

Bucks County Community College
A.A. BUSINESS ADMINISTRATION (1009)

And

Holy Family University
B.A. BUSINESS ADMINISTRATION:
CONCENTRATION IN MANAGEMENT-MARKETING

BCCC – Entry as of Fall 2015

Bucks CCC - FRESHMEN YEAR – A.A. Business Administration (1009)

___ (4) ACCT 105 (ACCT 205)	___ (4) ACCT 106 (ACCT 206)
___ (3) MGMT 100 (BUSA 100)	___ (3) MKTG 100 (MNMK 312)
___ (3) COMP 110 (ENGL 101)	___ (3) COMP 111 (ENGL 102)
___ (3) MATH 115 (MATH 130)	___ (3) MATH 118 (BUSA 103)
___ (3) CISC 110 (CMIS 220)	___ (3) Elective: PHIL 125 (PHIL 101) (Core: SC #1) OR
16	16 HUMN 120 (RELS 104) (Core: T Lit #1) +

Bucks CCC -SOPHOMORE YEAR – A.A. Business Administration (1009)

___ (3) MGMT 130 (BUSA 320)	___ (3) Arts/Humanities: See note @
___ (3) ECON 111 (ECON 204)	___ (3) ECON 112 (ECON 203)
___ (3) COMM 110 (ENGL 115) (Core: Speech)	___ (4) Lab Science: (See note #)
___ (3) MGMT 230 (MNMK 305, required free elective)	___ (3) Elective: Foreign Lang II (Mod Lang II) (Core: GP #2) ++
___ (3) Elective: Foreign Lang I (Mod Lang I) (Core:GP #1) ++	13
15	

Holy Family University - JUNIOR YEAR – B.A. Business Administration: Conc. in Management/Marketing

___ (3) MNMK 315: Operations Management	___ (3) CMIS 417: Project Management & Practice
___ (3) FINC 301: Financial Management	___ (3) MNMK 413: Quant. Methods for Dec-Making
___ (3) MNMK 410: Organizational Behavior	___ (3) MNMK 403: Human Resource Management
___ (3) CORE: SOCIAL CONSCIOUSNESS #2	___ (3) CORE: NAT. SCIENCE #2 (non-lab)
___ (3) CORE: THEO. LIT #1 or CORE: PHIL (SC #1)	___ (3) CORE: NAT/GBL PERSPECTIVE #3 OR #4 @
15	15

Holy Family University – SENIOR YEAR – B.A. Business Administration: Conc. in Management/Marketing

___ (3) BUSA 402: Labor & Employment Law	___ (3) MNMK 421: Strategic Marketing
___ (3) BUSI 416: International Business	___ (3) MNMK 439: Sr. Seminar in MNMK
___ (3) BUSA 435: Sr. Seminar in Business Policy	___ (3) MNMK elective (*)
___ (3) MNMK elective (*)	___ (3) CORE: GNED 400: Interdis. Core Seminar
___ (3) CORE: MATH (Free core choice for Math req.)	___ (3) Required Free Elective
___ (3) CORE: THEOLOGICAL LITERACY #2	15
18	

(*) Choose from: - select 2 courses - minimum of 6 credit hours required.

BUSA 350: Cooperative Education
BUSA 351: Cooperative Education
BUSI 432: International Marketing
MNMK 306: Industrial & Organizational Psychology
MNMK 355: Entrepreneurship & the New Economy

MNMK 316: Digital Marketing
MNMK 405: Principles of Advertising
MNMK 406: Consumer Behavior
MNMK 407: Principles of Marketing Research

TOTAL CREDITS: 123

Bucks County Community College
A.A. Business Administration (1009)
and
Holy Family University
B.A. Business Administration: Concentration in Management - Marketing

+ The student may select either PHIL 125 (PHIL 101) (Core: Social Consciousness #1
OR
HUMN 120 (RELS 104) (Core: Theological Literacy #1).

The core area not fulfilled at Bucks will be fulfilled at Holy Family University.

++ Two semesters of the same language sequence are needed to fulfill this requirement. (Global Perspective #1 and #2)

@ Students may select one course from either group:

Group #1 - HIST 151 (HIST 203); HIST 152 (HIST 204) – Core: Nat/Global Perspective #3 at Holy Family.
Group #2 – HIST 113 (HIST 108); HIST 114 (HIST 208) - Core: Nat/Global Perspective #4 at Holy Family.

The core area not fulfilled at Bucks will be fulfilled at Holy Family University

The student may select one course from the following courses to fulfill the Lab science requirement at Bucks as well as the CORE: Natural Science with a lab requirement at Holy Family University:
BIOL 101 (GSCI 104); BIOL 102 (NS with lab); CHEM 101 (NS with lab); PHYS 106 (GSCI 110).

Note: Holy Family University requires two natural science courses – one with a lab and one without a lab; therefore, another science will need to be completed at Holy Family University.

Additional information regarding MANAGEMENT-MARKETING concentration:

Successful completion of comprehensive examination, which is incorporated into the BUSA 435 course, is required.

Completion of CBE exam in the Senior Seminar course.

Note: A minimum of 60 credits must be earned at Holy Family University to be eligible for commencement honors.

Note: Course sequence progression is based on admission to Holy Family University for the Fall semester. Admitting in the Spring semester alters the program progression as outlined and will result in extending degree completion beyond the four semester sequence.

3-2016 FINAL - BCCC: Business Administration /
HF: Business Administration with a concentration in Management/Marketing
New General Education Core at Bucks County Community College as of Fall 2015.
Effective for all students who enter Bucks County Community College as of Fall 2015.

