

Penn State Berks Bachelor of Science in Business



OUR MISSION

The Penn State Berks Bachelor of Science in Business program mission is to engage and develop learners in the core business disciplines through the acquisition and dissemination of knowledge, the integration and application of research, and the hands-on experiences provided by partnerships with the business community.

We operationalize our mission by:

- Combining the theoretical underpinnings of the core business disciplines, notably management, marketing, finance, and supply chain management with applied study in a practical setting.
- Emphasizing interdisciplinary and collaborative learning to provide a versatile base for mobility into a variety of business areas.
- Facilitating opportunities for students to become familiar with the unique business environments of our region, a design that sets the degree apart from other business programs.
- Incorporating and applying the [Penn State Principles](#) in our relationships with all stakeholders, whom we consider to be: students, faculty, staff, regional business, state and local government organizations, the Penn State community, and the community at large.

DEGREE OPTIONS:

- Accounting
- Financial Services
- Management/Marketing
- Individualized Options in:
 - Business Communications
 - Entrepreneurship
 - Hotel, Restaurant & Institutional Management
 - Organizational Communication & Management
 - International Business
 - Strategic Communication & Marketing
 - Information Science & Technology (IST)
 - Security and Risk Analysis (SRA)
 - Students may also develop, in conjunction with their advisor, a specific program tailored to their professional plans.

Berks BSB Accounting:

The following courses have been identified as meeting the intent of the Accounting Option. This program of study requires upper level coursework that is focused on developing the knowledge base and skill sets necessary to pursue a career in accounting. The Accounting Option provides a foundation Intermediate Accounting, Managerial Accounting, Federal Income Taxation, Auditing, and Accounting Information Systems. A student pursuing this Option should be advised to follow sequencing to meet the prerequisites for the upper level coursework and to ensure that the program can be completed in a timely manner.

ACCOUNTING OPTION (18 credits)

Prescribed courses:

ACCTG 403W: Auditing (3)

ACCTG 404: Managerial Accounting: Economic Perspective (3)

ACCTG 432: Accounting Information Systems (3)

ACCTG 471: Intermediate Financial Accounting I (3)

ACCTG 472: Intermediate Financial Accounting II (3)

FINSV 411: Federal Income Taxation for the Financial Services Professional (3)

Penn State Berks BSB Financial Services Option

The following courses have been identified as meeting the intent of the Financial Services Option within the Bachelor of Science in Business degree. This program option reflects an integration of upper level coursework in Finance, Financial Services, Accounting, and Insurance.

FINANCIAL SERVICES OPTION (18 credits)

PRESCRIBED COURSES (12 credits)

The majority of these courses should be taken during semesters 5 – 8.

FINSV 400: Investment Valuation for the Financial Services Professional (3)

FINSV 411: Federal Income Taxation for the Financial Services Professional (3)

INS 301: Risk & Insurance (3)

ENGL 419: Advanced Business Writing (3) (This course requires at least 7th semester standing)

ADDITIONAL COURSES (Select 6 credits)

ECON 351: Money & Banking (3)

FINSV 420: Estate Planning for the Financial Services Professional (3)

INS 310W: Property & Liability Insurance Market (3) or REST 301: Real Estate Fundamentals (3)

CAS 250: Small Group Communication (3)

CAS 252: Business & Professional Communication (3)

CAS 352: Organizational Communication (3)

The Berks campus also offers:

ACCTG 426: Financial Statement Analysis (3) and FIN 456 (International Capital Markets) which may be taken (with permission) to satisfy 3-6 credits of the 6-credit “Additional Courses” requirement.

Penn State Berks BSB MGMT/MKTG Option

The following courses have been identified as meeting the intent of the Management-Marketing Option within the Bachelor of Science in Business degree. This program option reflects an integration of upper level coursework in Management & Marketing.

MANAGEMENT / MARKETING OPTION (18 credits)

Select 15 credits from the following list. Note: the selections MUST include at least 3 credits in MGMT and 3 credits in MKTG. At least 3 credits at the 400-level are also required. These courses should be taken during semesters 5 – 8.

