



Bachelor of Science in Business Administration

Earn a business degree that's focused on the future.

Becoming your own boss, building a business from the ground up and pursuing a career that you are passionate about is the American Dream that so many individuals strive for. Are you one of them? If so, turn that dream into a reality with a bachelor's degree in Business Administration from Goodwin University.

Your chances for a successful career increase considerably when you receive your business degree at a college that's focused on the future. At Goodwin, we teach students how to be successful in start-ups, small businesses, and nonprofits — the sources of nimble innovation in today's world. These free-thinking, fast-moving organizations are changing the face of business and driving innovation through the creative application of business principles.

Our focus is on the concept of entrepreneurship and supporting the development of small business ownership. We will help to connect you with a network of knowledgeable professionals who will support you and mentor you throughout your educational journey. You'll learn how to start, run, and manage your own business. Our program of study integrates analysis of theory, case studies, and research allowing you

the ability to apply these to practical situations in the field. You will also learn business law and ethics, management, customer relations in a multicultural world, and targeted marketing and social media.

Whether you're a traditional student moving through a 4-year program or an adult learner who wants to earn your degree for more opportunities and professional growth, this degree path is right for you.



For more information, contact:
(800) 889-3282
www.goodwin.edu/contactus

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General Education Core Requirements - 40 credits		
ENG 101	English Composition	3
ENG 1XX	English Elective	3
ENG 325	Advanced Writing for the Business Professional	3
MATH 1XX	Mathematics (MATH)	3
	Science (BIO, CHEM, SCI)	4
	Social Science (PSY or SOC)	6
	Humanities (HIS, PHIL, SPAN, HUM)	3
	General Education Electives	15
Programmatic General Education Requirements - 6 credits		
CAP 115	Learning and Working Through Digital Technologies	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	
BUS 107	Introduction to Nonprofit Management	3
BUS 110	Business Law and 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 and Entrepreneurship	3
BUS 215	Marketing	3
Junior Year		
BUS 265	Principles of Finance	3
BUS 2XX*	Directed Elective	3
BUS 305	E-Business	3
BUS 310	Targeted Marketing and Social Media	3
Senior Year		
BUS 3XX*	Directed Elective	3
BUS 410	Theory and Practice of Business Research	3
BUS 490 / OS 450	Capstone: Strategic Planning	3
BUS 4XX	Directed Elective	3
Open Electives - 27 credits		
	Electives	27

Total Credits: 121

Take advantage of our exclusive scholarship opportunity:

Students enrolled in the Business Administration bachelor's degree program who take nine or more credits per semester while maintaining a 3.0 GPA are eligible to receive a scholarship worth 30% of their tuition.

Industry settings where you can work with this degree:

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

Goodwin University is a nonprofit institution of higher education and is accredited by the New England Commission of Higher Education (NECHE), formerly known as the New England Association of Schools and Colleges (NEASC).

*Directed elective courses may be taken from courses with the following prefixes: ACC, BUS, ECN, OS or BMM at the appropriate levels.