

Business Administration

Lebanon Valley College



Part-time
Undergraduate
Program



Open doors to *more* career opportunities.
Complete your bachelor of science degree in
business administration.

Build Your Business Credentials

Many of the best careers in business have a fundamental requirement: *a bachelor's degree*. Even if you have experience, a degree is the key to advancement opportunities that are otherwise out of reach. Fortunately, LVC offers a convenient part-time program designed specifically for working adults like you who want to complete a degree in business administration.

Our flexible program lets you build on your strengths as you explore new fields of study. You learn to analyze business situations, shape action plans, manage their implementation, and build your decision-making capabilities on a solid liberal arts foundation. You learn to think, write, and speak, formulate arguments and defend positions, and leverage the power of information technology.

When you graduate, you will possess key skills demanded by businesses worldwide. Just as important, you will have developed your ability to understand the context of business. At LVC, you become more than just a businessperson. You become an educated businessperson.

A Quality Education

Lebanon Valley College has a reputation for quality academics and personal attention. A typical class has 15 or 20 students. Faculty members put student needs first and provide a high level of individual attention. Courses are conveniently scheduled evenings year round, with select classes on Saturday.

Admission For Part-Time Students

At LVC, admission decisions for part-time students focus on the individual. All applicants for undergraduate programs must have a high school diploma or a GED, but the ACT and SAT examinations are not required. We encourage you to make an appointment with a counselor to design a degree program that meets your needs.

Find Out More Today

- Telephone 717-867-6213 or 1-877-877-0423 (toll-free)
- E-mail continuing-education@lvc.edu

Apply online anytime at www.lvc.edu/ce/ce-application.aspx

LVC makes it easy to complete your degree:

- In-Demand Programs Designed for Working Adults
- Convenient Evening and Saturday Class Schedules
- Flexible Payment Plans
- Deferred Tuition Option
- Financial Aid
- Generous Transfer Policy

Career Opportunities

LVC business administration graduates work in exciting professions including:

- Commerce and Trade
- Construction
- Education
- Entrepreneurial Ventures
- Financial Services
- Government
- Healthcare
- Manufacturing
- Marketing and Advertising
- Professional Services
- Retailing
- Transportation
- Travel and Entertainment



B.S. in Business Administration

Degree Requirements

Lebanon Valley College

Foundation Courses

ACT 161 - Financial Accounting -

Basic concepts of accounting including accounting for business transactions, preparation and use of financial statements, and measurement of owners' equity. An introductory course for non-accounting majors. (3 credits)

ACT 162 - Managerial Accounting -

Cost-volume-profit relationships, cost analysis, business segment contribution, profit planning, and budgeting as a basis for managerial decision making. (3 credits)

Prerequisite: ACT 161 with a minimum grade of "C-" or better

ECN 101 - Principles of

Microeconomics - This course examines how individuals and firms make choices within the institutions of free-market capitalism. Individuals decide how much of their time to spend working and what to buy with the earnings of their labor. Firms decide how much to produce and in some cases what price to charge for their goods. Together these choices determine what is produced, how it is produced and for whom it is produced in our economic system. (3 credits)

ECN 102 - Principles of

Macroeconomics - This course extends the study of consumer and producer choices to discover how they affect the nation's economy. Macroeconomics deals with the economy as a whole as measured by the key variable of inflation, unemployment, and economic growth. Emphasis is on both Keynesian and classical theories and how they predict what monetary and fiscal policies can be used to affect these variables and reach national economic goals. (3 credits)

Prerequisite: ECN 101

MAS 150 - Finite Mathematics -

Introduction to mathematical techniques used in quantitative analysis in business and economics. Topics include sets, linear relations, matrices, linear programming, probability and interest. (3 credits)

MAS 170 - Elementary Statistics -

An introduction to elementary descriptive and inferential statistics with emphasis on conceptual understanding. (3 credits)

A student may not receive credit for MAS 170 after completing MAS 372. A student may not receive credit for both MAS 170 and MAS 270.



