

Business Administration, BSBA (Oakland)

The Bachelor of Science in Business Administration (BSBA) program integrates the theory and practice of management through active learning, problem-driven research, corporate partnerships, and experiential assignments. Students will foster a global and entrepreneurial spirit while honing their technical skills, analytical abilities, and creative and strategic thinking. They have opportunities to define an interdisciplinary academic path through combined majors, concentrations, and minors inside and outside of the business school. Students are expected to take part in the cooperative education program, where they participate in paid work placements related to their field of study.

Program Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified and complete any additional courses needed beyond specific college and major requirements to satisfy graduation credit requirements.

Universitywide Requirements

All undergraduate students are required to complete the Universitywide Requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/university-wide-requirements/>).

NUPath Requirements

All undergraduate students are required to complete the NUPath Requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/nupath/>).

NUPath requirements Differences and Diversity (DD) and Creative Expression and Innovation (EI) are not explicitly satisfied by required courses in the business curriculum at this time. Students are responsible for satisfying these requirements, and if these are not fulfilled in required major courses, they should use general electives to do so.

Business Requirements

Code	Title	Hours
Accounting		
ACCT 1201	Financial Accounting and Reporting	4
ACCT 2301	Profit Analysis for Managers and Advisors	4
Finance		
FINA 2201	Financial Management	4
Marketing		
MKTG 2201	Introduction to Marketing	4
Management Information Systems		
MISM 2301	Introduction to Information Systems and Digital Technologies	4
Operations Management and Supply Chain Management		
SCHM 2301	Supply Chain and Operations Management	4
Organizational Behavior		
ORGB 3201 or ORGB 3203	Organizational Behavior Behavioral Aspects of Digital Transformation	4
Strategy in Action		
STRT 4501	Strategy in Action	4
International Business/Social Responsibility		
INTB 1203	International Business and Global Social Responsibility	4
Statistics		
Complete one of the following. MGSC 2301 is the recommended statistics course for this program:		4
MATH 2280	Statistics and Software	
MATH 3081	Probability and Statistics	
MGSC 2301	Business Statistics	

Concentration

Complete the required concentration appropriate to your program. One concentration is required. A second concentration is optional.

- Entrepreneurial Startups (<https://catalog.northeastern.edu/undergraduate/business/concentrations/entrepreneurial-startups/>)
- Finance (<https://catalog.northeastern.edu/undergraduate/business/concentrations/finance/>)
- Fintech (<https://catalog.northeastern.edu/undergraduate/business/concentrations/fintech/>)
- Marketing (<https://catalog.northeastern.edu/undergraduate/business/concentrations/marketing/>)

- Social Innovation and Entrepreneurship (<https://catalog.northeastern.edu/undergraduate/business/concentrations/social-innovation-entrepreneurship/>)

Supporting Courses

Code	Title	Hours
Mathematics		
Complete one of the following:		4
MATH 1231	Calculus for Business and Economics (It is highly recommended that students take MATH 1231)	
MATH 1241	Calculus 1	
MATH 1245	Calculus with Applications	
MATH 1251	Calculus and Differential Equations for Biology 1	
MATH 1252	Calculus and Differential Equations for Biology 2	
MATH 1340	Intensive Calculus for Engineers	
MATH 1341	Calculus 1 for Science and Engineering	
Macroeconomics and Microeconomics		
ECON 1115	Principles of Macroeconomics	4
ECON 1116	Principles of Microeconomics	4

Business Experiential Learning

Code	Title	Hours
Complete at least one of the following experiences:		0-8
BUSN 4945	In-the-Field Experiential Professional Practicum	
COOP 3945	Co-op Work Experience	
COOP 3946	Co-op Work Experience—Half Time	
COOP 3947	Co-op Work Experience Abroad—Half Time	
COOP 3948	Co-op Work Experience Abroad	
EEBA 2945	Internship Experience (with D'Amore-McKim Cooperative Education Department Approval)	
EEBA 2948	Internship Experience Abroad (with D'Amore-McKim Cooperative Education Department Approval)	

Business GPA Requirement

A minimum 2.000 GPA in business courses is required.

Program Requirement

128 total semester hours required

Plan of Study

Sample Plans of Study

FOUR YEARS, TWO CO-OPS IN SPRING/SUMMER FIRST HALF

Note: Plan of study will vary based upon student's academic program. The four-year plan of study will require summer courses throughout the student's academic career. Individual study plans will be created with an academic advisor.

Year 1							
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
BUSN 1101		4 ECON 1115		4 Elective		4 Elective	4
BUSN 1102		1 Business core		4 ENGW 1111, ECON 1116, or MATH 1231		4 Business core	4
ENGW 1111, ECON 1116, or MATH 1231 (FQ)		4 ENGW 1111, ECON 1116, or MATH 1231 (FQ)		4			
Take two:		8 Take one:		4			
MGSC 2301 (AD)		MGSC 2301 (AD)					
ACCT 1201		ACCT 1201					
INTB 1203 (IC and ER)		INTB 1203 (IC and ER)					
17		16		8		8	

Year 2

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
Concentration course		4 Co-op		0 Co-op		0 Business core	4
Business core		4				ORGB 3201 or 3203	4
Elective		4					
NUpath		4					
BUSN 1103		1					
		17		0		0	8

Year 3

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
Concentration course		4 Co-op		0 Co-op		0 Elective	4
Elective		4				Elective	4
NUpath		4					
Business core		4					
		16		0		0	8

Year 4

Fall	Hours	Spring	Hours
ENGW 3304		4 STRT 4501	4
Concentration course		4 Concentration course	4
NUpath		4 Elective	4
Elective		4 Elective	4
		16	16

Total Hours: 130**FOUR YEARS, TWO CO-OPS IN SUMMER SECOND HALF/FALL**

Note: Plan of study will vary based upon student's academic program. The four-year plan of study will require summer courses throughout the student's academic career. Individual study plans will be created with an academic advisor.

Year 1

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
BUSN 1101		4 ECON 1115		4 Elective		4 Elective	4
BUSN 1102		1 Business core		4 ENGW 1111, ECON 1116, or MATH 1231		4 Business core	4
ENGW 1111, ECON 1116, or MATH 1231 (FQ)		4 ENGW 1111, ECON 1116, or MATH 1231 (FQ)		4			
Take two:		8 Take one:		4			
MGSC 2301 (AD)		MGSC 2301 (AD)					
ACCT 1201		ACCT 1201					
INTB 1203 (IC and ER)		INTB 1203 (IC and ER)					
		17		16		8	8

Year 2

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
Concentration course		4 Concentration course		4 Elective		4 Co-op	0
Business core		4 Business core		4 NUpath		4	
Business core		4 Elective		4			
NUpath		4 BUSN 1103		1			
		Elective		4			
		16		17		8	0

Year 3

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
Co-op		0 Concentration course		4 NUpath		4 Co-op	0
		ENGW 3304		4 Elective		4	
		ORGB 3201 or 3203		4			

Elective		4		
0		16	8	0
Year 4				
Fall	Hours	Spring	Hours	
Co-op	0	STRT 4501	4	
		Concentration course	4	
		Elective	4	
		Elective	4	
0		16		

Total Hours: 130