

# ONLINE BUSINESS STUDIES, BBA

**Campus:** Online

## Overview

The online BBA in Business Studies is 120 credits and asynchronous online. The program is designed to be flexible in order to accommodate diverse student populations. Students can choose from two concentrations: Marketing and Management or Finance. Students in our online BBA in Business Studies program can enter the program with no credits from prior institutions or with up to 90 transfer credits. Transfer credits are evaluated at the point of admission to the program and will be discussed in the first meeting with your academic advisor.

The program is taught by experienced business leaders with close connections to their industries. Pace University's Career Services staff and program faculty are available to help students reach their career goals and acquire competitive salaries upon graduation. Additionally, graduates from the online BBA become a part of our global network of alumni.

## Major Completion Summary

Requirement	Credits
Core Courses	44
Major Requirements	53
Open Electives	23
<b>Total Credits</b>	<b>120</b>

## Core Course Requirements (44 Credits)

Code	Title	Credits
<b>Pace Online Core Courses</b>		
AIT 103	Online Seminar	1
ENG 110	Composition	3
ENG 120	Critical Writing	4
ENG 201	Writing in the Disciplines	3
COM 200	Public Speaking	3
MAT 104	Finite Mathematics	3
MAT 117	Elementary Statistics	4
ECO 105	Principles of Economics: Macroeconomics	3
ECO 106	Principles of Economics: Microeconomics	3
TS 105	Computers for Human Empowerment	4
Lab Science *please work with your advisor to select a suitable course		4
Second Language or Culture Courses *please work with your advisor to select suitable courses		6
ECO or MAT 200/300 Level *please work with your advisor to select a suitable course		3
<b>Total Credits</b>		<b>44</b>

## Major Requirements (53 Credits)

Code	Title	Credits
<b>Pace Online Requirements</b>		
<b>Business Core</b>		
BUS 101	Contemporary Business Practice	3
ACC 203	Financial Accounting	4
ACC 204	Managerial Accounting	4
LAW 150	Business Law I	3
MAR 201	Principles of Marketing	3
MGT 150	Managerial and Organizational Concepts	3
FIN 260	Financial Management	3
MGT 226	Business Analytics	3
MGT 490	Business Strategy	3

**Concentrations**

Select one of the following:	24
Marketing and Management Concentration (see below)	
Finance Concentration (see below)	

<b>Total Credits</b>	<b>53</b>
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**Marketing and Management Concentration**

Code	Title	Credits
<b>Required Concentration Courses</b>		
MGT 222	Organizational Behavior	3
MGT 240	International Management	3
MAR 331	Managerial Marketing (Students may substitute this course with any 200-400 Level MAR course. Please work with your advisor to select a suitable course.)	3
MAR 342	Public Relations	3
MAR 349	Strategic Digital Marketing	3
MAR or MGT 200-400 Level Elective Courses *please work with your advisor to select suitable courses		9
<b>Total Credits</b>		<b>24</b>

**finance concentration**

Code	Title	Credits
<b>Required Concentration Courses</b>		
CIS 122L	Advanced Spreadsheet Skills - Test Prep	3
<b>Choose Seven (7) Courses</b>		
FIN 320	Corporate Finance	3
FIN 325	Data Analysis in Finance	3
FIN 330	Personal Financial Planning	3
FIN 335	Behavioral Finance and Economics	3
FIN 351	Principles of Investment	3
FIN 352	Risk Management	3
FIN 356	Options, Futures and Swaps	3
FIN 358	International Finance	3
FIN 359	Principles of Fixed Instruments and Markets	3
FIN 396H	Topics: Finance and Society	3
<b>Total Credits</b>		<b>24</b>

**General/Open Electives (23 Credits)\***

\*Students should meet with their advisor to discuss electives.