

Bachelor of Business Administration

The BBA program consists of 124 credits: a minimum of 57 credits in arts and sciences and 58.5 credits in required business courses (34.5 credits in the business core and 24 credits in the major). The remaining 4.5 credits are considered free electives and may be used for arts and sciences and business courses. Students must not only maintain a minimum C average (or 2.0 GPA) in their degree work, but they must also achieve at least a C average in their major and must complete a minor in arts and sciences (Liberal Arts minor). The minor requirement, which is included in the 57-credit arts and sciences requirement, consists of three courses of disciplinary study (in some instances, interdisciplinary). The first two courses are taken at the 3000 level or higher, and the final course must be a 4000-, 5000-, or 6000-level capstone course. Capstone courses are research oriented and communication intensive. Students may choose to complete a second minor in a business discipline using free electives.

- A minimum of 60% of the credits in the major field must be completed at Baruch College.
 - A transfer student must meet all degree requirements and take a minimum of 31 credits at Baruch for the BBA degree.
 - Second degree students cannot major in Accounting.
 - A second-degree business student must meet all degree requirements and complete a new specialization and take a minimum of 31 credits at Baruch, of which a minimum of 27 credits must be in business courses.
 - None of the courses in the second major can have been used for the previous major if your first undergraduate degree was completed at Baruch College.
 - There is no GPA requirement for College Option courses, but to graduate with a liberal arts minor, a student must have a grade point average of at least 2.0 in the three courses that make up the minor.
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BBA Learning Goals

Analytical Skills	Students will possess the analytical and critical thinking skills to evaluate issues faced in business and professional careers.
Technological Skills	Students will possess the necessary technological skills to analyze problems, develop solutions and convey information.
Communication Skills: Oral	Students will have the necessary oral communication skills to convey ideas and information effectively and persuasively.
Communication Skills: Written	Students will have the necessary written communication skills to convey ideas and information effectively and persuasively.
Civic Awareness and Ethical Decision-making	Students will have the knowledge base and analytical skill to guide them when faced with ethical dilemmas in business. Students will have an awareness of political, civic and public policy issues affecting business.
Global Awareness	Students will know how differences in perspectives and cultures affect business practices around the world.
Proficiency in a Single Discipline	Students will possess a deep understanding of and intellectual competence in at least one business discipline.

Admission Process

There are no applications. Students who fulfill all requirements stated above will automatically be reviewed for admission approximately 2-3 weeks after the semester ends.

In order to be considered for admission, students must have an intended BBA plan (major) on their CUNYfirst record prior to completing all eligibility requirements. Students can check their CUNYfirst Student Center (click "My Academics") to see if their plan (major) is correct. If a student's current program plan on record is not an intended BBA plan, they must make sure to submit an intended major change form to the Registrar's Office before the semester ends, otherwise the student's admission into Zicklin will be delayed.

Admission Eligibility Criteria / Pre-Business Courses

Students have three possible paths for admission into the Zicklin School of Business to pursue the Bachelor of Business Administration (BBA) degree.

Path 1 – Direct Admission:

Students who have been admitted to the following programs at Baruch and declared an intended BBA plan, are eligible to be admitted into the Zicklin BBA program.

- Macaulay honors
- Baruch scholars
- Provost scholars (transfer students and current Baruch students)
- Inquiry scholars
- Dean's scholars

Path 2 – Early Entry:

Students need to satisfy all of the following criteria:

- Completion of pre-calculus, or calculus (only if transferred), or placement into calculus (effective Spring 2022)
- Completion of 4 pre-business courses with a minimum 2.25 GPA^{1, 2, 3}
 - **ACC 2101** *Principles of Accounting*
 - **ECO 1001** *Microeconomics*
 - **ECO 1002** *Macroeconomics*
 - **STA 2000** *Business Statistics I*
- Completion of at least 30 credits with an overall Baruch GPA^{4,5} of 2.25 or higher

Path 3 – Regular Entry:

Students need to satisfy all of the following criteria:

- Completion of **COM 2020** *Introduction to Business Communication* and **ENG 2150** *Writing II*
- Completion of pre-calculus, or calculus (only if transferred), or placement into calculus (effective Spring 2022)
- Completion of 7 pre-business courses with a minimum 2.25 GPA^{1, 2}
 - **ACC 2101** *Principles of Accounting*
 - **CIS 2200** *Introduction to Information Systems and Technologies*
 - **ECO 1001** *Microeconomics*
 - **ECO 1002** *Macroeconomics*
 - **ENG 2100** *Writing I*
 - **LAW 1101** *Fundamentals of Business Law*
 - **STA 2000** *Business Statistics I*
- Completion of at least 45 credits with an overall Baruch GPA^{4,5} of 2.25 or higher

¹ AP credits will not be used in calculating the GPA.

² Transferred credit grades will be used in calculating the GPA with the exception of international grades which are not transferred.

³ Students who do not meet the GPA requirement in the early entry path have the option of choosing the regular entry path.

⁴ New transfer students who have completed all pre-business courses prior to transfer will be eligible for admission to Zicklin without a Baruch GPA.

⁵ Students with unresolved INC or PEN grades will not be evaluated for admission until those grades are resolved.

