



# Undergraduate Programs in Business



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**PennState**  
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# A leader in online learning since 1998

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programs in business, visit:  
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## Table of Contents

Online Programs in Business .....	3–4	Why Penn State? .....	9
Associate in Science in Business Administration .....	5	Frequently Asked Questions.....	10
Bachelor of Science in Business....	6–7	Begin Your Application Today .....	11
Bachelor of Science in Business Options .....	8		



“The Bachelor of Science in Business online degree program allows you to complete a degree that is marketable in a variety of industries, depending on your course selections. It focuses on building key skill areas that employers are looking for: critical and innovative thinking skills, excellent communication capabilities, and application of theory to real-world business situations.”

—**Veronica M. Godshalk, Ph.D.**  
**Professor of Business Administration**



# Online Programs in Business

Whether you are looking to begin your career or explore new opportunities, our undergraduate business programs, delivered online through Penn State World Campus, can provide the knowledge you need to help you reach your career goals. Both the Associate in Science in Business Administration and the Bachelor of Science in Business combine core disciplines—such as accounting, finance, management, and marketing—with applied study, allowing you to integrate course concepts into your work responsibilities immediately.

The Associate in Science in Business Administration program introduces you to core aspects of the business environment, preparing you for additional studies in business or direct entry into the workplace. As you enhance your communicative and mathematical skills through socially relevant course work, you will explore specific business specialties.

The associate degree can also provide you with the opportunity to step up to the Penn State World Campus Bachelor of Science in Business program.

The online Bachelor of Science in Business degree integrates a theory-to-practice approach to enhance your problem-solving skills and delivers course work highly relevant for today's dynamic business environment. In addition to expanding on the fundamentals of business and helping you develop a versatile skill set and the ability to work effectively on teams, the program allows you to explore a discipline of interest through six 18-credit business options.

Whichever you select, these online business programs give you the flexibility to study around your schedule—without sacrificing meaningful interactions with expert faculty and fellow students.





“I chose Penn State World Campus because it gave me the flexibility to continue my studies while working, and Penn State’s reputation is outstanding. My adviser was always an email or phone call away, and she was very responsive. Getting my degree has absolutely helped me professionally.”

—Adam Cressman, Graduate  
Bachelor of Science in Business

## Learning Outcomes

After successfully completing the Associate in Science in Business Administration or the Bachelor of Science in Business, you should be able to apply these skills in the workplace:

### **Effective Communication**

Demonstrate the ability to speak and write with clarity.

### **Use of Technology**

Utilize software applications to make inferences and solve problems.

### **Leadership and Teamwork**

Use leadership, teambuilding, and project management skills.

### **Global and Diverse Perspectives**

Compare and contrast the business environment of your local community and the global economy.

### **Ethical Awareness**

Demonstrate an awareness of ethical issues, social responsibilities, and conflict resolution.

### **Use Management Theory/Practice**

Employ fundamental business concepts and principles as well as contemporary business practices.

### **Data Analysis and Problem-Solving**

Recognize, analyze, and solve business problems using quantitative and qualitative measures.



# Associate in Science in Business Administration

The 60-credit online Associate in Science in Business Administration focuses on the fundamentals of management, marketing, accounting, information systems, and economics. You can develop core business competencies so much in demand today—the ability to communicate well, think critically, and use the latest technical business tools effectively. And by gaining a broader understanding through your course work about how business operates, you can start applying your knowledge immediately in your present career or in a new field of interest.

Penn State’s Associate in Science in Business Administration is an excellent stand-alone credential. You can also use it as a foundation to pursue a bachelor’s degree, such as the Bachelor of Science in Business or other business-related programs at the University, if you apply and are granted admission. If you plan to continue your education, work closely with your academic adviser to schedule the course work required to transition to a baccalaureate business program.

## Curriculum

**Courses in this program include:**

### **Financial and Managerial Accounting for Decision-Making**

Introduction to the role of accounting numbers in the process of managing a business and in investor decision-making.

