PENN STATE | ONLINE

www.worldcampus.psu.edu

Undergraduate Programs in Business
An Exceptional University for Exceptional Learners

Since the World Campus launched its first pilot programs in 1998, it has grown to include exceptional learners from all fifty states, from more than forty countries, and from all seven continents. These students are all part of our global learning community, interacting with faculty and exchanging ideas and expertise with one another as they strive to meet their personal educational and career goals.
Undergraduate Degree Programs in Business

Bachelor of Science in Business
Associate in Science in Business Administration

The Next Step
Welcome! You’re taking an important step in your career by considering Penn State’s undergraduate degree programs in business as the next phase in your education. Both of these degree programs—the bachelor of science in business and the associate in science in business administration—are designed for students seeking general preparation for professions in business. The programs combine core business disciplines—notably management, marketing, finance, and logistics—with applied study.

Because of the convenience and flexibility of our online programs, you can obtain a recognized degree from a well-respected university without taking time off from your current career and family life. And since you are able to continue your career while you complete your degree, you can immediately apply course concepts to the everyday activities in your current job. Whether you’re looking to advance in your current position or explore new opportunities, our undergraduate degree programs in business will give you the skills you need to succeed.

A High-Quality Degree
Since its founding in 1855, Penn State has established itself as one of the nation’s most respected universities, currently offering more than 160 baccalaureate and 150 graduate programs. Through its World Campus, Penn State is a pioneer in providing global online access to a real university education.
Flexibility That Fits Your Schedule

We understand that you are balancing the demands of job and family and that your schedule can change from day to day and week to week. Our online delivery format can fit into your busy lifestyle.

The Benefits of Online Learning

With our online delivery format you can complete a degree without ever stepping foot on campus. You can study and “attend class” at home, when it is convenient for you—any time of day or night. You will receive the course content and complete the activities using your computer and Web access. The courses have fixed start and end dates, similar to a traditional semester schedule, but you decide when to do your course work to meet assignment deadlines.

Also, instead of hearing a lecture once, then relying on your notes as you would in a traditional classroom setting, you can access the course materials as often as needed to match your specific learning style.

Your Support Team

Studying at home does not mean you are completely on your own, though. You will be part of an online group of students who work together using interactive online technologies. The faculty members are easily reached by e-mail, and some even have online office hours. Beyond the online classroom, you will receive support from Penn State advisers and other experts throughout your studies, and you will have access to career services, library resources, technical support, and any of the other student support services you would receive as an on-campus student.

More than 20 percent of all U.S. higher education students were enrolled in at least one online course in fall 2007.

—2008 Sloan Survey of Online Learning
Associate in Science Degree in Business Administration

No matter what kind of industry you are interested in working in, the fundamental knowledge you’ll acquire with this degree program is the perfect stepping stone to a variety of careers.

Business Essentials
The objective of Penn State’s associate in science degree program in business administration is to provide the business fundamentals for today’s economy. With a strong base in marketing, management, accounting, economics, business information systems, and other core business areas, you’ll be prepared to start a career in business, advance in your current position, or continue your education beyond the associate degree.

Continue Your Education
The 60 credits earned toward an associate degree can often be applied toward a bachelor’s degree, including the bachelor of science in business, also offered through Penn State World Campus.

Getting a Degree Pays

Completing a degree is an excellent investment in your future. Persons with an associate degree earn almost 25 percent more than those with a high school diploma alone—with a bachelor’s degree, 63 percent more.
Associate in Science Degree in Business Administration Curriculum

The curriculum for Penn State’s associate in science degree in business administration focuses on enhanced communications and mathematical skills, and socially relevant course work, and offers a choice of advanced courses in specific business specialties.

**Course Work**

When you are admitted to the program, an academic adviser will assist you with determining your course sequence to be sure that you are meeting all the requirements for the 60-credit degree while developing the specific business specialty you choose.

Some of the courses available in the major include:

- **ACCTG 211** Financial and Managerial Accounting for Decision Making
- **B A 243** Social, Legal, and Ethical Environment of Business
- **ECON 002** Introductory Microeconomic Analysis and Policy
- **MGMT 301W** Basic Management Concepts
- **MIS 204** Introduction to Business Information Systems
- **MKTG 301** Principles of Marketing

**General Business Option**

The degree program’s General Business option allows the students to tailor the program to their needs. The students select 18 to 19 credits in business courses. The course choices cover a wide range of topics, including management, marketing, and labor and industrial relations.
Bachelor of Science Degree in Business

With Penn State’s online bachelor’s degree in business you’re not only increasing your opportunities for advancement; you’re also increasing your job security by gaining skills that make you more of an asset to your current or potential employer.