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Requirements that apply to all business majors to take 4000 level business courses:

Students admitted to the Zicklin School of Business are required to complete the following courses **before they can enroll in any business major courses that are 4000-level or above:**

- **ACC 2101** *Principles of Accounting*
- **BUS 2000** Business Fundamentals: The Contemporary Business Landscape (effective Spring 2022)
- **CIS 2200** *Introduction to Information Systems and Technologies*
- **COM 2020** *Introduction to Business Communication*
- **COM 3021** Professional Speech Communication (effective Spring 2022)
- **ECO 1001** *Microeconomics*
- **ECO 1002** *Macroeconomics*
- **ENG 2100** *Writing I*
- **ENG 2150** *Writing II*
- **FIN 2000** Principles of Financial Planning and Individual Investing (effective Spring 2022)
- **LAW 1101** *Fundamentals of Business Law*
- **QNT 2020** *Foundations of Predictive Analytics and Decision Modeling* (not required for Statistics and Quantitative Modeling majors, see note)[†]
- **STA 2000** *Business Statistics I*
- Completion of pre-calculus, or calculus (only if transferred), or placement into calculus (effective Spring 2022)

[†] STA 4155 and OPR 3450 overlap with QNT 2020. STA 4155 and OPR 3450 are required courses for SQM majors. Hence, students majoring in Statistics and Quantitative Modeling (SQM) are waived from the requirement to complete QNT 2020 upon successful completion of OPR 3450 or STA 4155. SQM majors are required to complete one of the calculus courses (MTH 2205/MTH 2207/MTH 2610).

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Transition plan for transfer students who enter Baruch between Fall 2021 and Spring 2023

Entering transfer students beginning Fall 2021 will follow the new requirements under the BBA curriculum redesign. We recognize that students may have taken previous requirements prior to transfer and offer the following as a transition plan:

[Students starting at Baruch College Fall 2021 or later will have to complete:](#)

- **QNT 2020** if they have not completed and received transfer credit for **calculus**.
- **COM 2020** if they have not completed and received credit for **COM 1010**
- **BUS 2000** if they have not completed and received credit for **BUS 1011**

[Students entering between Fall 2021 and Spring 2023 completed and received transfer credit for:](#)

- **Calculus**, the requirement to complete **QNT 2020 will be waived**
- **COM 1010**, the requirement to complete **COM 2020 will be waived**
- **BUS 1011**, the requirement to complete **BUS 2000 will be waived**

[Beginning Fall 2023, transfer students starting at Baruch College will be required to complete:](#)

- **QNT 2020** irrespective of completion or transfer of a calculus course.
- **COM 2020** irrespective of completion or transfer of an equivalent course to COM 1010.
- **BUS 2000** irrespective of completion or transfer of an equivalent course to BUS 1011.

If there are additional questions, please email [Zicklin Undergraduate Programs](#).

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Required Business Core Courses (34.5 credits)

ACC 2101	Principles of Accounting
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ACC 2203 Or ACC 3202	Principles of Managerial Accounting (<i>for non-accounting Majors</i>) <i>Accounting Information Systems (for Accounting Majors)</i>
BPL 5100	Business Policy
BUS 2000	Business Fundamentals: The Contemporary Business Landscape
CIS 2200	Introduction to Information Systems and Technologies
LAW 1101	Fundamentals of Business Law
FIN 2000	Principles of Financial Planning and Individual Investing
FIN 3000	Principles of Finance
MGT 3120	Fundamentals of Management
MKT 3000	Marketing Foundations
OPM 3000 (formerly MGT 3121)	Service Operations Management
QNT 2020	Foundations of Predictive Analytics and Decision Modeling <i>STA 4155 and OPR 3450 overlap with QNT 2020. STA 4155 and OPR 3450 are required courses for SQM majors. Hence, students majoring in Statistics and Quantitative Modeling (SQM) are waived from the requirement to complete QNT 2020 upon successful completion of OPR 3450 or STA 4155. SQM majors are required to complete one of the calculus courses (MTH 2205/MTH 2207/MTH 2610).</i>

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24 Credits Required in the Major

The following are all the BBA majors in the Zicklin School of Business. Students are required to choose and complete one major.

- [Accounting](#)
- [Computer Information Systems - General CIS Track](#)
- [Computer Information Systems - Data Analytics Track](#)
- [Computer Information Systems - Information Risk Management and Cybersecurity Track](#)
- [Economics \(BBA\)](#)
- [Finance](#)
- [Industrial/Organizational Psychology](#)
- [International Business](#)
- [Management - Entrepreneurship](#)
- [Management - Human Resource Management](#)
- [Management - Operations Management](#)
- [Marketing - Advertising and Marketing Communication](#)
- [Marketing - Digital Marketing](#)
- [Marketing - General Marketing](#)
- [Marketing - International Marketing](#)
- [Marketing - Marketing Analytics](#)
- [Real Estate](#)
- [Statistics and Quantitative Modeling \(BBA\)](#)

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Optional Additional 24-30 Credits Concentration in Liberal Arts (effective Spring 2022)

Students in the BBA degree program may complete a concentration in liberal arts based on the requirements of a major from the Weissman school of Arts and Sciences. Students completing a concentration in liberal arts will be subject to all the requirements that apply to the corresponding Weissman major.

The requirement to complete a 9 credit liberal arts minor that fulfills the college option requirement is waived for students who complete a concentration in liberal arts.

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