### **Principles of Marketing**

Focuses on customer behavior, product, channels of distribution, promotion, and pricing with emphasis on a culturally diverse environment.

### **Introductory Microeconomic Analysis**

Methods of economic analysis and their use; price determination; theory of the firm; distribution.

View courses and more: [worldcampus.psu.edu/asbuscourses](https://worldcampus.psu.edu/asbuscourses)



# Bachelor of Science in Business

The 120-credit online Bachelor of Science in Business provides a solid grounding in all aspects of business—from marketing, accounting, and management to analysis of business data and communication in a global marketplace. Focusing on practical skills and real-world experience, the program’s interdisciplinary perspective provides a versatile base for mobility into all business areas.

In addition to completing the prescribed courses, you will tailor the program to your specific interests based on your career goals. You can choose your 18-credit specialized option from the areas of accounting, entrepreneurship, financial services, health services, or management and marketing. Or you can work with your adviser to develop another career-enhancing plan of study in a different aspect of business that interests you, pending approval of the program coordinator. By gaining a more

extensive understanding of business, combined with an immersion into the specialization of your choice, you can enhance your value to employers and expand your career opportunities.

## Internship

Acting as the capstone to your Penn State education, your internship is an opportunity to apply the theories and concepts taught throughout the program. With approval from the academic program coordinator, you can engage in an assignment



at your workplace that goes beyond your regular job duties, or you could work on a special initiative with a local organization in your community. Whichever path you choose, this internship is an opportunity to apply classroom knowledge in a real-world business setting and demonstrate your willingness to go beyond your regular job responsibilities.

## Curriculum

Our curriculum is designed to teach you principles of business while providing you with exposure to a diverse portfolio of courses. Your course work can vary, depending on the option you choose and your expected learning outcomes, with the consultation of your academic adviser.

### Courses in this program include:

#### Project Management

Introduction to project management covering all phases of a project in proposal development, planning, execution, and closing.

#### Strategic Business Planning

Study of strategic planning and implementation in multi-industry, multi-cultural, and multi-national settings with emphasis on sustaining competitive advantages.

#### Corporation Finance

Nature of finance function; risk and return concepts; working capital; dividend policies; mergers; security markets; acquisition and management of corporate capital; analysis of operations; forecasting capital requirements; raising capital; and planning profits.

View courses and more: [worldcampus.psu.edu/bsbuscourses](http://worldcampus.psu.edu/bsbuscourses)





# Bachelor of Science in Business Options

In addition to the core business courses, you will choose from six 18-credit options to expand your knowledge in the field that interests you most:

## Accounting

Business professionals with a thorough preparation in accounting and finance are increasingly in demand. This accounting option focuses on such topics as taxation, auditing, managerial accounting, and financial accounting and analysis.

## Entrepreneurship

The entrepreneurship option is tailored to innovative thinkers who want to investigate topics like idea generation, opportunity analysis, new product creation, and business plan development. Entrepreneurship courses can even inform intrapreneurial thinking for new venture creation in large firms.

## Financial Services

The financial services industry is rapidly changing. You can gain an understanding of the complex finance and regulatory landscapes—a skill set highly valued by employers. By completing this option, you can acquire knowledge about corporate taxation, estate planning, and personal financial planning.

## Health Services

The health services option allows you to pursue careers in the health care sector with an emphasis on the managerial and leadership aspects of health services organizations. The topics focus on diversity and other human resource issues, communications, and conflict negotiations.

## Marketing and Management

This option gives you an opportunity to explore such topics as management, human resources, communication, conflict resolution, leadership and motivation, advertising and promotion, sales, consumer behavior, and global marketing.

## Individualized

The individualized option draws from courses in different disciplines to create a business-focused plan of study to enhance your career. This plan is developed in conjunction with your adviser and must be approved by the program coordinator upon your admission to the program.



