

GENERAL BUSINESS ONLINE

Program Overview

Rider's online degree program leading to the B.S. in Business Administration offers working professionals the convenience and flexibility of completing their college degree. This program is designed for motivated adult learners who have completed at least half of their studies toward a baccalaureate business degree (60 or more credits) or earned an associate's degree in business within the last 10 years.

Curriculum Overview

The General Business major requires completion of 18 credit hours of upper-level business courses across a variety of disciplines, including economics, finance, management, marketing, and more. For graduation, students must achieve an overall GPA of 2.0 in the major coursework. Business Administration majors may not count more than six credit hours toward a second major, with the exception of International Business.

Degrees Offered

- B.S.B.A in General Business

Contact

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Program Website: B.S.B.A. Online Completion Program (<http://www.rider.edu/academics/colleges-schools/college-continuing-studies/programs-offerings/degrees-certificates-working-adults/bsba-online-degree-completion/>)

Associated College: College of Continuing Studies (<http://www.rider.edu/academics/colleges-schools/college-continuing-studies/>)

General Business Online Program Requirements

(36 credits)

Code	Title	Credits
General Business Core Courses		24
Complete the following courses:		
ACC 210	Introduction to Accounting	
ACC 220	Managerial Uses of Accounting	
BUS 300	The Legal and Ethical Environment of Business	
BUS 400	Strategic Mgmt and Policy	
CIS 385	Management Information Systems	
FIN 220	Introduction to Finance	
MGT 201	Fund Management & Org Behavior	
MKT 200	Marketing Principles	
Non-Business Core		45
Complete the following courses:		
BDA 201	Introduction to Business Analytics	
CIS 185	Information Systems Essentials	
CMP 120	Seminar in Writing and Rhetoric	
CMP 125	Seminar in Writing and Research	

COM 290	Professional/Strategic Speech	
ECO 200	Principles of Macroeconomics	
ECO 201	Principles of Microeconomics	
MSD 105	Quantitative Methods for Business	
MSD 205	Business Statistics	
Select two science courses ¹		
Select two humanities courses ²		
Select two social science courses ³		
Major Requirements ⁴		18
One upper-level economics elective		
One upper-level management or human resources elective		
One marketing elective		
Three upper-level business electives that may include:		
BUS 491	Business Admin Internship	
or BUS 490	Independent Research and Study	
Business Electives ⁴		6
Liberal Arts Electives ⁵		12
Free Electives ⁴		15
Total Credits		120

- ¹ Science courses that contain the prefix: BCH, BIO, BNS, CHE, ENV, GEO, ISM, MAR, PHY, SUS
- ² Humanities courses that contain the prefix: ART, CHI, DAN, ENG, FRE, GER, LIT, MUS, PHL, SPA, THE
- ³ Social Science courses that contain the prefix: AMS, COM, GSS, HIS, LAW, MCS, POL, PSY, SOC, SOW
- ⁴ One international business course selected from the legal issues and business ethics, economics, finance, management, or marketing department is required. This course may be used as a business major, business elective, or free elective.
- ⁵ Choose from sciences, social sciences, or humanities.

Courses and Descriptions

ACC 210 Introduction to Accounting 3 Credits

This course provides an introduction to basic principles and methods of accounting essential to preparation, understanding and interpretation of financial statements. Topics include accounting for merchandising concerns, current assets, long-term assets, liabilities and equity accounts. A brief overview of internal control is also covered.

ACC 220 Managerial Uses of Accounting 3 Credits

This course provides an introduction to the use of accounting information in managerial decision-making. Topics include cost behavior, cost classifications, and problem-solving functions of accounting as they pertain to planning, control, evaluation of performance, special decisions, and budgeting. The interpretation of published financial statements and the statement of cash flow are also covered.

Prerequisite(s): ACC 210.

BUS 300 The Legal and Ethical Environment of Business 3 Credits

The strategies by which organizations in the private as well as the public sectors interact with, adapt to, and attempt to influence their external environments are explored. The primary emphasis is on evaluating the effect of business and governmental decisions on the quality of life. The role of regulatory agencies and the impact of local and national legislation on organizational behavior are considered.

Prerequisite(s): 54 credits.

BUS 400 Strategic Mgmt and Policy 3 Credits

This capstone course for seniors in business administration provides a framework for problem identification, analysis, and decision making within the organization. Students are given the opportunity to integrate and apply previously acquired knowledge of accounting, decision sciences, economics, finance, marketing, management, and statistics. Case studies, critical incidents, and other appropriate techniques are utilized.

Prerequisite(s): 84 credits, CIS 185, ACC 210, ACC 220, MKT 200, MGT 201, FIN 220 or FIN 300, MSD 340 or MSD 301, BUS 300, CIS 385 or GSC 385.

