

# LOMBARDO COLLEGE OF BUSINESS ONLINE BUSINESS FULL DEGREE PROGRAM



**A bachelor's degree in business administration can help you further your career in almost every industry. Team up with experienced faculty to learn how to apply up-to-date best practices. Your location, your time, your future success! Enroll in the fully online undergraduate degree program today!**

## FULLY ONLINE UNDERGRADUATE DEGREE

Millersville University offers a fully online Bachelor of Science in Business Administration (BSBA) with an option in general business. This program is designed for students who want to complete a full bachelor's degree in business online and have little to no college credits.

The business administration curriculum is designed to provide you with the necessary skills and knowledge in all business disciplines. This well-rounded education prepares you to succeed in any business: for-profit, nonprofit or public-sector organization. Taking classes completely online allows you to complete coursework on your schedule or work while you complete your degree.

## PROGRAM BENEFITS

### **Flexible – 100% online courses**

- Classes starting every fall, winter, spring and summer.
- Courses are offered year-round to allow you to complete your degree faster.
- Complete the full undergraduate degree online.

*"MU's online courses worked great for my busy schedule and allowed me to continue working full-time while pursuing my bachelor's degree. The online learning environment is convenient, flexible and exceeded my expectations."*

– Michelle Rodriguez '19

## WHAT WILL YOU LEARN?

After completing this program, you will be able to:

- Utilize the latest tools from all business disciplines to streamline organizational practices and improve policies, procedures or operations.
- Implement effective workplace solutions by advancing your decision-making and problem-solving skills.
- Sharpen your business communication ability to help you lead teams and work more effectively with company stakeholders.
- Design and implement cutting-edge business strategies in the global marketplace.
- Lead and develop teams to implement strategic business decisions.
- Create an effective and productive company culture based on effective employment practices.

## ACCREDITATION

Millersville University's Lombardo College of Business is internationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP) to offer a Bachelor of Science in Business Administration (BSBA).

### **Benefits of an ACBSP-Accredited Program:**

Accreditation affirms the relevancy and currency of faculty, programs and courses to best serve students by assuring a focus on quality performance. Millersville prides itself on faculty and student engagement that positions students for success.

Employers seek and value graduates from accredited programs because of the experience they gain throughout their education.



## PROGRAM OVERVIEW

This online undergraduate program requires no previous college credits to enter. Incoming freshmen or students with little to no previous college credits may apply.

### Program Required Courses:

- ECON 101 Macroeconomics
- ECON 102 Microeconomics
- MATH 101 College Algebra
- BUAD 161 Principles of Accounting I
- BUAD 162 Principles of Accounting II
- BUAD 202 Legal Environment for Business
- BUAD 206 Business Research Methods
- BUAD 231 Principles of Marketing
- BUAD 251 Principles of Management
- BUAD 307 Management Information Systems
- BUAD 341 Managerial Finance I
- BUAD 352 Human Resource Management
- BUAD 358 Management Science
- BUAD 455 Strategy and Policy
- MATH 235 Intro to Statistics OR MATH 130 Elements of Statistics I
- MATH 256 Data Visualization & Communication

### General Business Courses:

- MKTG 332 Consumer Behavior
- MGMT 355 Business and Society
- MGMT 357 International Management
- MGMT 375 Business Web Development
- MKTG 435 International Marketing
- 9 credits in Business Department Electives

### General Education:

- At least 51 credits in general education course requirements must be completed.

The Bachelor of Science in Business Administration is a 120-credit degree program. Any prior credits earned will be evaluated toward the overall requirements.

*"When I joined the now Lombardo College of Business in 2019, I was eyeing down a list of 20 classes I still needed to take to complete my B.S. During my accelerated time at Millersville University, I felt that I had numerous avenues to reach out and receive guidance where needed. From my advisor to professors, all of them went above and beyond when needed to help me succeed as a student. I am thankful for everything I have received from the faculty at Millersville. I feel that I am well prepared to tackle my MBA in an accelerated fashion, thanks to the support I received at Millersville."*

– Mark E. Stewart Jr. '20

## YOUR ONLINE PROGRAM SUPPORT TEAM

As a student of Millersville's online programs, you will have access to a variety of academic and student support services:

- An online programs admissions counselor will work with you to help answer questions and/or concerns regarding the application and admissions process, provide transcript updates, complete transcript evaluations, announce admission decisions and assist with confirming enrollment.
- A faculty advisor in business provides assistance to craft your academic plan.
- Student support specialists offer assistance and services throughout the entire program for course registration and program progression.
- Technical support, including remote troubleshooting services, is available for all online students.

## FACULTY

The faculty in the Lombardo College of Business have extensive real-world business experience and academic training. All of our courses are taught by qualified faculty, not teaching assistants or graduate assistants.

Our faculty are experts in their fields, and most are doctorally qualified. They engage you in the latest world-class management theory and aid you in applying these principles to your interests and future endeavors. Our faculty are also active scholars who regularly publish their research and present at regional, national and international conferences. Faculty engagement in community organizations, boards of professional organizations and professional activities enables them to enhance the classroom experience with current situations impacting organizations.

## CAREER OPPORTUNITIES

Lombardo College of Business graduates are competitive, and many succeed in landing their first postgraduation job in their chosen field in an increasingly complex job market. Some examples of places our recent graduates work include Cisco Systems; Dell Inc.; Hershey Entertainment & Resorts; Lancaster General Health; Morgan Stanley and many others.



Millersville University

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