BUSINESS ADMINISTRATION MAJOR – A.S.

The Business Administration major is a two-year program designed to provide intuitive, analytical, communications, and ethical skills that will provide a firm foundation for employment in the field of business or as a strong foundation for further studies in business or economics. This program is available at both the Rockland and New York City Campuses.

The A.S. degree may be of particular interest to those people already employed in the work force who desire both to complement and strengthen their business skills. The 63 credit hours also provide a smooth transition for adult students who are interested in the Nyack College Organizational Leadership Program. The Business Administration A.S. may also appeal to students who want a credible but significantly shortened preparation for vocational employment.

63 credit hours, distributed as follows, are required for the Associate in Science degree:

<table>
<thead>
<tr>
<th>Core Component (28 credits)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMN 101 – Introduction to Spiritual Formation</td>
<td>2</td>
</tr>
<tr>
<td>BIB 102 – Old Testament Literature</td>
<td>3</td>
</tr>
<tr>
<td>BIB 201 – New Testament Literature</td>
<td>3</td>
</tr>
<tr>
<td>INT 101 – Information Literacy</td>
<td>1</td>
</tr>
<tr>
<td>INT 112 – Foundations for Excellence</td>
<td>2</td>
</tr>
<tr>
<td>ENG 101,102 – College Writing I and II</td>
<td>6</td>
</tr>
<tr>
<td>PMN 201 – Nyack Heritage</td>
<td>1</td>
</tr>
<tr>
<td>Laboratory Science elective</td>
<td></td>
</tr>
<tr>
<td>Social Science elective (100 or 200 level)</td>
<td>3</td>
</tr>
<tr>
<td>Core elective, choose one: ENG 201, 202, PHI 101, or math elective</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Major Field Component (24 credits)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 101 – Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 201,202 – Principles of Accounting</td>
<td>6</td>
</tr>
<tr>
<td>BUS 331 – Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUS 232 – Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>ECO 201,202 – Economics</td>
<td>6</td>
</tr>
<tr>
<td>CSC-Elective (104 or above) or BUS 312-Accounting with Computers</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Miscellaneous Elective Component (11 credits)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Miscellaneous electives</td>
<td>11</td>
</tr>
<tr>
<td>Recommended: HIS 113, HIS 114, or core electives</td>
<td></td>
</tr>
</tbody>
</table>

| Total credits required                                           | 63      |
Business Administration Major (A.S.) Suggested Program Plan

FIRST YEAR:  Fall
PMN 101-Intro to Spiritual Form. ..........2
BUS 101-Intro. To Business .............3
INT 112-Found. For Excellence ........2
ENG 101-College Writing I .............3
Social Science elective ....................3
Elective ..............................................3

SECOND YEAR:  Fall
BIB 201-New Testament Lit.............3
BUS 201-Princ. Of Accounting I ......3
ECO 202-Microeconomics..............3
BUS 331-Princ. Of Marketing ..........3
Elective ..............................................3

FIRST YEAR:  Spring
BIB 102-Old Testament Lit.............3
ECO 201-Macroeconomics..............3
ENG 102-College Writing II ..........3
Electives ............................................5
INT 101-Info Literacy .....................1

SECOND YEAR:  Spring
BUS 202-Princ. Of Accounting II ....3
BUS 232-Princ. Of Management .......3
Core Elective ....................................3
Laboratory Science .......................4
PMN 201-Nyack Heritage ..............1
CSC-Elective (104 or above) ..........3

BUSINESS ADMINISTRATION MAJOR – B.S.

Primary Faculty, Rockland:       Susanne Hartl, Dr. Gordon Boronow
Primary Faculty, NYC:            Dr. Ralph Grant, Dr. Jesse Stevens

Mission
Under the mission of Nyack College, the Business Department exists to develop creative leaders centered on biblical values for global practice. Educational programs will be entrepreneurial in spirit, ethical in focus, and global in orientation. The School of Business seeks to be a transformative influence that impacts local, national, and global communities, affirming a higher purpose for business and communication and seeking balance between individual profit and the collective good of society.

