GENERAL BUSINESS (ONLINE)  
B.S.B.A.

Program Overview
Rider's affordable online degree program leading to the B.S. in Business Administration offers working professionals the convenience and flexibility of completing their college degree online. 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 and marketing and more. For graduation students must achieve an overall GPA of 2.0 in the major. 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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ccs@rider.edu

Program Website: (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)

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<th>Code</th>
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<tr>
<td>ACC 210</td>
<td>Introduction to Accounting</td>
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<td>ACC 220</td>
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<td>MGT 201</td>
<td>Fund Management &amp; Org Behavior</td>
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<td>BUS 300</td>
<td>Social &amp; Legal Environment Bus</td>
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<td>BUS 400</td>
<td>Strategic Mgmt and Policy</td>
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<td>CIS 385</td>
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Select two humanities courses  
Select two science courses  
Select two social science courses

Major Requirements
- 18 credits total
  - One upper-level economics elective
  - One upper-level management or human resources elective
  - One marketing elective
  - Select three upper-level business electives that may include:
    - BUS 491 Business Admin Internship
    - BUS 490 Independent Research and Study

Business Electives
- 6 credits

Liberal Arts Electives
- 12 credits

Free Electives
- 15 credits

Total Credits
- 120 credits

1 Sciences: BCH, BIO, BNS, CHE, ENV, GEO, GEO, MAR, PHY, SUS
2 Humanities: ART, CHI, DAND, ENG, FRE, GER, LIT, MUS, PHL, SPA, THE
3 Social Sciences: AMS, COM, GSS, HIS, LAW, MCS, POL, PSY, SOC, SOW
4 One international business course selected from legal issues & business ethics, economics, finance, management, or marketing department is required. It 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.
Prerequisite(s): ACC 210.

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, MSD 340, BUS 300, CIS 385 or GSC 385.

BUS 490 Independent Research and Study 3 Credits

BUS 491 Business Admin Internship 1-4 Credits

CIS 385 Management Information Systems 3 Credits  
The course focuses on the management and use of information systems and technology for the strategic and operational advantage of the firm. Students explore the business value of information resources including current communication, database, as well as hardware and software technologies. GSC 385 can fulfill the CIS 385 requirement for all business majors. Please note: Students will not receive credit for both GSC 385 and CIS 385 without prior approval by the Dean's office.  
Prerequisite(s): CIS 185 and junior or senior standing.

CIS 185 Information Systems Essentials 3 Credits  
This course will enable students to use Microsoft Excel and Access to design and create complex applications to support effective decision making. Students will use Excel to design and create spreadsheets to support business analytics. Access will be used to understand, design, create, and utilize relational databases.

CMP 120 Expository Writing 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.  
Prerequisite(s): SAT EBRW score greater than or equal to 550 and SAT or.

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.  
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 200 Principles of Macroeconomics 3 Credits

A collective view of income receiving and spending sectors of the national economy, including households, businesses, and governments. Issues discussed: What determines the level of output, income, and employment achieved by the economy? What determines the growth of national output and employment? National income accounting, income and employment theory, monetary system, general price level, business cycle, government policies designed to provide for full employment, price stability, and economic growth are also covered.  
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.

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 non-competitive markets, and determination of the distribution of output are explored. 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.

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 200 Statistical Methods I** 3 Credits
This course is designed to give the student an understanding of continuous random variables, the elements of statistical inference, and an introduction to how these tools may be useful in one’s attempt to reach intelligent conclusions in real-world settings. The focus is on the normal random variable, descriptive statistics, sampling distributions, and the frameworks of estimation and hypothesis testing, particularly as they apply to inference for unknown population means and proportions in the one- and two-sample settings.

**Prerequisite(s):** MSD 105 or equivalent.

**MSD 201 Statistical Methods II** 3 Credits
The sequel to Statistical Methods I is designed to prepare the student to be able to recognize a variety of additional common inferential scenarios, select and apply appropriate techniques in their analyses, and be aware of the usefulness of computer packages in performing certain relatively complicated statistical calculations. The course covers the one-way analysis of variance, Chi-square tests for non-parametric inferences, and regression analysis. Students are expected to submit, for evaluation, the analysis of a real-world data set.

**Prerequisite(s):** MSD 200.