

BUSINESS ADMINISTRATION (BS)

Contacts

Program Director: DEAN: Philip Russel, PhD

Email: Philip.Russel@jefferson.edu

215-951-2800

Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/kanbar-college-of-design-engineering-commerce/school-of-business/academic-programs/bs-business-administration/on-campus.html>)

Program Description

This On-Campus Bachelor of Science in Business Administration is a customizable, cross-functional program that builds a strong foundation in core business disciplines—including accounting, finance, management, marketing, supply chain and economics—while offering specialized pathways in entrepreneurship, healthcare administration, real estate management, communication and data analytics.

Designed for flexibility and career relevance, nearly 20% of the degree can be customized in consultation with a faculty advisor, allowing you to align your coursework with your interests and career goals.

The program emphasizes hands-on learning and interdisciplinary thinking, blending business, analytics, liberal arts and creativity to prepare you for a career in a variety of industries. The U.S. Bureau of Labor Statistics projects strong employment growth and competitive salaries for professionals trained in business administration.

Career opportunities include:

- General management and administrative roles such as Project Coordinator, Management Trainee, Business Development Manager, Assistant Manager
- Specialized roles within business disciplines such as Financial Analyst, Sales Associate, Human Resources Coordinator, Supply Chain Analyst, Junior Accountant
- Cross-disciplinary roles such as Pharmaceutical Sales Executive, Real Estate Project Manager

Curriculum: 120 credits

Course	Title	Credits
First Year		
FYS 100	Pathways Seminar	1
WRIT 201	Writing Seminar II: Multi Comm	3
AVIS 101	American Visions	3
MATH SELECTION		3-4
DECF 102	Finding & Shaping Opportunity	3
BUS 101	Intro to Bus Tech & Careers	3
ACCT 101	Financial Accounting	3
ACCT 102	Managerial Accounting	3
MKTG 102	Principles of Marketing	3
ECON 205	Macroeconomics	3
MGMT 105	Principles of Management	3
Credits		31-32
Second Year		
ETHICS SELECTION		3
AM DIVERSITY SELECTION		3

Course	Title	Credits
GLOBAL DIVERSITY		3
GCIT 214	Global Environmental Citizenship	3
MULTIMEDIA COMM		3
ECON 206	Microeconomics	3
ABA 201	Intro to Business Analytics	3
ABA 202	Statistical Data Analytics	3
FIN 301	Financial Management	3
BLAW 211	Business Law	3
Credits		30
Third Year		
CGIS 300	Contemporary Global Issues	3
Data Mining and Predictive Analytics		3
FLEX TRACK		12
BUSINESS MINOR		6
Credits		24
Fourth Year		
PHIL 499	Philosophies of the Good Life	3
ABA 401	Operations and Data Analytics	3
BUS 498	Business Management Capstone	3
BUS 499	Business Capstone Seminar	3
FLEX TRACK		12
BUSINESS MINOR		6
Credits		30
Total Credits		115-116