GOODWIN COLLEGE

BACHELOR'S DEGREE IN
BUSINESS ADMINISTRATION

Patricia Patterson, Business Administration Student

DO BETTER BUSINESS

Goodwin College has a well-respected reputation as a leader in innovative and entrepreneurial education. We are a modern college awarding the degrees needed for today's jobs. We train professionals with the courage to succeed and the vision to make a difference. The skills you'll acquire at Goodwin are what today's employers are looking for. We know, because we've asked them.

Our program is built on the fundamentals of planning, leadership, and development — qualifications identified by employers seeking business professionals. You'll learn how to manage people, access resources, and process information — universal skills that you can apply in any business setting. Students have the ability to take classes on-campus, online, or in a hybrid format that combines the best of both. For greater flexibility, students can take accelerated 7½ week classes or standard 15-week classes.

The Business Administration program will provide you with a solid core of courses to help you develop the skills essential for success in today's business environment. At Goodwin, we give you the tools to develop your own business plan for success.

Coursework includes:

- Business Law and Ethics
- Human Resource Management
- Management
- Customer Relations in a Multicultural World
- Targeted Marketing and Social Media

CURRICULUM

General Education Requirements - 40 credits		
CAP 1XX	Computer Literacy Competency (CL)	3
COM 1XX	Communications Competency (COM)	3
ENG 101	English Composition	3
ENG 1XX	Writing Competency (WR)	3
ENG 325	Advanced Writing for the Business Professional (AW)	3
MATH 1XX	Math Competency (MATH)	3
	Science Competency (SCI)	4
PSY 112	Introduction to Psychology (SS)	3
	Social Science Competency (SS)	3
	Cultural Competency (CU & E/P)	6
	Global Studies Competency (G/US)	3
	Global Studies Competency (G/W)	3

Core Requirements - 6 credits		
IDA 120	Intellectual Discovery Strategies **OR** General Education Elective	3
STAT 167	Principles of Statistics	3

Major Core Requirements - 48 credits		
Freshman Year		
ACC 1XX	Accounting Elective	3
BUS 101	Introduction to Management **OR**	3
BUS 107	Introduction to Nonprofit Management	
BUS 110	Business Law & Ethics	3
ECN 1XX	Economics Elective	3
Sophomore Year		
BUS 132	Budgeting and Planning	3
BUS 135	Customer Relations in a Multicultural World	3
BUS 150	Small Business Entrepreneurship	3
BUS 215	Marketing	3
Junior Year		
BUS 265	Principles of Finance	3
BUS 2XX*	Directed Elective	3
BUS 310	Targeted Marketing and Social Media	3
BUS 305	E-Business	3
Senior Year		
BUS 3XX*	Directed Elective	3
BUS 410	Theory & Practice of Business Research (RE)	3
BUS 490	Capstone: Strategic Planning	3
BUS 4XX	Directed Elective	3

General Electives - 27 credits		
	Electives	27

Total Credits: 121

*Directed elective courses may be taken in business, accounting, economics, management and leadership, or manufacturing at the appropriate levels.

To view course descriptions visit:
www.goodwin.edu/academics/course-descriptions

SCHOLARSHIP OPPORTUNITY

Students enrolled in the Business Administration program who take three or more classes per semester while maintaining a 3.0 GPA are eligible to receive a scholarship worth 40% of their tuition.

INDUSTRY SETTINGS WHERE YOU CAN WORK WITH THIS DEGREE:

- Corporate
- Education
- Manufacturing
- Nonprofit
- State/Federal

TO REQUEST MORE INFORMATION, CONTACT:

Admissions
(800) 889-3282
www.goodwin.edu/contactus

Dr. Ernesto Varela
Program Director, Business Administration