Undergraduate Programs in Business

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Online Programs in Business

Whether you are looking to begin your career, explore new opportunities, or complement your expertise with a quality business degree, our undergraduate business programs can provide you with the essential knowledge you need to reach your career goals.

Our programs combine core business disciplines—such as accounting, finance, management, and marketing—with applied study, allowing you to implement course concepts in your work responsibilities almost immediately.

Associate in Science in Business Administration

Regardless of what industry you are interested in, the fundamental knowledge that you gain with this degree program can provide an excellent stepping-stone to a variety of careers.

With a strong base in marketing, management, accounting, economics, business information systems, and other core business areas, you can prepare to start a career in business, advance in your current position, or continue your education beyond the associate degree. As a graduate of the associate degree in business administration, you can work in such positions as accounts receivable coordinator, advertising sales agent, or appraiser and assessor of real estate.

Completing the 60-credit associate degree and continuing on to a bachelor’s can help you advance your career in your workplace while you reach your highest academic goals.

Bachelor of Science in Business

The 120-credit bachelor’s degree in business from Penn State World Campus incorporates case studies of real-world business problems, along with organizational and business theory, so that the skills you are developing can be applied directly to today’s business challenges. The course work focuses on case studies and practical applications that you can begin to implement immediately at your workplace.

Advance Your Career

Acquiring a Bachelor of Science in Business cannot only help to increase your opportunities for advancement; it can also help strengthen your job security as you gain skills that make you more of an asset to your current or potential employer. By earning this degree, you can be prepared for such positions as business marketing manager, financial adviser, or marketing strategist.
**Who Should Apply**

This degree-completion program builds on the fundamentals you’ve learned in previous course work and your work experience to further enhance your skill set. It is ideal if you have already earned an associate degree or completed the first two years of a four-year bachelor’s degree.

**Bachelor of Science in Business Options**

In addition to the core business courses, you can choose from four 18-credit options to expand your knowledge in the field that interests you most:

**Accounting**

Business professionals with a thorough preparation in accounting and finance are increasingly in demand. This accounting option focuses on such topics as taxation, auditing, managerial accounting, and financial accounting and analysis.

The skills you acquire in this option can help you gain a significant advantage at your current or future place of employment.

**Marketing and Management**

This option gives you an opportunity to explore such topics as management, human resources, communication, conflict resolution, leadership and motivation, advertising and promotion, sales, consumer behavior, and global marketing.

By choosing courses either in management, marketing, or both, you can combine your previous experience and business knowledge with these specialized topics to become an expert in your chosen field.

**Financial Services**

The financial services industry is rapidly changing. You can gain an understanding of the complex business and regulatory landscapes—a skill set highly valued by employers. By completing this option you can acquire knowledge about corporate taxation, estate planning, and personal financial planning.

**Individualized**

The individualized option draws from courses in different disciplines to create a business-focused plan of study. This plan is developed in conjunction with your adviser and must be approved by the program coordinator upon your admission to the program.
“I’ve been able to maintain everyone’s schedules and put my children to bed with a kiss every night, knowing I’ve still had time for them.” —Amy Yohe, Graduate, Bachelor of Science in Business

Why Penn State?

Online Delivery Experience—Penn State’s World Campus
In 1892, Penn State founded one of the nation’s first correspondence courses. Over the years, our distance education options have evolved to include technology-enhanced learning experiences, culminating in the foundation of Penn State’s World Campus in 1998. As a pioneer in distance learning, we have significant experience in understanding the needs of off-campus students.

You can experience courses that are:

- designed around best practices in online delivery
- taught by faculty with experience teaching in an online environment
- created using technology to support successful learning outcomes, not just convenience

A Fully Supported Education
When you think of online education, you may feel like you are on your own, but that cannot be further from the truth. Our team of career academic advisers and help-desk support is vested in your success. Through Penn State World Campus, you will have access to student support services just like our students on campus.

Our student services include:

- new student orientation
- academic advising and career counseling resources
- a nationally recognized research library
- technical help desk
- tutorials

An Exceptional Student/Alumni Body
Whether you take our courses online or in a traditional classroom, as a “Penn Stater” you:

- become part of an institution with more than 150 years of excellence in teaching, research, and service
• join a global community of exceptional adult learners from all 50 states, more than 40 countries, and 7 continents
• become part of a proud worldwide network of more than 631,000 alumni and, upon your graduation, you can choose to join the largest alumni association in the world, with more than 174,000 members

Begin Your Application Today
How to Begin

1. Visit Business program website.

2. Click the “Apply Now” button to access your application.

Deadlines

Your degree application, including all transcripts, must be received by the following deadlines to be considered complete.

June 30 for fall semester admission
October 31 for spring semester admission
March 15 for summer semester admission

General Admission Requirements

To apply to the bachelor’s degree, you need to be a high school graduate or have obtained a GED.

Necessary Documentation for Application Portfolio

• Official high school transcripts or GED transcript
• Official military transcripts (if applicable) and/or official college or university transcripts, if you attended another institution
• TOEFL or IELTS score (if applicable)

Please visit our admissions website for a more detailed description of the requirements and procedure.
Did You Know?

- Penn State credits and degrees earned online are identical to those earned on campus, but provide the flexibility to complete course work at times and places convenient for you.
- In 2015, *U.S. News & World Report* ranked Penn State World Campus as No. 1 in the country for having the best online bachelor’s programs.
- Recruiters in a *Wall Street Journal* survey ranked Penn State as No. 1 for producing the best-prepared, most well-rounded graduates.

Quotes

“The Bachelor of Science in Business online degree program allows you to complete a degree that is marketable in a variety of industries, depending on your course selections. It focuses on building key skill areas that employers are looking for in analytical thinking skills, strong communications, and applying theory to real-world business situations.” — Veronica M. Godshalk, PhD, Professor of Business Administration, World Campus BSBIC Program Coordinator

“After graduating high school, I worked for several years, receiving a few promotions, but I knew I needed more education to further my career. I chose Penn State World Campus because it gave me the flexibility to continue my studies while working, and Penn State’s reputation is outstanding. I was surprised at the class sizes for as small as they were; I had a lot of great interaction with my professors and classmates. My adviser was always an email or phone call away, and she was very responsive. Getting my degree has absolutely helped me professionally. I’ve learned tools and have built confidence in my leadership abilities. I have an assortment of responsibilities, from human resources and accounting, to marketing and project management, and I would not be able to succeed without my Penn State degree.” — Adam Cressman, Graduate, Bachelor of Science in Business, 2013
For More Information

Contact Us
Email: pennstateonline@psu.edu
Website: www.worldcampus.psu.edu
Toll free within the United States: 800-252-3592
Local and international: 814-8655403
Fax: 814-865-3290

Student Services Hours
(inquiries and registration)
Monday–Thursday: 8:00 a.m.–9:30 p.m. ET
Friday: 8:00 a.m.–5:00 p.m. ET
Saturday and Sunday: Closed

Admissions Counseling Hours
Monday–Thursday: 8:00 a.m.–8:00 p.m. ET
Friday: 8:00 a.m.–5:00 p.m. ET
Saturday and Sunday: Closed

Address
Penn State World Campus
The Pennsylvania State University
128 Outreach Building
University Park PA 16802