



Think HIGHER

SIENA HEIGHTS UNIVERSITY
at Monroe County Community College



Open New Doors

A Bachelor of Business Administration Degree from Siena Heights University will open many types of employment opportunities for you. BBA grads pursue careers in advertising, banking, small business ownership, manufacturing and retailing. You will master the skills employers are seeking. With Siena Heights University's emphasis on 21st century skills and ethics, you may confidently choose to start a new career or take your work in the business field to a new level.

Choose Your Concentration

- Management: Management students focus on the issues of leadership, labor relations, organizational behavior, teamwork and entrepreneurship.
- Marketing: Students interested in marketing will study fields like consumer behavior, market research, advertising and promotion.
- General Business Degree (no chosen concentration): Students who would like to gain a generalist business degree can do so by not selecting a concentration.

Program Distinctions

- Transfer friendly policies and services; Siena Heights allows up to 90 semester hours of transfer credit toward its 120 semester hour Bachelor's Degree requirement.
- Credit for CLEP tests and other "college equivalent" prior learning, including workplace training and hospital-based programs.
- Evening, weekend and online courses offered to meet the needs of working adults throughout the Monroe area.
- Personalized advising and outstanding faculty with real world experience.
- A university that recognizes the dignity of each student...you are treated as an individual and not a student number.

Call Today for More Information!

734.384.4133

www.sienaheights.edu/mccc

<p>Thirty (30) semester hours of course work from Siena at 300/400 level including:</p> <p>1. <i>Eighteen (18) hours of course work in Business Administration Courses:</i></p> <ul style="list-style-type: none"> • FIN 340 Managerial Finance • BAM 479 Strategic Management • One Management Validator from the following courses: <ul style="list-style-type: none"> MGT 357 Production and Operations Management MGT 360 Human Resource Management MGT 361 Organizational Behavior MGT 440 Small Business Management • One Marketing Validator from the following courses: <ul style="list-style-type: none"> MKT 350 Consumer Behavior MKT 351 Advertising and Promotion MKT 436 Marketing Research MKT 460 Marketing Management MKT 470 Global Marketing • Six (6) hours of approved Business Electives • One general elective <p>2. <i>LAS 301 The Adult Learner</i></p> <p>3. <i>LAS 401 Senior Seminar</i></p> <p>4. <i>One Philosophy or Religious Studies course</i></p> <p>5. <i>Demonstrated Proficiency in Math and Writing.</i></p>	<p>Division core and cognate requirements can be taken with Monroe County Community College. Courses are listed in the MCCC course numbers.</p> <p>1. <i>Business and Management Requirements:</i></p> <ul style="list-style-type: none"> • BMGT 201 Principles of Management • MCOM 201 Principles of Marketing • ENGL 102 Business Writing or ENGL 155 Technical Writing • BUSAD 151 Introduction to Business <p>2. <i>Cognate Requirements:</i></p> <ul style="list-style-type: none"> • ACCTG 151 Principles of Accounting I • ACCTG 152 Principles of Accounting II • CIS 130 Principles of Computerized Information Systems • ECON 251 Principles of Economics I • ECON 252 Principles of Economics II • MATH 162 Descriptive Statistics <p><u>Available Concentrations with Siena:</u></p> <p><i>Concentration in Management</i> (15 semester hours):</p> <ul style="list-style-type: none"> • Three management courses > MGT 301 • Two approved business electives <p><i>Concentration in Marketing</i> (15 semester hours):</p> <ul style="list-style-type: none"> • Three marketing course > MKT 310 • Two approved business electives
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Other Requirements:

1. All students must submit an Application for Admission and be accepted into the program.
2. Students must maintain a 2.0 GPA in all course work and a 2.25 GPA in the core program requirements and all business elective course work.
3. Students undertaking double or contract majors/minors must maintain a 2.25 GPA overall and a 2.5 GPA in the major/minor concentrations.
4. Business Administration Students transferring credit for MGT 302, Management Principles and Cases, or MKT 310, Marketing Principles and Cases must complete a minimum of one additional upper level course in Management and Marketing. These courses are known as *validators*. Not all elective courses qualify as *validators*. See your advisor for details.
5. All major requirements must be met through classroom experience. Independent study, co-op, CLEP or prior learning experience credit do not fulfill the requirements of the major and will be applied toward overall degree requirements.