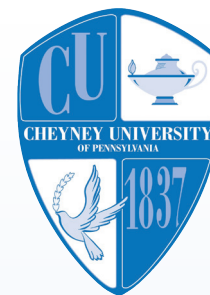


# Business Administration

## BUSINESS ADMINISTRATION PROGRAM FACT SHEET



### OVERVIEW

The Business Administration program promotes academic excellence and the development of the student as a professional leader. The primary aim is to equip students with the skills to become successful business professionals, business owners and/or to pursue graduate studies in the field of business administration. The program's instructional philosophy stresses the demonstrative use of acquired knowledge and skills in business-related situations. The teaching strategy is to challenge students utilizing up-to-date techniques and personal interaction.

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION COURSE WORK

The Bachelor of Science (BS) in Business Administration requires a total of 120 semester hours of work to earn the Bachelor of Science in Business Administration degree. Fifty-seven of these semester hours are General Education requirements in such diverse disciplines as Humanities, Natural Sciences, Mathematics, Social and Behavioral Sciences, Recreation, and Health and Physical Education (See General Education requirements).

In addition, the Business Administration curriculum provides understanding of the functions and interrelationships of business management through 39 required semester hours of business core courses and 18 required semester hours in a concentration area.

Six semester hours of Statistics and Information Science which are necessary for today's scientific business approach are also required.

### AREAS OF CONCENTRATION

The BS in Business Administration offers the following concentrations at Cheyney University's Center City location:

**Accounting**  
**Management**  
**Marketing**

### INFORMATION

For additional information on the early childhood education program at Cheyney University Center City please contact:

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