BUS 130 - Modern Business

Organization - By studying and experiencing the various ways businesses and commercial activities are organized in the global economy, students learn to view each organization as a conscious collection of functional components and strategic partnerships designed to serve the needs of customers and other stakeholders. Examples are chosen to highlight the fundamental concepts in human resources and operations management, leadership, marketing and selling, finance and accounting, operations, human resources, law and ethics, and technology and information management. (3 credits)

BUS 160 - Computer Applications - An extensive introduction to spreadsheet, database, and Internet applications software as used in business. Through hands-on classroom instruction, computer aided learning, and course project assignments, students learn the use of the major analytical software packages that are commonly used in business. The class teaches the basic principles of using this software to solve problems and enhance critical thinking skills. (3 credits)

Core Courses

BUS 230 - Principles of Management -

A study of the principles of management and leadership as they apply to the effective and efficient operation of for-profit and not-for-profit organizations regardless of their size. Emphasizes the organization's structure, leadership, interpersonal relationships, managerial functions, and methods for assessment and control. (3 credits)

Prerequisite: BUS 130 or permission of the instructor

BUS 285 - Organizational

Communications - The development of writing, speaking and listening skills for business management. (3 credits)

Prerequisite: ENG 111 and 112.
Writing process.

BUS 340 - Principles of Marketing -

An overview of marketing from the management perspective. Topics include marketing strategies, marketing research, consumer behavior, selecting target markets, developing, pricing, distributing and promoting products and services and non-profit marketing. (3 credits)

Prerequisite: junior or permission

BUS 350 - Organizational Behavior -

A detailed study of the theories and models of organizational behavior and development, with emphasis on the practical application of these models in the workplace to improve individual, group and organizational performance. (3 credits)

Prerequisite: junior standing and BUS 185, or permission

BUS 361 - Principles of Finance -

A study of financial management covering analysis of asset, liability and capital relationships and operations; management of current assets and working capital; capital planning and budgeting; capital structure and dividend policy; short and intermediate term financing; internal and external long term financing; and other financial topics. (3 credits)

Prerequisite: ACT 162; ECN 101, 102

BUS 371 - Business Law I -

Elementary principles of law relating to the field of business. The course covers contracts, government regulation of business, consumer protection, bankruptcy, personal property, real estate, bailments, insurance and estates. (3 credits)

BUS 376 - International Business

Management - Studies management techniques and procedures in international and multinational organizations. (3 credits)

Prerequisite: BUS 185, 340

BUS 383 - Management Science -

An introduction to the techniques and models used in management science. Topics include forecasting, inventory control models, linear programming, product scheduling, and simulation. (3 credits)

Prerequisite: MAS 150 and MAS 170 with a minimum grade of C- or better, BUS 185, ACT 161, 162

BUS 450 - Business Ethics and Social

Responsibility - Course examines the major ethical issues, dilemmas, and social responsibilities that face businesses, business managers, small business owners, and leaders at all levels in today's global environment. Case studies and text will be used to help students develop a solid understanding of the difference between what is legal and what might be ethical. One major goal is for students to clarify their own personal approach to ethical issues and prepare them for challenges they might face in their careers. Second major goal is to engage the entire class in a major, off-campus service learning project related to corporate social responsibility. (3 credits)

Prerequisites: Junior or senior standing and BUS 130, or permission of the instructor

BUS 460 - Management Information

Systems - Examines data sources and the role of information in management planning, operations and control in various types of business environments. Treats information as a key organization resource parallel to people, money, materials and technology. (3 credits)

Prerequisite: ACT 162; BUS 185, or permission

BUS 485 - Strategic Management -

A capstone course to study administrative processes under conditions of uncertainty, integrating prior studies in management, accounting and economics. Uses case method and computer simulation. (3 credits)

Prerequisite: BUS 185, 340, 361 and senior standing or permission. *Writing process.* *Prerequisite:* Last semester seniors only.

(57 credits)

Minor

ACT 161, ECN 101, BUS 130, 230, 340, 350, 371, and one 300/400 Business elective not to include internship credit. - See descriptions under Foundation Courses and Core Courses.

(21 credits)