The Business Administration major is designed to prepare students for professional careers in either the profit or nonprofit sectors. Skills in finance management, decision-making, and marketing, will enable the student to enter either sector. The major and related field requirements, along with the concentration requirements, will have as their goal to introduce business students to the various disciplines necessary in today’s environment. The curriculum also provides students with the background for advanced studies in business and other disciplines. Credit may also be awarded for the various internship opportunities offered by the department and for participation in The Council for Christian Colleges and Universities’ Latin American Studies Program, International Business Track, and the Los Angeles Film Studies Program.

The curricular combination of liberal arts, Bible, and business requirements, will seek to develop an individual who is skilled in business, scripturally sound, socially aware, and true to the Great Commission.
Nyack offers a graduate program that allows students with a Bachelor’s degree in Business Administration or Accounting the possibility of pursuing an M.B.A. with an additional 16 months of study.

126 credit hours, distributed as follows, are required for the Bachelor of Science degree:

Liberal Arts and Science Core Component^ ................................................................. 37
^Business majors: take ECO201 (Macroeconomics) and MAT 330 (Statistics) for major-specific Social Science and Math electives.
The B.S. in Business Administration has no foreign language requirement.

Bible and Ministry Minor Curriculum........................................................................... 15

Major Field Component (57 credits)
BUS 101 – Introduction to Business ................................................................. 3
BUS 201, 202 – Principles of Accounting ...................................................... 6
BUS 232 – Principles of Management ............................................................. 3
BUS 331 – Principles of Marketing ................................................................. 3
BUS 333 – Principles of Finance I ................................................................. 3
BUS 335 – Business Law I ........................................................................... 3
BUS 341 – Management Information Systems ............................................... 3
BUS 428 – Business Ethics .......................................................................... 3
BUS 470 – Business Policy and Strategic Management ................................... 3
ECO 202 – Microeconomics ........................................................................... 3
MAT 236 – Calculus ....................................................................................... 3
CSC-Elective (104 or above) or BUS 312-Accounting with Computers .......... 3
Electives in upper level Business and Economics courses .................................... 15
Worldview elective ......................................................................................... 3

Miscellaneous Elective Component (17 credits)
Miscellaneous electives ................................................................................... 11
Liberal Arts elective ......................................................................................... 6

Total credits required ................................................................................. 126

Concentrations (15 credits)
The student has the option of concentrating in a particular area of interest within the B.S. in Business Administration degree by using their miscellaneous electives to focus on one area of study. These concentrations are only offered at the Rockland Campus.

Accounting Concentration
Choose any 5 of the following:
BUS 246-Non-Profit Organ. ........................................................................ BUS 334-Princ. Of Finance II
BUS 301-Int. Accounting I ........................................................................ BUS 403-Auditing
BUS 302-Int. Accounting II ........................................................................ BUS 411-Adv. Accounting
BUS 311-Cost/Managerial Acct. ................................................................ BUS 415-Federal Income Tax
### Business Administration

#### Economics Concentration
ECO 470-Topics in Economics
Plus any 4 of the following:
- ECO 312-Int. Macroeconomics
- ECO 313-Int. Microeconomics
- ECO 340-Econ. Development
- ECO 341-International Econ.
- ECO 345-Enter. Ind. Economics
- ECO 362-Money and Banking
- ECO 401-Urban Economics
- ECO 411-Industry Analysis
- ECO 440-Econ. Of Social Issues
- ECO 451-Comparative Econ.
- ECO 461-Enviromental Econ.

