.
- ² Students must complete 3 credits of U.S. cultures (US) and 3 credits of international cultures (IL).
- ³ See internship coordinator or academic adviser for more information.
- ⁴ The business analytics option requires MIS 345 (intro to data analytics), and MIS 431 (business data mgmt.), plus 12 credits from a specific list. Typically, courses offered for this option include MKTG 473 (digital Marketing), MKTG 342 (marketing research), MKTG 480 (social media marketing) and another course offered through the DLC like MIS 404 (intro to ERP).

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Entrepreneurship Option: Business, B.S. at Altoona Campus

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First Year		
Fall	Credits Spring	Credits
ECON 102 ^{*†##}	3 CAS 100 [†]	3
ENGL 15 ^{††}	3 MGMT 301 [*]	3
MATH 21 ^{*†##1}	3 STAT 200 or SCM 200 ^{*††}	4
General Education Course (GN)	3 General Education Course (GA)	3
General Education Course (Inter-Domain)	3 General Education Course (GHW)	3
PSU 3	1	
	16	16
Second Year		
Fall	Credits Spring	Credits
ACCTG 201 or 211	3-4 ACCTG 202 or 211 (or Elective)	3-4
ECON 104 [†]	3 MIS 204 [*]	3
MKTG 301	3 General Education Course (GN)	3
General Education Course (GH)	3 General Education Course (Exploration)	3
General Education Course (Inter-Domain)	3 Elective	3
	15-16	15-16
Third Year		
Fall	Credits Spring	Credits
BA 250 [*]	3 BA 322 [*]	3
BA 321 [*]	3 ENGL 202D [†]	3
ENTR 300 [*]	3 ENTR 320 [*]	3
FIN 301 [*]	3 MIS 301 [*]	3
Elective	3 SCM 301 [*]	3
	15	15
Fourth Year		
Fall	Credits Spring	Credits
BA 243	4 BA 422W [*]	3
BA 420 [*]	1 BA 495A ^{*3}	6
BA 421 [*]	3 ENTR 430 [*]	3
ENTR 400 [*]	3 ENTR 440 [*]	3
IB 303 ^{*2}	3	
	14	15
Total Credits 121-123		

† Course satisfies General Education and degree requirement

¹ MATH 21 or higher required for entrance to major. Note: students who double-major in PSCM where MATH 110 is required or who intend to enter a Smeal major should aim for MATH 110 as goal.

² Students must complete 3 credits of U.S. cultures (US) and 3 credits of international cultures (IL).

³ See internship coordinator or academic adviser for more information.

⁴ The entrepreneurship option requires ENTR 300, ENTR 320, ENTR 400, plus 9 credits from a specific list. Typically, courses offered for this option include: ENTR 430, ENTR 440, and BA 250.

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* Course requires a grade of C or better for the major

† Course requires a grade of C or better for General Education

Course is an Entrance to Major requirement

Management and Marketing Option: Business, B.S. at Altoona Campus

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

First Year

Fall	Credits Spring	Credits
ECON 102 ^{*†#†}	3 CAS 100 [†]	3
ENGL 15 ^{††}	3 MGMT 301 [*]	3
MATH 21 ^{*†#†1}	3 STAT 200 or SCM 200 ^{*††}	4
General Education Course (GN)	3 General Education Course (GA)	3
General Education Course (Inter-Domain)	3 General Education Course (GHW)	3
PSU 3	1	
	16	16

Second Year

Fall	Credits Spring	Credits
ACCTG 201 or 211	3-4 ACCTG 202 or 211 (or Elective)	3-4
ECON 104 [†]	3 MIS 204 [*]	3
MKTG 301 [*]	3 General Education Course (GN)	3
General Education Course (GH)	3 General Education Course (Exploration)	3
General Education Course (Inter-Domain)	3 Elective	3
	15-16	15-16

Third Year

Fall	Credits Spring	Credits
BA 321 [*]	3 BA 322 [*]	3
FIN 301 [*]	3 ENGL 202D (GWS) [†]	3
300-400 Level MKTG/MGMT Course [*]	3 MIS 301 [*]	3
300-400 Level MKTG/MGMT Course [*]	3 300-400 Level MKTG/MGMT Course [*]	3
Elective	3 400-Level MKTG/MGMT Course [*]	3
	15	15

Fourth Year

Fall	Credits Spring	Credits
BA 243 [*]	4 BA 422W [*]	3
BA 420 [*]	1 BA 495A ^{*3}	6
BA 421 [*]	3 300-400 Level MKTG/MGMT Course [*]	3
IB 303 ^{*2}	3	
SCM 301 [*]	3	

300-400 Level MKTG/MGMT Course [*]	3
	17
	12

Total Credits 121-123

* Course requires a grade of C or better for the major

† Course requires a grade of C or better for General Education

Course is an Entrance to Major requirement

† Course satisfies General Education and degree requirement

¹ MATH 21 or higher required for entrance to major. Note: students who double-major in PSCM where MATH 110 is required or who intend to enter a Smeal major should aim for MATH 110 as goal.

² Students must complete 3 credits of U.S. cultures (US) and 3 credits of international cultures (IL).

³ See internship coordinator or academic adviser for more information.

⁴ The Management and Marketing option requires 18 credits of 300 and 400 level Management and Marketing classes. Please see department for a specific list. The final 3 credits can be chosen from a list of approved courses.

University Requirements and General Education Notes:

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