BACHELOR’S DEGREE IN
BUSINESS ADMINISTRATION

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
**General Education Requirements - 40 credits**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENG 101</td>
<td>English Composition</td>
<td>3</td>
</tr>
<tr>
<td>ENG 1XX</td>
<td>Writing Competency <strong>(WR)</strong></td>
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<tr>
<td>ENG 325</td>
<td>Advanced Writing for the Business Professional <strong>(AW)</strong></td>
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<tr>
<td>COM 1XX</td>
<td>Communications Competency <strong>(CDM)</strong></td>
<td>3</td>
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<tr>
<td>CAP 1XX</td>
<td>Computer Literacy Competency <strong>(CL)</strong></td>
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<tr>
<td>MATH 1XX</td>
<td>Math Competency <strong>(MATH)</strong></td>
<td>3</td>
</tr>
<tr>
<td>PSY 112</td>
<td>Introduction to Psychology <strong>(SS)</strong></td>
<td>3</td>
</tr>
<tr>
<td>PSY 112</td>
<td>Social Science Competency <strong>(SS)</strong></td>
<td>3</td>
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<tr>
<td></td>
<td>Cultural Competency <strong>(CU &amp; E/P)</strong></td>
<td>6</td>
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<tr>
<td></td>
<td>Global Studies Competency <strong>(G/US)</strong></td>
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<tr>
<td></td>
<td>Global Studies Competency <strong>(G/W)</strong></td>
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**Core Requirements - 6 credits**

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<tr>
<td>IDA 120</td>
<td>Intellectual Discovery Strategies OR General Education Elective</td>
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<tr>
<td>STAT 167</td>
<td>Principles of Statistics</td>
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**Major Core Requirements - 48 credits**

**Freshman Year**

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<tbody>
<tr>
<td>ACC 1XX</td>
<td>Accounting Elective</td>
<td>3</td>
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<tr>
<td>BUS 101</td>
<td>Introduction to Management OR</td>
<td></td>
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<tr>
<td>BUS 107</td>
<td>Introduction to Nonprofit Management</td>
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</tr>
<tr>
<td>BUS 110</td>
<td>Business Law and Ethics</td>
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<tr>
<td>ECN 1XX</td>
<td>Economics Elective</td>
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**Sophomore Year**

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<tbody>
<tr>
<td>BUS 132</td>
<td>Budgeting and Planning</td>
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<tr>
<td>BUS 135</td>
<td>Customer Relations in a Multicultural World</td>
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<td>BUS 150</td>
<td>Small Business Entrepreneurship</td>
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<td>BUS 215</td>
<td>Marketing</td>
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**Junior Year**

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<tr>
<td>BUS 265</td>
<td>Principles of Finance</td>
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<tr>
<td>BUS 2XX*</td>
<td>Directed Elective</td>
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<tr>
<td>BUS 305</td>
<td>E-Business</td>
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<td>BUS 310</td>
<td>Targeted Marketing and Social Media</td>
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**Senior Year**

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<tr>
<td>BUS 3XX*</td>
<td>Directed Elective</td>
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<tr>
<td>BUS 410</td>
<td>Theory and Practice of Business Research <strong>(RE)</strong></td>
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<tr>
<td>BUS 490</td>
<td>Capstone: Strategic Planning</td>
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<tr>
<td>BUS 4XX</td>
<td>Directed Elective</td>
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**General Electives - 27 credits**

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<tbody>
<tr>
<td></td>
<td>Electives</td>
<td>27</td>
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**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 Bachelor’s Degree program who take 9 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

**TO REQUEST MORE INFORMATION, CONTACT:**

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