A bachelor degree in general business administration can open doors to countless fields. Together we can help you reach success! Your location, your time, your desire teamed up with our expert faculty. Make your move today!

ONLINE DEGREE OPTION
The business administration program at Millersville University offers a Bachelor of Science in General Business Administration. The program is designed for students who have completed a related associate degree. Students entering with an associate degree in business can complete their bachelor degree in two years.

Flexible program - 100% online!
The business administration curriculum is designed to provide study in the subjects required for employment in any business or in a for-profit, nonprofit or public-sector organization. The curriculum also provides excellent preparation for graduate and professional studies leading to degrees such as the M.B.A., M.S., Ph.D. and the J.D.

PROGRAM BENEFITS
- Flexibility – 100% online courses can be taken throughout the year
- 60 credit bachelors program with associate degree and required pre-requisites
- Cohorts start every May, August, and January
- Courses are offered year-round

ACCREDITATION
Millersville University’s business administration program is internationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP) to offer a Bachelor of Science (B.S.) in business administration.

Benefits of an ASBSP Accredited Program for Students:
Accreditation affirms the relevancy and currency of faculty, programs and courses to best serve students by assuring a focus on quality performance. Students refer to accreditation status on resumes and in employment interviews. Accredited status provides the ability to host a chapter of Delta Mu Delta or Kappa Beta Delta honorary society, recognizing accomplishments of business students. Students who join these honorary societies can cite their special recognition when pursuing scholarships and writing resumes.

STUDENT OUTCOMES
As a result of finishing this program, students will be able to:
- Effectively analyze foreign markets and apply international competition strategies
- Segment and market to groups of consumers using psychological models
- Manage teams of employees in domestic and global firms
- Make strategic business decisions through rigorous analysis of quantitative data
- Communicate effectively with various business stakeholders including, consumer organizations, local communities and media

Your Location. Your Time. Your Desire. Your Success . . . with Millersville!

Millersville University
Business Administration • 717-871-7209 • www.millersville.edu/buadm
CAREER OPPORTUNITIES
Millersville's business administration graduates are competitive, and many succeed in landing their first postgraduation job in their chosen field in an increasingly complex job market. Recent examples include Cisco Systems; Dell, Inc.; Hershey Entertainment & Resorts; Lancaster General Health; Morgan Stanley, among others.

ONLINE PROGRAMS AND ADMISSIONS SUPPORT
As a student of Millersville's Online Programs, you will have access to a variety of academic and student support services. These services are in place to assist you along a challenging and formative experience here at Millersville University.

From the time a prospective student inquires to the time they have confirmed their acceptance, the Office of Online Programs admissions counselor will work with the student 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.

After students are accepted, they will continue to have academic support through assistance from our Student Support Specialists. These Student Support Specialists will offer assistance and services throughout the entire program for course registration and program progression. Students will also have access to an academic plan created by an Advisor to map out remaining courses needed for the program.

PROGRAM PRE-REQUISITES
Completion of an associate degree in business or related field.

The following pre-requisite courses or their equivalent acceptable transfer courses must be completed before beginning the Bachelor of Science in General Business Administration:

BUAD161 Principles of Accounting I
BUAD162 Principles of Accounting II
BUAD202 Legal Environment for Business
BUAD231 Principles of Marketing
BUAD251 Principles of Management
ECON101 Macroeconomics
ECON102 Microeconomics
MATH151 Applied Calculus for Business
MATH235 Introduction to Statistics or
MATH130 Elements of Statistics I

PROGRAM REQUIRED COURSES
BUAD206 Business Research Methods
BUAD307 Management Information Systems
BUAD332 Consumer Behavior
BUAD341 Managerial Finance I
BUAD352 HR Management
BUAD355 Business & Society
BUAD357 International Management
BUAD358 Management Science
BUAD375 Web Development
BUAD435 International Marketing
BUAD455 Strategy & Policy

General Education and Open Elective requirements may vary based on transfer courses.

FACULTY
The diverse faculty of the business administration program have extensive real-world business experience and academic training. Our business administration courses are taught by qualified faculty, not teaching assistants or graduate assistants.

Our faculty members are experts in their fields. In addition to their teaching assignments, our faculty are active scholars who regularly publish their research and present at regional, national and international conferences. They are also active in community organizations, provide service to boards of professional organizations and are engaged in professional activities that enhance our students' classroom experience.

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