Build upon Your Existing Success

The bachelor of science degree program in business builds upon the fundamentals you’ve learned in previous course work, to further enhance your skill set. Our renowned faculty will expand your knowledge through case studies and course work with practical applications. This high-quality degree program will prepare you for whatever business career path you plan to pursue.

Career Opportunities

A bachelor of science degree in business gives you a wide range of career possibilities. Here are just some of the occupations in which a bachelor’s degree in business is valued:

- accountants and auditors
- commercial and industrial designers
- construction managers
- cost estimators
- financial managers
- general and operations managers
- law clerks
- marketing managers
- network systems and data communications specialists
- purchasing managers
- tax examiners
- training and development managers

In the United States more bachelor’s degrees are conferred in business than in any other area of study.
Bachelor of Science Degree in Business Curriculum

Penn State’s bachelor of science program in business is a degree-completion program—it’s designed for persons who have already earned an associate degree or completed the first two years of a four-year bachelor’s degree.

**Course Work**

The number of credits a student will have to take will vary according to the courses the student transfers into the bachelor of science degree program in business. When a student is admitted to the degree program, an academic adviser is assigned to help determine the remaining requirements.

Some of the courses available in the major include:

- B A 421  Project Management and Planning for Business
- FIN 301  Corporation Finance
- I B 303  International Business Operations
- MATH 110 Techniques of Calculus I
- MGMT 331 Management and Organization
- SCM 301 Business Logistics Management

**Management and Marketing Option**

With the 18-credit Management and Marketing option the students develop a specialty related to these key business sectors. Students pursuing this option must choose 15 credits from a prescribed list of management and marketing courses, including 6 credits in 400-level courses. They must also select 3 credits in either organizational communication or conflict resolution and negotiation.
Frequently Asked Questions

> Why is Penn State the best choice for me?

_Flexibility and convenience:_
Penn State knows that adults need flexible and convenient learning options in order to continue meeting their professional and personal commitments. You can take courses when and where you please, earning your degree at your own pace.

_Reputation:_
Penn State is universally regarded as one of the finest educational institutions in the United States. Putting a Penn State degree or certificate on your résumé is a great way to broaden your career options and prove to current and potential employers that you are a well-educated professional.

_Accreditation:_
Penn State is accredited by the Middle States Association of Colleges and Schools and has an outstanding reputation as a research and teaching university. Our courses are also accepted by most other colleges and universities in fulfillment of their requirements.

> Is this the real Penn State?

Yes. Penn State values online education as highly as it does resident instruction. No distinction will be made on your official Penn State transcript or diploma that your courses were completed at a distance. The credits you receive are exactly the same as those awarded to on-campus students.

> Can I obtain financial aid to pay for my courses?

Penn State realizes that one of the biggest challenges of returning to school is the cost. That’s why our advisers have been trained to help you make the most of the financial aid options and opportunities available to you.

> What types of student support are available?

As a distance education pioneer, Penn State has developed a nationally recognized support system for students who are geographically removed from campus. With our amazing team of academic advisers, technical support experts, customer service representatives, and Penn State instructors, we’ll help you get where you want to go—successfully—through distance education.

www.worldcampus.psu.edu/business
Getting Started

Simply visit www.worldcampus.psu.edu/business and click on “Apply Now.”

Apply Today

Our student services and program specialists are available to answer any questions you have about the business programs.

Contact Us
psuwd@psu.edu • www.worldcampus.psu.edu
800-252-3592 (toll free within the United States)
814-865-5403 (local and international)
814-865-0741 TTY • 814-865-3290 Fax

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

Academic Advising Hours
8:00 a.m.–9:00 p.m. Monday–Thursday
8:00 a.m.–5:00 p.m. Friday

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

Experience in Distance Education
As a distance education pioneer, Penn State has developed a nationally recognized support system for students who are geographically removed from campus. Our offerings have consistently received a high-satisfaction rating from students in terms of course content and student services.

Learner and Technical Support
Without having to set foot on campus, you will have access to many of the same support services that residential students enjoy. Additionally, procedures such as advising, course scheduling, and registration are available through World Campus Adult Learner Enrollment Services. World Campus HelpDesk personnel are available to offer technical support.
Did you know?

- Penn State World Campus has enrolled students from all fifty states and all seven continents.

- Our online courses involve frequent interactions between students and with instructors.

- Penn State credits and degrees earned online are identical to those earned on campus.

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