

Business Administration (B.B.A. or B.S.)

Degree Type

Bachelor's

The Business Administration program, B.S. and B.B.A., (63-64 credits), at Russell Sage College is designed to educate students in the core business areas. Students complete a variety of lower level and upper level courses including business ethics, organizational behavior, business strategy, leadership and diversity, conflict management, and global business. Students may opt to complete a concentration (or track) in: marketing & branding, organizational leadership, or sports management. The culminating experiences are the business strategy II course and an internship. Students are prepared for the challenges and rewards of a fast-paced, competitive global business environment.

This Business Administration program is designed to provide the background and skills necessary for a management career and the skills and prerequisites for entry into Sage's MBA program. Qualified students may apply to the MBA graduate program before finishing the bachelor's degree and if accepted may take graduate and undergraduate courses simultaneously (up to 6 graduate level credits allowed). BS/BBA to [MBA](#)

The School of Management at Russell Sage College has received accreditation for its business programs through the International Accreditation Council for Business Education (IACBE), 11374 Strang Line Road, Lenexa, KS.

Learning Outcomes

- Apply appropriate and effective use of technology for organizations.
- Communicate effectively through the delivery of written and oral presentations.
- Synthesize managerial practice with stakeholder theory and socially responsible decision making.
- Analyze, evaluate, and develop effective leadership skills in a variety of settings.
- Understand the social, financial, environmental, legal/political and global issues facing contemporary organizations.
- Use critical thinking skills to understand and apply problem solving strategies and techniques for organizational and individual decision making.
- Demonstrate the ability to integrate knowledge in the sub-disciplines of management through experiential learning.
- Demonstrate professionalism within the context of the work environment.

Core Requirements

Item #	Title	Credits
ACC 201	Financial Accounting	3
ACC 202	Managerial Accounting	3
BUS 204	Principles of Marketing	3
BUS 205	Principles of Management	3
	BUS 209 or MAT 112	3
BUS 212	Business Law I	3
BUS 213	Business Law II	3
BUS 215	Business Communications	3
BUS 308	Human Resource Management	3
BUS 324	Business Strategy I	3
BUS 325	Financial Management I	3
	BUS 327 or BUS 328	3
BUS 335	Management Information Systems	3
BUS 424	Capstone: Business Strategy II	3
ECO 201	Principles of Macroeconomics	3
ECO 202	Principles of Microeconomics	3
	ECO 215, MAT 220, or PSY 207	3-4

Required Electives in Major

- Complete four courses from ACC, BUS, ECO, or LAW. At least 6 credits in this category must be completed at Sage.
- Or, students may opt to utilize credits in this category to complete an **optional concentration** in **marketing & branding, organizational leadership, or sports management**

Concentrations (optional)

Courses required in the concentration are completed in place of the required electives category in the major program.

Marketing & Branding

Complete *four* of the following courses:

BUS 304 Advertising and Branding

BUS 313 Professional Selling

BUS 320 Digital Marketing

BUS 408 Consumer Behavior

BUS 409 Marketing Research

Organizational Leadership

Complete *four* of the following courses:

BUS 307 Business Ethics

BUS 314 Organizational Behavior

BUS 340 Leadership & Diversity

BUS 332 Conflict Management & Mediation

BUS 345 Organizational Theory

Sport Management

Complete *four* of the following courses:

BUS 313 Professional Selling

BUS 362 Sport Management

BUS 363 Sport Marketing

BUS 430 Sport Law

BUS 431 Sport Facility & Event Management

Degree Completion Notes

- Total credits required for a bachelor's degree (minimum): 120 credits
- Cumulative GPA required for graduation (minimum): 2.000
- Major GPA required for graduation (minimum): 2.200
- 1/2 of major requirements must be completed at Sage (minimum)
- Completion of all required **General Education** coursework
- Graduating business administration students (B.S. and B.B.A.) are required to complete the **Peregrine Assessment**.

Suggested Program of Study

Year 1: Fall (15 credits)

BUS 204 Principles of Marketing

BUS 205 Principles of Management

ECO 202 Microeconomics

RSC 101 Thriving at Sage

WRT 101 Writing in Community

Year 1: Spring (15 credits)

BUS 209 Mathematics for Finance

ECO 201 Macroeconomics

WRT 201 Researching in Community

General Education course

General Elective course

Year 2: Fall (15 credits)

ACC 201 Financial Accounting

BUS 212 Business law I

BUS 215 Business Communications

ECO 215 Statistics

General Education course

Year 2: Spring (15 credits)

ACC 202 Managerial Accounting

BUS 213 Business Law II

BUS 308 Human Resource Management

RSC 201 Intercultural perspectives

General Elective course

***Recommended:** Completion of ACC 201/202, BUS 212/213, and ECO 201/202 is recommended before the start of 3rd year.

Year 3: Fall (15 credits)

BUS 325 Financial Management

BUS, ECO, LAW, *or* Conc. course

RSC 301 Innovating to Impact

General Elective course

General Elective course

Year 3: Spring (15 credits)

BUS 335 Management Info Systems

BUS, ECO, LAW, *or* Conc. course

General Education course
General/open Elective course
General/open Elective course

Year 4: Fall (15 credits)

BUS 324 Strategy I
BUS 327 Internship
BUS, ECO, LAW, *or* Conc. course
General Education course
General/open Elective course

Year 4: Spring (15 credits)

BUS 424 Strategy II
BUS, ECO, LAW, *or* Conc. course
General/open Elective course
General/open Elective course
General/open Elective course

Total Credits

63-64