



Bachelor of Science

Business Administration (BSBA)

• CIP 520201 • 120 credits

Program Description

The Bachelor of Science in Business Administration (BSBA) is a 120-credit program that is designed to provide students with a strong foundation of academic study in business achieved within a reasonable period of time. Those students who enter the BSBA program should be well-prepared with the fundamentals in General Education and core 100 and 200 level business courses.

Concentrations: The BSBA offers the following concentrations: Accounting, Banking, Finance, General Management, Healthcare Reimbursement, Human Resources, International Business, Marketing, Medical Office Administration, Quality Systems and Improvement Management, and Social Entrepreneurship. Curriculum for the core program and each concentration is provided below. Courses in the concentration are typically taken in the sequence in which they are presented in the Catalog for skills building purposes and academic success.

Program Outcomes

- Analyze the effectiveness of business and strategic plans in the context of global, political, social and technological environments.
- Examine key ethical and legal concepts, policies, and principles in diverse, changing work environments.
- Apply quantitative and qualitative research to critically evaluate major business issues.
- Analyze the operational and theoretical principles of business, particularly in the industry-specific disciplines of accounting, finance, marketing, and management.
- Communicate and present data, ideas, and concepts in business administration in a clear and effective fashion.

Instructional Delivery

The BSBA is an online program. Courses are eight weeks in length, and there are six sessions per year. The BSBA is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive learning format.

Given that CCG students are primarily working adults, the average program completion is five (5) years or thirty (30) eight-week sessions.

BSBA General Education 42 credits

English 6

ENG 101W English Composition I

ENG 201W English Composition II

Critical Thinking and Literacy 6

INF 101W Information Literacy for College Success
(Required as first course at CCG)

PHI 101W Critical Thinking

Arts & Humanities 6

Choose two:

ART 301W Art History and Appreciation

ENG 305W American Literature

ENG 405W British Literature

HIS 201W U.S. History Since 1900

Social Science 6

Choose two:

ECO 101W Economics and Society

PSY 250W Psychology

POL 250W Political Science

SOC 250W Sociology

Mathematics 6

MAT 101W* Essentials of College Mathematics

MAT 103W* Business Math

MAT 205W College Algebra

Communication 6

COM 201W Business Writing and Communication

COM 301W Interpersonal and Organizational Communication

Natural Science 6

SCI 281W Environmental Science

SCI 301W Anatomy and Physiology

*Students may elect to take a Math placement exam instead of MAT 101W. Students should contact their advisor for assistance with scheduling the placement exam prior to enrolling in any MAT courses.

Continued

(All courses @ 3 credits except as noted.)



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Business Administration (BSBA)

Core Curriculum42 credits

- ACC 201W Accounting I (Prerequisite: MAT 103W)
- ACC 202W Accounting II (Prerequisite: ACC 201W)
- FIN 305W Corporate Finance
- MGM 201W Principles of Management
- MGM 225W Human Resources
- MGM 250W Business Ethics
- MGM 255W Business Law
- MGM 301W Research Methods
- MGM 305W Organizational Behavior
- MGM 401W Operations Management
- MGM 415W International Business Management
- MIS 205W Management Information Systems
- MKT 210W Principles of Marketing
- MGM 450W BS Senior Capstone

Concentrations36 credits

Accounting

- MAT 305W Statistics
- ECO Choose one Economics course*
- MGM 410W Strategic Planning and Decision Making
- ACC 310W Computer Accounting with QuickBooks
- ACC 205W Managerial / Cost Accounting
- ACC 305W Managerial/Cost Accounting II
- ACC 301W Intermediate Accounting
(Prerequisite: ACC 202W)
- ACC 303W Federal Taxation
- Electives Choose four business electives*

Banking

- MAT 305W Statistics
- ECO Choose one Economics course*
- MGM 410W Strategic Planning and Decision Making
- BNK 201W Principles of Banking
- BNK 301W Consumer Credit
- BNK 405W Contemporary Regulatory Issues
- FIN 201W Principles of Financial Services
- FIN 210W Principles of Investments
- Electives Choose four business electives*