# Why Penn State?

## A Respected, High-Quality Education

In 1892, Penn State founded one of our nation's first correspondence courses; in 1998, we were one of the first major accredited universities to provide online education. We are committed to ensuring that you have access to a quality academic experience, even when you have job and family obligations to fulfill. Our undergraduate business programs have been developed through a partnership between 17 of Penn State's campuses and Penn State World Campus, a pioneer in providing global online access to a real university education.

Your online courses are the same academically challenging courses that are taught on campus. Yet they give you the flexibility and convenience to study wherever you are, at times that suit your own schedule.

## Faculty

The courses in the undergraduate business programs are designed and taught by Penn State professors whose teaching and research interests combine academic expertise and industry experience. They are leaders in their fields and experts in the subjects that they teach, and they are committed to making sure you get a quality academic experience in your online programs.

## Employer Recognized and Accepted

The undergraduate business programs will carry the same Penn State commitment to high quality that is respected by employers everywhere. And when you graduate, your diploma will be the same as any other awarded by Penn State. Penn State World Campus is the real Penn State. The only difference is the way in which the courses are delivered to you.

# Frequently Asked Questions

## Why is Penn State the best choice for me?

### **Flexibility and convenience**

Penn State knows that adults need flexible and convenient learning options to continue meeting their professional and personal commitments. As job responsibilities grow increasingly complex and family schedules become more hectic, online education enables you to study at times and locations that are convenient for you.

### **Reputation**

Penn State is universally regarded as one of the finest educational institutions in the United States. Putting a Penn State degree or certificate on your résumé is a great way to prove to current and potential employers that you are a well-educated professional, and to broaden your career options.

### **Accreditation**

Penn State is accredited by the Middle States Commission on Higher Education and has an outstanding reputation as a research and teaching university. Our courses are also accepted by most other colleges and universities in fulfillment of their requirements.

## Is this the real Penn State?

Absolutely. Penn State values online education as highly as it does resident

instruction. The credits you receive are exactly the same as those awarded to on-campus students. Once you complete the requirements for your degree, you will be awarded a diploma that is identical to the one received by any Penn State student. There is no mention on your diploma that you earned your degree online.

## How will I interact with my instructor and other students?

You will be part of a group of students in each course in this program, and we use a variety of means to bring students and instructors together, including asynchronous electronic threaded discussions on the course website and email.

## What types of student support are available?

As a distance education pioneer, Penn State has developed a nationally recognized support system for students who are geographically removed from campus. With our amazing team of academic advisers, technical support experts, customer service representatives, and Penn State instructors, we'll help you get where you want to go—successfully—through distance education.

# Begin Your Application Today

## Getting Started

To apply to the Associate in Science in Business Administration program, visit: [worldcampus.psu.edu/asbuscourses](http://worldcampus.psu.edu/asbuscourses)

To apply to the Bachelor of Science in Business program, visit: [worldcampus.psu.edu/bsbuscourses](http://worldcampus.psu.edu/bsbuscourses)

## Deadlines

Please visit your program's "How to Apply" page for application deadlines.

For a more detailed description of the application requirements and procedures, please visit:

[worldcampus.psu.edu/admissions](http://worldcampus.psu.edu/admissions)



## Did You Know?

- › Penn State has aligned its online programs, student support services, policies, and procedures to support military personnel, veterans, and military family members.
- › LinkedIn data ranks Penn State second in the country for universities most attended by CEOs.
- › Penn State World Campus is consistently ranked in the top 10 by *U.S. News & World Report* for having the best online bachelor's programs.



# Contact Us

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800-252-3592 (toll free within the United States)

814-863-5386 (local and international)

814-865-3290 Fax

## Admission Services Hours

8:00 a.m.–8:00 p.m. ET Monday–Thursday

8:00 a.m.–5:00 p.m. ET Friday

Closed Saturday and Sunday

## Penn State World Campus

The Pennsylvania State University

128 Outreach Building

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