BUS 490 Independent Research and Study 3 Credits**BUS 491 Business Admin Internship 1-4 Credits****CIS 185 Information Systems Essentials 3 Credits**

This course will provide students with a conceptual understanding and hands-on practice developing spreadsheets, creating effective visualizations, and utilizing relational databases. Students will also be expected to complete a project related to a current technology-related topic. At the completion of this course students will be able to apply the appropriate information systems technology tools (specifically spreadsheets, visualization applications, and relational databases) to a variety of problem solving activities.

CIS 385 Management Information Systems 3 Credits

This course will enhance students' digital dexterity and familiarity with existing and emerging information technologies, emphasizing skills of abstraction in relation to digital strategy and organizational change, innovation, analytics, and ethics. This course will also provide hands-on experience with at least one essential business technology. At the completion of the course, students will have an understanding of the business-related, policy, societal, and ethical implications associated with modern information systems.

Prerequisite(s): CIS 185 and junior or senior standing.

CMP 120 Seminar in Writing and Rhetoric 3 Credits

Students will increase their competence in the critical reading of challenging college-level texts that engage significant ideas and in writing effective essays that advance a clear and meaningful thesis while demonstrating understanding of those texts. The second of the department's three-course composition sequence, This course counts towards the fulfillment of the Essential Competencies element of the CLAS general education curriculum.

CMP 203 Literature and Composition 3 Credits

Students will write research papers and do library research through the use of literary materials. The course emphasizes increasing the comprehension of ideas and experiences by means of selected readings. This course counts towards the fulfillment of the Essential Competencies element of the CLAS general education curriculum.

Prerequisite(s): CMP 203 is open to students who receive a grade of "A" or "B" in CMP 120; it may be used as a substitute for CMP 125.

COM 290 Professional/Strategic Speech 3 Credits

Provides students with practical information necessary for effective communication in various business and professional settings. Covers communication processes, principles, and models in the modern organization. Class assignments are given with emphasis on developing a knowledge and practical understanding of informative, persuasive, and impromptu presentations. Limited to students enrolled in the College of Business Administration.

ECO 201 Principles of Microeconomics 3 Credits

Market price systems are analyzed. The nature and characteristics of consumer and producer behavior, the theory of pricing in competitive and noncompetitive markets, and determination of the distribution of output are re evaluated. Welfare, social control, monopoly, and income inequality are explored in the light of price theory. The role of the United States in the world economy is explored.

Prerequisite(s): Place into MSD 105 based on SAT or ACT Score, OR place into MSD 105/MTH 102 by passing College Placement, OR passing MTH 100S with a grade of 'Y', OR passing MSD 104, OR having transferred in any college level MSD or MTH class.

FIN 220 Introduction to Finance 3 Credits

An introduction to the environment, concepts, and techniques of financial management. Topics include forms of business organization, taxes, analysis of financial performance, financial planning, financial markets and interest rates, time value of money, bond and stock valuation, risk and return, capital budgeting, cost of capital, and international financial management.

Prerequisite(s): ACC 210 and ECO 201.

MGT 201 Fund Management & Org Behavior 3 Credits

This course deals with the fundamentals of organizational behavior as they relate to management such as motivation, communications, and leadership. Behavior is examined at the individual, group, and organizational level. The management functions of planning, organizing, leading and controlling are addressed. The effects of global operations and the requirements of ethical behavior on managers are also explored.

Prerequisite(s): minimum 30 credits completed.

MKT 200 Marketing Principles 3 Credits

This course examines market characteristics, consumer buying habits and motives, and functions of marketing within the framework of the strategic marketing planning process. Concepts and current practices in product development, pricing, promotion, distribution, and international marketing are studied.

Prerequisite(s): 15 credits.

MSD 105 Quantitative Methods for Business 3 Credits

The aim of this introductory course is to acquaint students with a number of basic mathematical techniques that will enhance their ability to become effective decision-makers in a realistic business environment. Topics covered include linear equations and inequalities, linear programming, summation notation, geometric series, counting techniques, event probability and discrete random variables. Where appropriate, these tools will be illustrated with examples chosen from business settings.

Prerequisite(s): MSD 104 or a passing grade on the Math Placement Exam.

MSD 205 Business Statistics 3 Credits

This course is designed to provide students with fundamental concepts, knowledge and tools from statistics that may be useful in one's attempt to reach intelligent conclusions in real-world settings, particularly in business applications. The focus is on the normal random variable, sampling distributions, framework of estimation and hypothesis testing, as well as the one-way ANOVA and simple regression model.

Prerequisite(s): MSD 105.