- MGMT 321: Leadership and Motivation (3)
- MGMT 326: Organizational Behavior & Design (3)
- MGMT 331: Management & Organization (3)
- MGMT 341: Human Resource Management (3)
- MGMT 401: Contemporary Issues in Management (3)
- MGMT 424: Interpersonal Relationships in Organizations (3)
- MGMT 431: Entrepreneurship & Small Business Management (3) -or- B A 250: Small Business Management (3) –or- MGMT 425: New Venture Creation (3)
- MGMT 440: Advanced Human Resources Management (3)
- MGMT 445: Managing Differences in Organizations (3)
- MGMT 451W: Business, Ethics & Society (3)
- MGMT 461 IL: International Management (3)
- MKTG 220: Introduction to Selling Techniques (3) or MKTG 410: Personal Selling (3)
- MKTG 310: Public Relations & Marketing (3)
- MKTG 327: Retailing (3)
- MKTG 330: Consumer Behavior (3)
- MKTG 342: Marketing Research (3)
- MKTG 422: Advertising & Sales Promotion Management (3)
- MKTG 428: Advanced Sales Management (3)
- MKTG 445 IL: Global Marketing (3)
- MKTG 450W: Marketing Strategy (3)
- MKTG 478: Services Marketing Management (3)

Select an additional 3 credits from the following list.

- CAS 250: Small Group Communication (3)
- CAS 252: Business & Professional Communication (3)
- CAS 352: Organizational Communication (3)
- CAS 404: Conflict Resolution & Negotiation (3) or ENGL 419: Advanced Business Writing (3)

Penn State Berks BSB Individualized Option :
Business Communications

The following courses have been identified as meeting the intent of an Individualized Option with a concentration in business communications. This program of study reflects an integration of upper level coursework in Management, Communications and Professional Writing that are focused on developing skill sets pertinent to oral and written communications in a business management / technical writing environment.

INDIVIDUALIZED OPTION (18 credits)

Select 6-12 credits from the following:

- MGMT 321: Leadership and Motivation (3)
- MGMT 331: Management and Organization (3)
- MGMT 341: Human Resource Management (3)
- MGMT 440: Advanced Human Resource Management (3)
- MGMT 445: Managing Differences in Organizations (3)
- MGMT 451W: Business Ethics and Society (3)
- MGMT 461: International Management (3)

Select 6-12 credits from the following, with a maximum of 6 credits at the 200-level:

- CAS 252: Business and Professional Speaking (3)
- CAS 271: Intercultural Communication (3)
- CAS 283: Communication Information and Technology (3)
- CAS 352: Organizational Communication (3)
- CAS 404: Conflict Resolution and Negotiation (3)
- CAS 455: Gender Roles in Communication (3)
- ENGL 417: The Editorial Process
- ENGL 418: Advanced Technical Writing and Editing (3)
- ENGL 419: Advanced Business Writing (3)
- ENGL 420: Writing for the Web
- ENGL 480: Communication Design for Writers (3)

Berks BSB Individualized Option:
Entrepreneurship

The following courses have been identified as meeting the intent of an Individualized Option with a concentration in Entrepreneurship. This interdisciplinary program of study requires upper level coursework that is focused on developing skill sets necessary to pursue business ownership. The Option provides a foundation in teamwork, leadership, and innovation in order to conceive, produce and promote creative product designs and solutions. Courses in the Option use problem-based learning, including business case studies and new product concept prototyping. Core courses include business plan presentations and competitions and open-ended design problems. A student pursuing this Option should be advised to follow sequencing to meet the prerequisites for the upper level coursework and to ensure that the program can be completed in a timely manner.

