

School of Business

Bachelor of Science in Business Administration (BSBA)

The Bachelor of Science in Business Administration degree program at Kingston University is designed to provide students with a diverse learning environment and to equip students with the basic knowledge and skills necessary for succeeding in the business community. The program also develops students' potential to become future leaders and managers in a dynamic, globally integrated business world.

Students may choose to concentrate on one of the three emphases, Entrepreneurship Scheme, Marketing Scheme, and Finance Scheme or combination of elective courses meeting their career interest by consulting with our faculty members.

Program Objectives

Upon completion of the program, students should be able to:

1. Acquire the basic understanding of the business and management,
2. Utilize quantitative and qualitative tools and methodologies to support business management and organizational decision making,
3. Gain an insight into the economic, political, ethical, legal and regulatory contexts of organizational management policies,
4. Develop communication skills,
5. Identify business and administration problems and opportunities and formulate an action plan with respect to business ethics, financial, legal, operational and administrative procedures
6. Apply information technology skills in performing assignments and tasks
7. Utilize research methods to collect and analyze business information
8. Apply leadership and management theory and skills within business environments;
9. Understand and display competency in the industry specific and related subjects required for critical thinking applications
10. Continue education through life-long learning

Admission Requirements:

Students desiring admission to the Bachelor's program must meet the following requirements:

1. Completed their high school education or G.E.D. with a minimum G.P.A. of 2.3 or better.
2. Completed not less than 45 semester units or the equivalent in General Education courses covering various academic disciplines which must include 6 units of English writing and communication, 6 units of mathematics, 6 units of natural science [geology or biology], 6 units of social science [Sociology or psychology or political science], and 6 units of U.S. History, or be enrolled, concurrently, in General Education courses in the manner and unit count as noted above, and which concurrent General Education courses must be completed prior to the completion of the BSBA program. The minimum G.P.A. attained must be of 2.0 or better.
3. Applicants possessing high school education or baccalaureate course work from a recognized or approved foreign academic institution are required to send their official transcript(s) for evaluation by a credential evaluation agency which is recognized by the U.S. Department of Education and a member of National Association of Credential Evaluation Services (NACES) or the Association of International Credential Evaluators (AICE). Please refer to the Foreign Credential Evaluation section of the University Catalog for detail. A copy of the evaluation report must be forwarded directly from the evaluation agency to the University's admission office.



International Student Admission Requirements:

Unless a graduate from a US high school or foreign equivalent where English was the language of instruction evidenced by an official transcript, or a student having taken at least 2 years of education in a college program where English was the language of instruction evidenced by an official transcript, an applicant whose native language is not English must satisfy English proficiency requirement for admission to the BSBA program by scoring a TOEFL test with at least 450 PBT, 133 CBT or 45 iBT; a TOEIC of at least 480 or a IELTS of 4.

Graduation Requirements:

To receive the Bachelor of Science in Business Administration, students must meet the following academic requirements:

- complete 45 units in General Education courses
- complete 57 units in Business Core Courses
- complete 18 units in elective courses
- maintain a minimum G.P.A. of 2.0 or better

BSBA Curriculum

The BSBA curriculum includes 57 units in Business Core Courses and 18 units in elective courses. Students may choose to concentrate on one of the three emphases, Entrepreneurship Scheme, Marketing Scheme and Finance Scheme, or combinations of elective courses meeting their career interest.

BSBA courses are described below.

Business Core Courses Required: 57 Semester Units

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
AT 2110	Financial Accounting	3
AT 2120	Managerial Accounting	3
BU 1000	Introduction to Business Management	3
BU 1001	Business Software	3
BU 1010	Management Information System	3
BU 2000	Management Theory and Practice	3
BU 2010	Management Information Systems	3
BU 2400	Business Statistics	3
BU 3020	Human Resource Management	3
BU 3050	Business Law	3
BU 3055	Business Ethics	3
BU 3220	E-commerce Business Fundamentals	3
BU 3600	Organizational Behavior	3
BU 4500	Organizational Leadership	3
BU 4600	Capstone Course – Strategic Management	3
EC 2420	Principles of Microeconomics	3
EC 2420	Principles of Macroeconomics	3
FN3300	Introduction to Finance	3
MK 2000	Principles of Marketing	3
TOTAL		57



BSBA Curriculum Elective Scheme

18 semester units to be selected from the following scheme courses

Entrepreneurship Scheme

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
BU 3025	Human Relations for Business	3
BU 3040	Small Business Management	3
FN 3310	Principles of Finance	3
FN 4410	Investments	3
MK 4200	Marketing Research	3
MK 4220	Sales Management	3

International Marketing Scheme

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
BU 3025	Human Relations for Business	3
BU 3030	Survey of International Business	3
BU 3040	Small Business Management	3
MK 4200	Marketing Research	3
MK 4210	International Marketing	3
MK 4220	Sales Management	3

Healthcare Management Scheme

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
BU 3025	Human Relations for Business	3
BU 3040	Small Business Management	3
HC 2000	Introduction to Healthcare Management	3
HC 2010	Survey of Healthcare Industry	3
HC 2100	Introduction to Health Insurance	3
HC 3051	Healthcare Issues and Ethics	3

Hospitality and Tourism Scheme

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
HT 2000	Introduction to Hospitality and Tourism	3
HT 2010	Destination Geography	3
HT 2050	Customer Service	3
HT 2200	Tourism Theories and Practices	3
HT 3100	Front Office operation and Management	3
HT 3010	Convention and Event Management	3
MK 3210	Hospitality and Tourism Marketing	3

Additional Suggestions

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
IT 2611	Querying Data with Transact SQL I	3
IT 2612	Querying Data with Transact SQL II	3
IT 2621	Introduction to Database Development	3
IT 2622	Designing and Implementing Database Design	3

TOTAL PROGRAM REQUIREMENT: 75 SEMESTER UNITS

(with completion of additional 45 semester units or the equivalent in GE courses)

Please read the "Notice to Prospective Degree Program Students" on next page.



“NOTICE TO PROSPECTIVE DEGREE PROGRAM STUDENTS

This institution is approved by the Bureau for Private Postsecondary Education to offer degree programs. To continue to offer degree programs, this institution must meet the following requirements:

- Become institutionally accredited by an accrediting agency recognized by the United States Department of Education, with the scope of the accreditation covering at least one degree program.

If this institution stops pursuing accreditation, it must:

- Stop all enrollment in its degree programs, and
- Provide a teach-out to finish the educational program or provide a refund.

An institution that fails to comply with accreditation requirements by the required dates shall have its approval to offer degree programs automatically suspended.

California Education Code (CEC) §94897(p) requires Kingston University to disclose to prospective students prior to enrollment that Kingston University and its degree and certificate programs are unaccredited, and any known limitations of the degree, including all of the following:

1. A graduate of the degree program may be ineligible to sit for applicable licensure exam in California and other states.
2. A degree program that is unaccredited or a degree from an unaccredited institution is not recognized for some employment positions, including, but not limited to, positions with the State of California.
3. A student enrolled in an unaccredited institution is not eligible for federal financial aid programs. Kingston University does not currently participate in any federal financial assistance programs. The University does not provide financial aid to students.”