Finance

- MAT 305W Statistics
- ECO Choose one Economics course*
- MGM 410W Strategic Planning and Decision Making
- BNK 301W Consumer Credit
- FIN 201W Principles of Financial Services
- FIN 210W Principles of Investments
- FIN 401W Investment Management
- INB 405W International Finance
- Electives Choose four business electives*

General Management

- MAT 305W Statistics
- ECO Choose one Economics course*
- FLS 101W Financial Literacy
- FIN 201W Principles of Financial Services
- INB 301W International Business Law and Ethics
- MGM 215W Leadership and Management
- MGM 410W Strategic Planning and Decision Making
- Electives Choose five business electives*

Healthcare Reimbursement

- MAT 305W Statistics
- ECO Choose one Economics course*
- HCA 101W Medical Terminology
- HCA 150W Essentials in U.S. Healthcare
- HCA 210W Medical Law and Ethics
- MED 150W Introduction to Medical Coding
- MED 155W Diagnosis Coding ICD-10-CM
- MED 165W Procedure Coding ICD-10-CM
- MED 175W CPT Ambulatory Procedure Coding
- MED 200W Electronic Health Information Systems
- MED 215W Practical Medical Billing and Reimbursement
- Electives Choose one business elective*

Human Resources

- MAT 305W Statistics
- ECO Choose one Economics course*
- HRM 210W Introduction to Recruitment and Selection
- HRM 220W Introduction to Employee Relations
- HRM 230W Introduction to Compensation and Benefits
- HRM 250W Effective Workplace Training and Development
- MGM 215W Leadership and Management
- MGM 410W Strategic Planning and Decision Making
- Electives Choose four business electives*

Continued

(All courses @ 3 credits except as noted.)



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BSBA Concentrations

International Business

- MAT 305W Statistics
- ECO Choose one Economics course*
- MGM 215W Leadership and Management
- MGM 410W Strategic Planning and Decision Making
- INB 301W International Business Law and Ethics
- INB 305W International Business and Trade
- INB 320W International Supply Chain and Logistics Management
- INB 401W International Negotiations and Culture
- INB 405W International Finance
- INB 420W Global Politics and Organizations
- Electives Choose two business electives*

Marketing

- MAT 305W Statistics
- ECO Choose one Economics course*
- MGM 215W Leadership and Management
- MGM 410W Strategic Planning and Decision Making
- DMK 205W Digital Marketing
- DMK 230W Data Analysis, Metrics, and Measurement in Digital Marketing
- MKT 215W Customer Relationship Marketing
- MKT 230W Principles of Public Relations
- MKT 301W Marketing Research
- MKT 305W Consumer Behavior
- Electives Choose two business electives*

Medical Office Administration

- MAT 305W Statistics
- ECO Choose one Economics course*
- HCA 101W Medical Terminology
- HCA 150W Essentials in U.S. Healthcare
- HCA 210W Medical Law and Ethics
- MED 150W Introduction to Medical Coding
- MED 160W Medical Office Procedures
- MED 180W Medical Billing and Reimbursement
- MED 184W Medical Insurance Procedures
- MED 200W Electronic Health Information Systems
- Electives Choose two business electives*

Quality Systems and Improvement Management

- MAT 305W Statistics
- ECO Choose one Economics course*
- MGM 215W Leadership and Management
- MGM 410W Strategic Planning and Decision Making
- PJM 210W Project Management
- QSM 210W Quality Systems Management
- QSM 345W Performance Based Management and Benchmarking
- QSM 408W Special Topics in Quality Management
- Electives Choose four business electives*

Social Entrepreneurship

- MAT 305W Statistics
- ECO Choose one Economics course*
- MGM 215W Leadership and Management
- MGM 410W Strategic Planning and Decision Making
- SEM 205W Introduction to Social Entrepreneurship
- SEM 210W Entrepreneurship and Small Business Management
- SEM 320W Grant Writing and Funding
- DMK 205W Digital Marketing
- DMK 301W Laws, Ethics and Social Responsibility in a Digital Age
- Electives Choose four business electives*

(All courses @ 3 credits except as noted.)