

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	47
Major Requirements	59
Open Electives	14
Total Credits	120

UNIVERSITY CORE REQUIREMENTS (47 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
Foundation Requirements		
MAT 104	Finite Mathematics	3
CIS 101	Introduction to Computing	3
or TS 105	Computers for Human Empowerment	
ENG 110	Composition	3
ENG 120	Critical Writing	4
ENG 201	Writing in the Disciplines	3
COM 200	Public Speaking (Lab Science)	3
Lab Science		3
Second Language		6
General Core (19 Credits) ¹		
ECO 106	Principles of Economics: Microeconomics	3
MAT 111	Elementary Calculus I	3 or 4
or MAT 131	Calculus I	
MAT 117	Elementary Statistics	4
Three Arts and Humanities (A&H) courses		9

¹ ECO 106, MAT 111/131, and MAT 117 are applied to the General Core requirement as Natural Sciences and Social Sciences (NSS) courses.

MAJOR REQUIREMENTS (59 CREDITS)

Code	Title	Credits
BUS 101	Contemporary Business Practice	3
BUS 255	Professional Planning and Practice for Internships and Careers	1
ACC 203	Financial Accounting	4
ACC 204	Managerial Accounting	4
FIN 260	Financial Management	3
LAW 150	Business Law I	3
MAR 201	Principles of Marketing	3
MGT 150	Managerial and Organizational Concepts	3
MGT 226	Business Analytics	3
MGT 490	Business Strategy	3
Major		

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
Two Additional Business Courses		
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 (14 CREDITS)

Code	Title	Credits
Open Electives		14
Select 14 credits ¹		
Total Credits		14

¹ Includes UNV 101 First-Year Seminar: Introduction to University Community (1 credit) for First-Year students.

Course	Title	Credits
First Year		
Fall		
ENG 110	Composition	3
BUS 101	Contemporary Business Practice	3
CIS 101	Introduction to Computing	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 104	Finite Mathematics	3
UNV 101	First-Year Seminar: Introduction to University Community	1
Credits		16
Spring		
ENG 120	Critical Writing	4
MAT 117	Elementary Statistics	4
Learning Community (A&H, WE)		6
Credits		14
Second Year		
Fall		
ACC 203	Financial Accounting	4
COM 200	Public Speaking	3
FIN 260	Financial Management	3
MGT 226	Business Analytics	3
Language Requirement		3
Credits		16

Spring

ACC 204	Managerial Accounting	4
Language Requirement		3
BUS 255	Professional Planning and Practice for Internships and Careers	1
MAT 111 or MAT 131	Elementary Calculus I or Calculus I	3
CIT 211	Platform Technologies and Architecture	4
Credits		15

Third Year**Fall**

Major Courses		7
ENG 201	Writing in the Disciplines	3
MGT 150	Managerial and Organizational Concepts	3
MAR 201	Principles of Marketing	3
Credits		16

Spring

LAW 150	Business Law I	3
Major Courses		8
Arts and Humanities (A&H) and/or Writing Enhanced (WE)		3
Credits		14

Fourth Year**Fall**

Major Courses		7
Open Electives		6
Foundation Science Course with Lab		3
Credits		16

Spring

MGT 490	Business Strategy	3
Major Courses		4
Open Electives		6
Credits		13
Total Credits		120