

BUSINESS ADMINISTRATION MAJOR – B.S.

Summary

Code	Title	Credits
	Business Core	47
	Concentration	21-22
	Integrative Core Curriculum ¹	25-26
	Liberal Arts electives	18-19
	Open electives	8-9
Total Credits		120

¹ See Integrative Core Curriculum requirements. (<https://catalog.ithaca.edu/undergrad/schools/school-business/#integrativecorecurriculumicctext>)

Degree Requirements

Code	Title	Credits
Business Core		
BINT 10100	World of Business	3
BINT 10400	Informational Interview	0
BINT 20400	Career Exploration	0
BINT 40400	Business Link Professions Program	0
ECON 12100	Principles of Macroeconomics (ICC-LA, QL)	3
ECON 12200	Principles of Microeconomics (ICC-LA)	3
Select one of the following (ICC-CLA):		4
MATH 10400	Finite Mathematics with Calculus	
MATH 10800	Applied Calculus	
MATH 11100	Calculus I	
Select one of the following (ICC-LA):		4
MATH 14400	Statistics for Business, Economics and Management	
MATH 14500	Statistics for the Health, Life, and Social Sciences	
PSYC 20700	Statistics in Psychology	
ACCT 22500	Financial Accounting	3
ACCT 22600	Management Accounting	3
GBUS 20300	Legal Environment of Business I	3
MGMT 20600	Organizational Behavior and Management	3
MGMT 26000	Data Analytics I	3
FINA 31100	Business Finance	3
MGMT 30200	Applied Ethical Issues in Management	3
MGMT 34500	Operations Management	3
MKTG 31200	Principles of Marketing	3
MGMT 42100	Strategic Management (ICC-CP)	3
Total Credits		47

Concentration Requirements

Corporate Accounting Concentration

Note: Students interested in sitting for the certified public accountant (CPA) examination should select the five-year option, consisting of the B.S. in accounting and the MS. in accounting. The B.S. in business administration with corporate accounting concentration might not qualify the student to sit for the CPA examination. **The corporate accounting concentration is available only as a second concentration.**

Code	Title	Credits
Course Listing		
ACCT 31500	Cost Analysis and Decision Making	3
ACCT 34500	Intermediate Accounting I	3
ACCT 34600	Intermediate Accounting II	3
Choose 6 Credits from list:		6
ACCT 3xxxx	Any level-3 accounting course	
ACCT 4xxxx	Any level-4 accounting course	
GBUS 30700	Commercial Law	
Approved Electives		
Business electives ¹		6
Total Credits		21

¹ Any level-2 or above course offered in the School of Business with the prefix of ACCT, FINA, GBUS, INTB, MKTG, MGMT, or SMGT may serve as business electives; STCM 24100 and STCM 23200 may also serve as business electives.

Finance Concentration: Corporate Finance Track

Code	Title	Credits
Course Listing		
FINA 32100	Security Analysis and Portfolio Management	3
FINA 37000	International Finance	3
FINA 48000	Advanced Business Finance	3
Finance elective	FINA course level 2 or above	3
FINA Mini Courses ¹		3
Business electives ²		6
Total Credits		21

¹ Any mini-course in FINA with 1.5 credits.

² Any level-2 or above course offered in the School of Business with the prefix of ACCT, FINA, GBUS, INTB, MKTG, MGMT, or SMGT may serve as business electives; STCM 24100 and STCM 23200 may also serve as business electives.

Finance Concentration: Asset Management Track

Code	Title	Credits
Course Listing		
FINA 32100	Security Analysis and Portfolio Management	3
FINA 37500	Fixed Income Analysis and Portfolio Management	3
FINA 38000	Equity Portfolio Management	3
FINA 42000	Alternative Asset Management	3
FINA mini courses ¹		3

Business electives ²	6
Total Credits	21

¹ Any mini-course in FINA with 1.5 credits.

² Any level-2 or above course offered in the School of Business with the prefix of ACCT, FINA, GBUS, INTB, MKTG, MGMT, or SMGT may serve as business electives; STCM 24100 and STCM 23200 may also serve as business electives.

Finance Concentration: Wealth Management Track

Code	Title	Credits
Course Listing		
FINA 21000	Personal Financial Planning and Wealth Management	3
FINA 32100	Security Analysis and Portfolio Management	3
MKTG 32500	Sales and Sales Promotion	3
FINA 40500	Wealth Management	3
Finance elective	FINA course level 2 or above	3
FINA mini courses ¹		3
Business electives ²		3
Total Credits		21

¹ Any mini-course in FINA with 1.5 credits.

² Any level-2 or above course offered in the School of Business with the prefix of ACCT, FINA, GBUS, INTB, MKTG, MGMT, or SMGT may serve as business electives; STCM 24100 and STCM 23200 may also serve as business electives.