ENTREPRENEURSHIP INDIVIDUALIZED OPTION (18 credits)

Prescribed courses (15 credits):

ENGR 310: Entrepreneurial Leadership (3)
ENGR 407: Technology-based Entrepreneurship (3)
ENGR 497A/ENTR 430 (3) Entrepreneurship & New Product Development
ENTR 430: Entrepreneurship & New Product Development (3)
QMM 492: Introduction to Engineering & Design Principles (3)

Select 6 credits from the following:

MGMT 321: Leadership & Motivation (3)
MGMT 326: Organizational Behavior & Design (3)
MGMT 451W: Business, Ethics & Society (3)
MKTG 310: Public Relations & Marketing (3)
MKTG 330: Consumer Behavior (3)
MKTG 342: Marketing Research (3)
MKTG 422: Advertising & Sales Promotion Management (3)
MKTG 410: Personal Selling (3)
MGMT 425: New Venture Creation (3)
MKTG 450W: Marketing Strategy

Penn State Berks BSB Individualized Option :
Hotel, Restaurant, & Institutional Management (HRIM)

The following courses have been identified as meeting the intent of an Individualized Option with a concentration in hotel, restaurant and institution management. This program of study reflects an integration of upper level coursework in HRIM, Marketing, and Management.

INDIVIDUALIZED OPTION (18 credits)

Select 6-12 credits from the following list:

- HRIM 201: Introduction to Management in the Hospitality Industry (3)
- HRIM 250: Principles of Quantity Food Production (3)
- HRIM 305: Restaurant Management (3)
- HRIM 310: Hotel, Restaurant, and Institutional Purchasing & Cost Control (3)
- HRIM 319: Hospitality Facilities Management (3)
- HRIM 335: Hospitality Financial Accounting (3)
- HRIM 380: Hotel Management (3)

Select 6-12 credits from the following:

- MGMT 321: Leadership & Motivation (3)
- MGMT 341: Human Resource Management (3)
- MGMT 425: New Venture Creation (3)
- MGMT 451W: Business, Ethics & Society
- MKTG 342: Marketing Research (3)
- MKTG 422: Advertising & Sales Promotion Management (3)
- MKTG 410: Personal Selling (3)
- MKTG 450W: Marketing Strategy (3)

Penn State Berks BSB Individualized Option :
Organizational Communication & Management

The following courses have been identified as meeting the intent of an Individualized Option with a concentration in communications, human relations and management. This program of study requires upper level coursework in Business Management that are focused on developing skill sets pertinent to personnel development and leadership. The program includes the integration of upper level Communications courses that provide a solid foundation of organizational communications within a business environment.

INDIVIDUALIZED OPTION (18 credits)

Select a minimum of 9-12 credits from the following:

- MGMT 321: Leadership & Motivation (3)
- MGMT 326: Organizational Behavior & Design (3)
- MGMT 331: Management and Organization (3)
- MGMT 341: Human Resource Mgmt (3)
- MGMT 440: Advanced Human Resource Mgmt (3)
- MGMT 445: Managing Differences in Organizations (3)
- MGMT 451W: Business Ethics and Society (3)
- MGMT 461: International Management (3)

Select 6-9 credit from the following, with no more than 6 credits at the 200-level:

- CAS 252: Business and Professional Speaking (3)
- CAS 271: Intercultural Communication (3)
- CAS 283: Communication Information and Technology (3)
- CAS 352: Organizational Communication (3)
- CAS 404: Conflict Resolution and Negotiation (3)
- CAS 452W: Organizational Communication Theory and Research (3)
- CAS 455: Gender Roles in Communication (3)
- CAS 471: Intercultural Communication Theory and Research (3)

Penn State Berks BSB Individualized Option :
International Business

The following courses have been identified as meeting the intent of an Individualized Option with a concentration in international business. This program of study reflects an integration of upper level coursework in Marketing, Management, Economics, and Communications that are focused on developing an international and multi-cultural perspective of business study.

INDIVIDUALIZED OPTION (18 credits)

Students are strongly encouraged to at earn at least 8-credit level foreign language proficiency.

