

# BUSINESS TECHNOLOGY, BBA

Campus: NYC, Westchester

## Bachelor Business Administration

Transform businesses and markets through technology, blend core business principles with new and emerging technologies, and gain a global perspective with a Lubin BBA in Business Technology. With this degree under your belt, you'll get the technical expertise necessary for success in a variety of positions.

Requirement	Credits
University Core Requirements	53
Major Requirements	59
Open Electives	16
<b>Total Credits</b>	<b>128</b>

## UNIVERSITY CORE REQUIREMENTS (53 CREDITS)

See complete University Core (<https://catalog.pace.edu/undergraduate/university-core-curriculum/>) requirements.

Includes several of the major-required courses listed below:

Code	Title	Credits
<b>Foundation Requirements</b>		
MAT 104	Finite Mathematics	0-3
CIS 101	Introduction to Computing	3
or TS 105	Computers for Human Empowerment	

## MAJOR REQUIREMENTS (59 CREDITS)

Code	Title	Credits
<b>Business Core</b>		
BUS 101	Contemporary Business Practice	3
BUS 255	Professional Planning and Practice for Internships and Careers	1
LAW 150	Business Law I	3
MGT 150	Managerial and Organizational Concepts	3
MGT 226	Business Analytics	3
MAR 201	Principles of Marketing	3
ACC 203	Financial Accounting	4
ACC 204	Managerial Accounting	4
FIN 260	Financial Management	3
MGT 490	Business Strategy	3
<b>Major</b>		
CIT 211	Platform Technologies and Architecture	4
CIT 221	Global Networking Technology	4
CIT 241	Database Management	4
CIT 261	Introduction to Coding Using Python	4
CIT 342	Systems Design and User Experience	4
CIT 251	Computer Security Overview	4
<b>Two Additional Business Courses</b>		
MGT 216	Venture Initiation and Entrepreneurship	3
MGT 262	Human Resources Management	3
LAW 320	Digital Media Law	3
MGT 240	International Management	3
MAR 368	Visual Analytics	3
MAR 349	Strategic Digital Marketing	3

MGT 388	Machine Learning for Business	3
FIN 351	Principles of Investment	3
MGT 366	Leadership Principles and Practice	3
MGT 394A	Management Internship	0-6
MGT 357	Project Management for Business	3
MGT 370	Managing Creativity	3
ACC 375	Accounting Information Systems	3

## OPEN ELECTIVES (16 CREDITS)

Code	Title	Credits
<b>Open Electives</b>		
<b>Course</b>		
<b>Title</b>		
<b>Credits</b>		
<b>First Year</b>		
<b>Fall</b>		
ENG 110	Composition	3
BUS 101	Contemporary Business Practice	3
ECO 105	Principles of Economics: Macroeconomics	3
CIS 101	Introduction to Computing	3
MAT 104	Finite Mathematics	3
UNV 101	First-Year Seminar: Introduction to University Community	1
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
MGT 150	Managerial and Organizational Concepts	3
MAT 117	Elementary Statistics	4
ENG 120	Critical Writing	4
Learning Community (AOKs)		6
<b>Credits</b>		<b>17</b>
<b>Second Year</b>		
<b>Fall</b>		
ACC 203	Financial Accounting	4
COM 200	Public Speaking	3
MGT 226	Business Analytics	3
FIN 260	Financial Management	3
Language Requirement		3
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
ACC 204	Managerial Accounting	4
Language Requirement		3
MAT 111 or MAT 131	Elementary Calculus I or Calculus I	3
AOK		3
CIT 211	Platform Technologies and Architecture	4
<b>Credits</b>		<b>17</b>
<b>Third Year</b>		
<b>Fall</b>		
Major Courses		8
Writing Enhanced		3
MAR 201	Principles of Marketing	3
<b>Credits</b>		<b>14</b>

**Spring**

LAW 150	Business Law I	3
Major Courses		8
Writing Enhanced		3
Open Electives		3
<b>Credits</b>		<b>17</b>

**Fourth Year****Fall**

Major Courses		8
Open Electives		6
AOK		3
<b>Credits</b>		<b>17</b>

**Spring**

MGT 490	Business Strategy	3
Major Courses		4
Open Electives		7
<b>Credits</b>		<b>14</b>
<b>Total Credits</b>		<b>128</b>