International Business Concentration

Code	Title	Credits
Course Listing		
INTB 26500	International Business Operations	3
MKTG 38000	International Marketing	3
FINA 37000	International Finance	3
INTB 48000	Export-Import Operations	3
INTB mini courses ¹		3
Business electives ²		6
Total Credits		21

¹ Any mini-course in INTB with 1.5 credits.

² Any level-2 or above course offered in the School of Business with the prefix of ACCT, FINA, GBUS, INTB, MKTG, MGMT, or SMGT may serve as business electives; STCM 24100 Advertising and STCM 23200 Public Relations may also serve as business electives. Both business electives must be in the same functional area and have the same prefix (STCM 24100 and STCM 23200 are considered part of the MKTG functional area and prefix).

Notes:

- As part of the liberal arts requirements, students pursuing the international business concentration must take two liberal arts electives with Global designation.
- As part of the international business concentration, students must take at least two intermediate college-level or above foreign-language courses (in the same language). If English is the student's second

language, the student should see the assistant dean regarding this requirement.

Management Concentration: Strategic Leadership Track

Code	Title	Credits
MGMT 31200	Leadership and Collaboration	3
MGMT 34000	Human Resource Management	3
MGMT 30500	Data-Driven Management Decisions	3
MGMT 46000	Leading Organizational Change	3
MGMT 49600	Negotiations	3
Business Elective ¹		3
BUS Elective with International Focus ²		3
Total Credits		21

¹ Any level-2 or above course offered in the School of Business with the prefix of ACCT, FINA, GBUS, INTB, MKTG, MGMT, or SMGT may serve as business electives; STCM 24100 Advertising and STCM 23200 Public Relations may also serve as business electives.

² Some of the approved elective courses have specific prerequisites; refer to the course descriptions.

Management Concentration: Business Analytics Track

Code	Title	Credits
MATH 24600	Intermediate Statistics	3
COMP 17100	Principles of Computing Science I	4
MGMT 36500	Analytics II	3
MGMT 30500	Data-Driven Management Decisions	3
MGMT 48100	Advanced Decision Making with Analytics	3
Business Elective ¹		3
Business Elective (select one of the following)		3
ECON 33300	Econometrics I	
MKTG 41100	Marketing Analytics	
Total Credits		22

¹ Any level-2 or above course offered in the School of Business with the prefix of ACCT, FINA, GBUS, INTB, MKTG, MGMT, or SMGT may serve as business electives; STCM 24100 Advertising and STCM 23200 Public Relations may also serve as business electives.

Marketing Concentration

Code	Title	Credits
Course Listing		
MKTG 41100	Marketing Analytics	3
MKTG 32300	Consumer Behavior	3
MKTG 32500	Sales and Sales Promotion	3
MKTG 48600	Senior Seminar in Marketing	3
MKTG 49100	Digital Marketing	3
Business electives ¹		6
Total Credits		21

¹ Any level-2 or above course offered in the School of Business with the prefix of ACCT, FINA, GBUS, INTB, MKTG, MGMT, or SMGT may serve as business electives; STCM 24100 and STCM 23200 may also serve as business electives.

Sport Management Concentration

Students interested in the sport management concentration should enroll in SMGT 11000 within the first three semesters at Ithaca College.

Code	Title	Credits
Course Listing		
SMGT 11000	Introduction to Sport Management	3
SMGT 26500	Policy and Governance in Sport Organization	3
SMGT 30300	Sport Law I	3
SMGT 33500	Sport Event and Facility Management	3
SMGT 32600	Sport Marketing and Sales	3
SMGT 41000	Contemporary Issues in Sport Management	3
Sport Management elective; select one of the following:		3
SMGT 21000	International Sport	
SMGT 21500	Problems in College Athletics	
SMGT 22000	Current Issues in Professional Sport	
SMGT 31000	Labor Relations in Sport	
SMGT 36500	Sport Economics	
SMGT 38500	Advanced Sport Marketing	
SMGT 39000	Digital Marketing in Sport	
SMGT 39700	Selected Topics in Sport Management	
SMGT 41500	Strategic Management in Sport	
SMGT 49800	Internship with Academic Enhancement: Sport Management	
Fieldwork requirement ¹		0
Total Credits		21

¹ Students enrolled in the Sport Management concentration will be required to complete non-credit fieldwork hours, verified by their academic adviser.

Sport Marketing Concentration

The sport marketing concentration is available only as a second concentration. Students must be enrolled in either the Marketing or Sport Management concentration prior to adding Sport Marketing as a secondary concentration.

Code	Title	Credits
MKTG 32500	Sales and Sales Promotion	3
MKTG 41100	Marketing Analytics	3
SMGT 11000	Introduction to Sport Management	3
MKTG 32300	Consumer Behavior	3
SMGT 32600	Sport Marketing and Sales	3
SMGT 38500	Advanced Sport Marketing	3
MKTG or SMGT 2xxxx-4xxxx	MKTG or SMGT at 20000-level or above	3
Total Credits		21