Select at least 6 credits from the following:

ECON 333: International Economics (3)
MGMT 461: International Management (3)
MKTG 445: Global Marketing (3)

Select 9-12 credits from the following:

CAS 271: Intercultural Communication (3)
CAS 352: Organizational Communication (3)
ENGL 403: Literature & Culture (3)
ENGL 419: Advanced Business Writing (3)
HIST 320W: Contemporary World History & Issues (3)
PLSC 412: International Political Economy (3)

Penn State Berks BSB Individualized Option :
Strategic Communication & Marketing

The following courses have been identified as meeting the intent of an Individualized Option with a concentration in strategic communications, public relations and marketing. This program of study requires upper level coursework in Business Marketing and Communications that are focused on developing skill sets pertinent to message-oriented positions.

INDIVIDUALIZED OPTION (18 credits)

Select 6-12 credits from the following:

MKTG 310: Public Relations and Marketing (3)
MKTG 330: Consumer Behavior (3)
MKTG 342: Marketing Research (3)
MKTG 410: Personal Selling (3)
MKTG 442: Advertising and Sales Promotion Management (3)
MKTG 445: Global Marketing
MKTG 450W: Marketing Strategy

Select 6-12 credits from the following, with a maximum of 6 credits at the 200-level:

CAS 214W: Speech Writing (3)
CAS 252: Business and Professional Communication (3)
CAS 271: Intercultural Communication (3)
CAS 283: Communication Information and Technology (3)
CAS 302: Social Influence (3)
CAS 375: Rhetoric and Public Controversy (3)
CAS 404: Conflict Resolution and Negotiation (3)
CAS 415: Rhetoric of Television & Film (3)
CAS 478: Contemporary American Political Rhetoric (3)

Berks BSB Individualized Option:
Information Science & Technology (IST)

The following courses have been identified as meeting the intent of an Individualized Option with a concentration in IST. This interdisciplinary program of study requires upper level coursework that is focused on developing skill sets necessary to pursue careers in the digital economy. The Option focuses on building an understanding of core information technologies and related subjects, helping students apply various information sciences and related technologies, and sharpening their ability to think critically and work in teams. A student pursuing this Option should be advised to follow sequencing to meet the prerequisites for the upper level coursework and to ensure that the program can be completed in a timely manner.

A student pursuing the Individualized Option in IST should take IST 110 which will meet General Education and prerequisite requirements for the upper level IST courses.

IST INDIVIDUALIZED OPTION (18-19 credits)

Prescribed courses: (7 credits)

IST 210: Organization of Data (4)
IST 220: Networking and Telecommunications (3)

Select 6 credits from the following:

IST 301: Information and Organizations (3)
IST 402: Emerging Issues and Technologies (3)
IST 431: The Information Environment (3)
IST 432: Legal and Regulatory Environment of IST (3)

Select 6 credits from the following:

MGMT 326: Organizational Behavior and Design (3)
MGMT 425: New Venture Creation (3)
MGMT 451W: Business, Ethics & Society (3)
MGMT 461: International Management (3)

Berks BSB Individualized Option:
Security and Risk Analysis (SRA)

The following courses have been identified as meeting the intent of an Individualized Option with a concentration in SRA. This interdisciplinary program of study requires upper level coursework that is an interdisciplinary curriculum integrating areas of study in information assurance (both digital and physical security), intelligence analysis, and cyber forensics. A student pursuing this Option should be advised to follow sequencing to meet the prerequisites for the upper level coursework and to ensure that the program can be completed in a timely manner.

A student pursuing the Individualized Option in SRA should take SRA 111 which will meet General Education and prerequisite requirements for the upper level SRA courses.

IST INDIVIDUALIZED OPTION (18 credits)

Prescribed courses: (9 credits)

SRA 211: Threat of Terrorism and Crime (3)
SRA 231: Decision Theory and Analysis (3)
SRA 311: Risk Management, Assessment, and Mitigation (3)

Select 9 credits from the following:

INS 301: Risk and Insurance (3)
MGMT 326: Organizational Behavior and Design (3)
MGMT 451W: Business, Ethics & Society (3)
MGMT 461: International Management (3)
MKTG 310: Public Relations and Marketing (3)
MKTG 445: Global Marketing (3)