

School of Business

Bachelor of Science in Business Administration (BSBA)

The Bachelor of Science in Business Administration degree program at Kingston University is designed to provide students with a diverse learning environment and to equip students with the basic knowledge and skills necessary for succeeding in the business community. The program also develops students' potential to become future leaders and managers in a dynamic, globally integrated business world.

Students may choose to concentrate on one of the three emphases, Entrepreneurship Scheme, Marketing Scheme, and Finance Scheme or combination of elective courses meeting their career interest by consulting with our faculty members.

Program Objectives

Upon completion of the program, students should be able to:

- Understand fundamental business theories and models;
- Develop skills for leadership and management within business environments;
- Develop a system of ethics for business leadership;
- Develop the ability to articulate business theories and models within various cultural and international environments

Admission Requirements:

Students desiring admission to the Bachelor's program must meet the following requirements:

1. Completed their high school education or G.E.D. with a minimum G.P.A. of 2.3 or better.
2. Completed not less than 45 semester units or the equivalent in General Education courses covering various academic disciplines which must include 6 units of English writing and communication, 6 units of mathematics, 6 units of natural science [geology or biology], 6 units of social science [Sociology or psychology or political science], and 6 units of U.S. History, or be enrolled, concurrently, in General Education courses in the manner and unit count as noted above, and which concurrent General Education courses must be completed prior to the completion of the BSBA program. The minimum G.P.A. attained must be of 2.0 or better.
3. Applicants possessing high school education or baccalaureate course work from a recognized or approved foreign academic institution are required to send their official transcript(s) for evaluation by a credential evaluation agency which is recognized by the U.S. Department of Education and a member of National Association of Credential Evaluation Services (NACES) or the Association of International Credential Evaluators (AICE). Please refer to the Foreign Credential Evaluation section of the University Catalog for detail. A copy of the evaluation report must be forwarded directly from the evaluation agency to the University's admission office.

International Student Admission Requirements:

Unless a graduate from a US high school or foreign equivalent where English was the language of instruction evidenced by an official transcript, or a student having taken at least 2 years of education in a college program where English was the language of instruction evidenced by an official transcript, an applicant whose native language is not English must satisfy English proficiency requirement for admission to the BSBA program by scoring a TOEFL test with at least 450 PBT, 133 CBT or 45 iBT; a TOEIC of at least 480 or a IELTS of 4.



Graduation Requirements:

To receive the Bachelor of Science in Business Administration, students must meet the following academic requirements:

- complete 57 units in Business Foundation and Core Courses
- complete 18 units in elective courses
- complete 45 units in General Education courses
- maintain a minimum G.P.A. of 2.0 or better

BSBA Curriculum

The BSBA curriculum includes 57 units in Business Foundation and Core Courses and 18 units in elective courses. Students may choose to concentrate on one of the three emphases, Entrepreneurship Scheme, Marketing Scheme and Finance Scheme, or combinations of elective courses meeting their career interest.

BSBA courses are described below.

Business Foundation and Core Courses Required: 57 Semester Units

Foundation Courses Required: 21 Semester Units

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
BU 2000	Introduction to Business Management	3
EC 2410	Principles of Microeconomics	3
EC 2420	Principles of Macroeconomics	3
BU 2400	Business Statistics	3
BU 2050	Business Law	3
AT 2110	Accounting Principles I	3
AT 2120	Accounting Principles II	3

Core Courses Required: 36 Semester Units

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
BU 2010	Computer Information Systems	3
BU 3010	Business Communication	3
BU 3000	Management Theory and Practice	3
AT 3100	Fundamentals of Managerial Accounting	3
FN 3300	Introduction to Finance	3
MK 3200	Principles of Marketing	3
BU 3600	Organizational Behavior	3
BU 3050	Business Ethics	3
BU 3020	Human Resources Management	3
FN 3330	Money & Banking	3
BU 4010	Operations Management	3
BU 4000	Organizational Leadership	3



BSBA Curriculum Elective Scheme

18 semester units to be selected from the following scheme courses

Entrepreneurship Scheme

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
BU 3040	Small Business Management	3
BU 3220	E-commerce Business Fundamentals	3
MK 4200	Marketing Research	3
MK 4220	Sales Management	3
BU 3025	Human Relations for Business	3
FN 4410	Investments	3

Marketing Scheme

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
BU 3030	Survey of International Business	3
BU 3040	Small Business Management	3
BU 3220	E-commerce Business Fundamentals	3
MK 4200	Marketing Research	3
MK 4220	Sales Management	3
BU 3025	Human Relations for Business	3

Finance Scheme

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
FN 3310	Principles of Finance Management	3
FN 3350	Financial Institutions	3
FN 4310	International Finance	3
FN 4410	Investments	3
FN 4420	Introduction to Investment Banking	3
EC 4400	Managerial Economics	3

Hospitality and Tourism Scheme

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
HT 1000	Introduction to Hospitality and Tourism	3
HT 2100	Front Office operation and Management	3
MK 3210	Hospitality and Tourism Marketing	3
HT 2000	Tourism Theories and Practices	3
HT 2010	Destination Geography	3
HT 3010	Convention and Event Management	3

TOTAL PROGRAM REQUIREMENT: 75 SEMESTER UNITS

(with completion of additional 45 semester units or the equivalent in GE courses)