

BACHELOR OF SCIENCE IN BUSINESS

The Bachelor of Science in Business is targeted toward students seeking a broad education and solid foundation in business. This interdisciplinary perspective provides a versatile base for mobility into many industries and prepares graduates for the business world of today—and of tomorrow.

Program flexibility and interdisciplinary focus—these are the factors that set the B.S. in Business at Penn State Berks apart from the rest. Students can customize the degree by choosing from one of the following options: Accounting, Financial Services, and Marketing/Management. Or create an individualized program like International Business; Strategic Communication and Marketing; or Hotel, Restaurant, and Institutional Management to meet specific career goals.

Gain Marketable Experience in College

Seniors can choose to participate in undergraduate research or to complete an internship. Take advantage of the many opportunities Penn State Berks provides and graduate with the experience that employers demand.

The Global Marketplace

The degree is designed to prepare graduates to perform effectively in a global business environment and respond to the challenges posed by a diverse workforce. Students will develop the necessary skills and abilities to successfully respond to the challenges on an increasingly diverse worldwide economic structure. International internship opportunities are also available.

Career Opportunities

The Bachelor of Science in Business degree is intended to prepare students for careers in such areas as financial services, banking, insurance, business and retail management, and marketing.



Job Titles and Salaries

The following is a list of job titles and salaries, which was compiled from the Bureau of Labor and Statistics *Occupational Outlook Handbook*. This is only a partial list to provide you examples of the kinds of jobs available to graduates with a B.S. in Business. Some positions require additional experience.

Title	2018 Median Pay
Accountant and Auditor	\$70,500
Cost Estimator	\$64,040
Financial Analyst	\$85,660
Financial Insurance Manager	\$127,990
Market Research Analyst	\$63,120
Marketing Manager	\$132,620
Personal Financial Adviser	\$88,890
Public Relations Specialist	\$60,000



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The degree program's mission is to develop lifelong learners in the core business disciplines through the acquisition and dissemination of knowledge and the integration of research, as well as the real-life experience provided by internships and other partnerships with the business community.

Students pursuing the Bachelor of Science in Business may choose to participate in one of two capstone experiences: undergraduate research or a professional internship. Both options provide valuable experience and expertise.

Courses are offered days and evenings to meet the needs of both traditional and adult learners.

What Will You Study?

The degree combines the theory of core business disciplines— notably accounting, economics, finance, management, management information systems, marketing, and supply chain management—with applied study in a practical setting. Students develop written and oral communications skills, acquire contemporary computer skills, and engage in active and collaborative learning. Through the choice of an 18-credit option, students develop a specialty related to a key business sector.

Graduate Education

Students in the Business program will be well prepared for graduate and professional schools.

Academic Minors

Enhance your degree with one of the college's academic minors; the following are recommended for Business majors.

- Communication Arts & Sciences
- Entrepreneurship & Innovation
- Global Studies
- Information Sciences & Technology
- Professional Writing
- Security & Risk Analysis
- Spanish

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Program Coordinator

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Admission Process

Applying for degree admission to Penn State Berks is simple. Applications are available on the web at berks.psu.edu. Penn State reviews applications throughout the year. Students can expect a decision within four to six weeks after completing the process. Contact the Berks Admissions Office with your questions at 610-396-6060.

Transfer Students

Penn State Berks welcomes students who began their education at other institutions. Contact the Berks Admissions Office with your transfer questions at 610-396-6060.

Financial Aid

Eligibility for all financial aid is determined by completing the Free Application for Federal Student Aid (FAFSA) form available on the web at fafsa.ed.gov. Contact the financial aid coordinator at Berks or visit psu.edu/studentaid for a complete description of the types of available student aid and the application process at 610-396-6070.

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