#### Finance Concentration
BUS 334-Principles of Finance II
BUS 410-Case Analysis in Financial Management
Plus any 3 of the following:
- BUS 242-Personal Finance
- BUS 310-Int’l. Trade & Fin.
- BUS 311-Cost/Managerial Acct.
- BUS 321-Risk Mgt. & Insurance
- BUS 351-Securities & Invest.
- BUS 362-Money & Banking

#### Management Concentration
Choose any 5 of the following:
- BUS 246-Non-Profit Organ.
- BUS 311-Cost/Managerial Acct.
- BUS 315-Global Business
- BUS 326-Organ. Behavior
- BUS 327-Business Comm.
- BUS 344-HR Mgmt.
- BUS 348-Retail Mgmt.
- BUS 412-Project Management
- BUS 413-Product Management
- BUS 424-Sales Force Management
- BUS 441-Organizational Devlpmnt.
- BUS 454-Entrepreneurship
- BUS 457-Urban Plng. & Strategies
- BUS 458-Operations Mgmt.
- BUS 462-Cross Cultural Bus. Envir.
- BUS 461-Urban Economics
- BUS 462-Cross Cultural Bus. Envir.
- BUS 463-Public Relations
- BUS 477- Music Business I
- BUS 478-Retail Mgmt.
- BUS 484-Strategies of Community Organization

#### Marketing Concentration
BUS 338-Marketing Research
Plus any 4 of the following:
- BUS 315-Global Business
- BUS 327-Business Comm.
- BUS 345- Enter. Ind. Economics
- BUS 346-Adv. & Sales Promo.
- BUS 348-Retail Mgmt.
- BUS 413-Product Management
- BUS 424-Sales Force Mgmt.
- BUS 443-Direct Marketing
- BUS 453-International Marketing
- BUS 455-Consumer Behavior
- BUS 460-Music Business Seminar

#### Sports Management Concentration
PED 121-Foundations of Physical Education & Sport
PED 247- Psychology of Sport
PED 319-Introduction to Sports Management
PED 329-History of Sports in Society
ECO 334-Economics of Sport
# Business Administration Major Suggested Program Plan

**FIRST YEAR: Fall**
- PMN 101-Intro to Spiritual Form. .... 2
- BUS 101-Intro. To Business .......... 3
- INT 112-Found. For Excellence .... 2
- ECO 201-Macroeconomics .......... 3
- ENG 101-College Writing I .......... 3
- HIS 113-Hist. Of World Civ. I .... 3

**SECOND YEAR: Fall**
- BIB 201-New Testament Lit. ......... 3
- BUS 201-Accounting I.................. 3
- ENG 201 or 202-Global Lit. I or II 3
- CSC-Elective or BUS 312.............. 3
- Liberal Arts elective ................... 3
- Elective ........................................... 2

**THIRD YEAR: Fall**
- BIB 303 Christian Thought .......... 3
- BUS 331-Princ. Of Marketing ...... 3
- BUS 333-Princ. Of Finance I....... 3
- BUS 335-Business Law I.......... 3
- Laboratory Science ..................... 4

**FOURTH YEAR: Fall**
- BUS 428-Business Ethics............ 3
- BUS-electives ........................... 6
- Liberal Electives ......................... 3
- Elective ........................................... 3

**FIRST YEAR: Spring**
- BIB 102-Old Testament Lit..........3
- ECO 202-Microeconomics ..........3
- ENG 102-College Writing II .......3
- HIS 114-Hist. Of World Civ. II....3
- PHI 101-Intro. To Philosophy......3
- INT 101-Info Literacy ...............1

**SECOND YEAR: Spring**
- BIB 201-New Testament Lit.............3
- ECO 202-Microeconomics ..........3
- BUS 202-Accounting II ..............3
- BUS 232-Princ. Of Management.....3
- MAT 330-Statistics ..................3
- BUS-elective.............................3
- PMN 201-Nyack Heritage ..........1

**THIRD YEAR: Spring**
- BIB-Elective .............................3
- BUS 341-Mgmt. Of Info. Sys .......3
- Fine Arts requirement ...............3
- MAT 236-Calculus .....................3
- SOC 347-Multicultural America....3

**FOURTH YEAR: Spring**
- Worldview elective ....................3
- BUS 470-Business Policy ..........3
- BUS-electives .........................6
- Elective ............................................3