



Business Administration Degree Programs

Gain the skills to become
your own boss.





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Kickstart your creativity and bring your business ideas to life.

If you are a business-minded individual with a drive to make a positive difference in the world, a Business Administration degree could be a great fit for your future! Our business degree programs will expose you to the fundamental concepts of the business world while giving you the flexibility to tailor your degree to your specific goals. Whether you are looking to become your own boss or use your business skills to boost your career in another field, you'll need to master core business concepts that will transform you into an effective business professional. In today's competitive business environment, it's critical that you position yourself as a leader in the field — that's why Goodwin University is committed to providing you with a solid foundation on which to build your career.

At Goodwin, you can earn your business degree quickly! We offer traditional 15-week classes, as well as accelerated 7-week options for students looking to get on the fast-track toward a rewarding career. Today's workforce is dynamic, and the way we conduct business is always evolving — there's no better time to dive into this growing field. Take the leap and start earning your degree in Business Administration today!

Build your brand with a degree in Business Administration.



Sharpen critical skillsets for success in the business world.

Regardless of whether you choose to pursue an associate or bachelor's degree in Business Administration, it is essential that you enter your career with a polished understanding of core business concepts and the moving parts that influence how a business is managed. At Goodwin, we'll teach you the fundamental skills involved in marketing, business law and ethics, business management, customer relations, and more! You'll be prepared to enter any number of roles with the necessary skills to achieve success and crush your career goals.

Tailor your degree based on your interests and goals.

At Goodwin, you can pursue either an associate or bachelor's degree in Business Administration, depending on your specific career goals and aspirations. You may also choose from one of four business concentrations, including Entrepreneurship, Human Resource Management, Manufacturing Management, and an Open Business Concentration, which allows you to select any accounting or business electives that align with your goals. Our curriculum is designed to be completely customizable — so you can gain the relevant skills you need without wasting time or money.



Your career possibilities are endless.

Obtaining a degree in Business Administration will make you a versatile and highly sought-after job candidate after you graduate. The skills you gain are applicable to such a wide variety of career paths, your opportunities are almost endless!

Graduates of Goodwin University's Business Administration programs have gone on to pursue rewarding careers in the following settings:

- Corporate ●Education ●Entrepreneurship ●Local, state, and federal government
- Manufacturing ●Nonprofits ●Start-ups ●and more!

Earn your degree in one of two ways.

At Goodwin University, you have the option to pursue an associate or bachelor's degree in Business Administration. Both programs are composed of in-depth curricula designed to set you up for success in a variety of fields, including the corporate, governmental, and corporate business spheres.

No matter what your career goals are, the Business Administration program at Goodwin truly has something for everyone.

Associate degree program

Our associate degree in Business Administration program will give you a deep understanding of fundamental business concepts, including business law and ethics, marketing principles, business planning and development, and corporate social responsibility. Your knowledge of a broad range of business concepts will be applicable to a wide variety of settings in your career.

Bachelor's degree program

The most significant difference between the associate and bachelor's degree programs is that the bachelor's degree in Business Administration has a narrower focus on entrepreneurship and prepares students to run their own, independent businesses. The curriculum for this program is sharply focused on setting you up to succeed as an entrepreneur. Under our network of experienced professionals, you'll learn how to start, run, and manage your own business. By analyzing case studies and conducting research on the business market, you'll learn how to apply fundamental business concepts and create a career you're proud of.

Earn your degree at Goodwin University.



Flexible class schedules

Whether you're working full-time or taking care of your family, we believe that your personal life is just as important as earning your degree. Business Administration classes are offered days, evenings, and weekends with on-campus, online, and hybrid formats available. We offer six class starts annually, and you even have the option to take accelerated 7-week courses — so you can earn your degree on a schedule that works with your busy lifestyle.



We put you first.

At Goodwin University, we have a student-centered approach to learning. Our expert faculty are dedicated to giving you the one-on-one attention you deserve, and we offer a wide variety of student resources such as counseling services, financial aid, our Ann B. Clark Co-op, and more. While you're earning your degree, we'll be there to support you every step of the way!



A focus on career readiness

Pursuing a degree in Business Administration can be a pathway to an immense sense of personal and professional fulfillment — that's why, at Goodwin University, we are committed to preparing you for success in your career. Our faculty are experts in the business world, and their years of experience will help you view the core concepts involved in business management through a closer lens. You'll walk away with the ability to apply what you've learned and chase your dream career after graduation.

Curriculum

Associate degree in Business Administration

General Education Requirements - 21-22 Credits		
ENG 101	English Composition	3
ENG 1XX	English Elective	3
MATH 1XX	Mathematics (MATH)	3
	Science (BIO, CHEM, SCI)	3-4
	Social Science (PSY or SOC)	3
	Humanities (HIS, PHIL, SPAN, HUM)	3
	General Education Elective*	3
Non Major Core Requirements - 3 Credits		
CAP 115	Learning and Working Through Digital Technologies	3
Business Major Core Requirements - 24 Credits		
FRESHMAN YEAR		
BUS 101	Introduction to Management OR	3
BUS 107	Introduction to Nonprofit Management	3
BUS 110	Business Law and Ethics	3
BUS 135	Customer Relations in a Multicultural World	3
ACC 1XX	Accounting Elective	3
SOPHOMORE YEAR		
ECN 1XX	Economics Elective	3
BUS 121	Personal Finance and Insurance	3
BUS 132	Budgeting and Planning	3
Electives - 3 Credits		
BUS 1XX	Elective OR	3
ACC 1XX	Accounting Elective	3

Total Credits in the Program: 60-61

*Elective credits may be from any General Education course, unless directed by the Program. General Education courses contain the following prefixes: ENG, MATH, STAT, CAP, COM, BIO, CHEM, SCI, HIS, HUM, PHIL, SPAN, PSY, and SOC.

Business Concentrations

Students may select an open Business concentration or one in Entrepreneurship, HR Management, or Manufacturing Management.

Entrepreneurship Concentration Requirements-12 Credits		
FRESHMAN YEAR		
BUS 150	Small Business and Entrepreneurship	3
BUS 215	Marketing	3
SOPHOMORE YEAR		
BUS 210	Business Planning and Development	3
ACC 235	Accounting Information Systems	3
Human Resource Management Concentration Requirements - 12 Credits		
FRESHMAN YEAR		
BUS 115	Human Resource Management	3
PSY 205	Organizational Behavior	3
SOPHOMORE YEAR		
BUS 230	Workforce Planning and Staffing	3
BUS 215	Marketing	3
Manufacturing Management Concentration Requirements - 12 Credits		
FRESHMAN YEAR		
BMM 101	Key Principles of Manufacturing	3
BMM 110	Technology in Advanced Manufacturing	3
SOPHOMORE YEAR		
BMM 125	Manufacturing Logistics OR	3
BMM 135	Green Manufacturing	3
BMM 210	Lean Manufacturing Principles	3
Business Administration Open Concentration - 12 Credits		
FRESHMAN YEAR		
1XX	Elective	6
SOPHOMORE YEAR		
2XX	Elective	6

Bachelor's degree in Business Administration

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		
STAT 167	Principles of Statistics	3
CAP 115	Learning and Working Through Digital Technologies	3
Business 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	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	
BUS 410	Theory and Practice of Business Research	
BUS 490/OS 450	Capstone: Strategic Planning	
BUS 4XX**	Directed Elective	
Open Electives - 27 Credits		
**Directed elective courses may be taken from courses with the following prefixes: ACC, BUS, ECN, OS or BMM at the appropriate levels.		

*Elective credits may be from any General Education course, unless directed by the Program. General Education courses contain the following prefixes: ENG, MATH, STAT, CAP, COM, BIO, CHEM, SCI, HIS, HUM, PHIL, SPAN, PSY, and SOC.

Total Credits in the Program: 121

Course format

We know that you're busy taking care of your personal responsibilities— that's why we offer flexible class schedules. Classes are offered days, evenings, and weekends with on-campus, online, and hybrid formats available.

- **On-campus classes**

When you're earning your business degree, it's important that you form a network of professionals that you can lean on when you jump into your career. By coming to campus and participating in on-campus class sessions, you'll be able to work closely with your peers and have in-depth discussions about the applications of your learning. Business is a highly creative field, and the ability to bounce ideas off of each other in-person will prepare you with the interpersonal skills you need for success.

- **Online classes**

Online classes are perfect if you're working full-time or managing your personal responsibilities. Courses are offered in synchronous and asynchronous sessions.

- ▶ **Synchronous**

Some courses in this program are offered in the form of online, face-to-face meetings with your classmates and faculty. This gives you the opportunity to engage in important conversations and debates regarding your course material. Participating in a synchronous learning session gives you the experience of an in-person class setting without the inconvenience of having to drive to campus.

- ▶ **Asynchronous**

Our asynchronous courses are the perfect way to earn your degree while working around your busy schedule. Asynchronous courses can be completed on your time and don't require any face-to-face meetings, so they're a great fit for the working professional. You'll work independently to complete your assignments and touch base with our faculty along the way to make sure you are getting the support you need.

- **Hybrid classes**

Many students enjoy our hybrid class format, which offers the best of both worlds — both online assignments and on-campus responsibilities. This will allow you to make time for your personal responsibilities while still working toward your degree.

Testimonials



“I really loved the flexibility of Goodwin’s class schedules. The professors were so understanding. They knew that we had lives outside of school, families to feed, and work obligations to manage. They really helped us to navigate our way regardless of the circumstances.”

Chenaé Russell, Graduate



“The business professors don’t just come from the academia world. They actively work in the field that they are teaching. This is a tremendous resource for students as they can provide real world scenarios based upon their experience and keep up with industry trends. They talk the talk and walk the walk.”

Bryan White, Graduate



“I loved the business faculty. All come from diverse backgrounds and brought different perspectives to the classroom. It really added value to my classes.”

Kara Kurtz, Graduate



“At Goodwin, I loved how small the classes were; the professors were always there to help you. You could tell that teaching wasn’t just a job for them; it was clear they were excited to go to work, teach, and help people — the professors were always kind and personable.”

Morgan Sheldon, Graduate

Student resources and support

At Goodwin University, we are invested in the continued success of our students. We believe that you deserve great support services and resources to help you achieve your goals!

Academic Resources

- Academic Advising
 - Admissions
 - Financial Aid
 - Registrar's Office
-

Academic Support

- Academic Success Center
- Library
- Math Lab
- Tutoring

College Experience

- Clubs and Organizations
 - Student Engagement
-

Personal Support Services

- AccessAbility Services
 - Ann B. Clark Co-op
 - Counseling
-

Professional Development

- Lifetime Career Services

Financial Aid information

Paying for college doesn't have to be stressful — we make it easy to understand the costs of your education before classes even begin.

We are committed to helping you earn your degree at a cost that is affordable to you. At Goodwin, there are a variety of financial aid opportunities available to you, including scholarships, grants, student loans that need to be repaid, and work-study opportunities that provide a regular paycheck.

Check out our [financial aid page](#) to find out how Goodwin University can help you pay for your education.





Contact us today!

Call: 800-889-3282

Text: 860-467-1511

www.goodwin.edu/business

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).

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One Riverside Drive
East Hartford, CT 06118