

# College of Business Administration

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Programs in the College of Business Administration are designed for students who are preparing to take on managerial responsibility. These programs help students develop the ability to recognize and solve business and organizational problems and understand the role of business in the community, the nation, and the world.

The college's goal is to help students develop ideals that are ethically sound and socially desirable; cultivate an awareness of the social, political, and economic developments to which businesses must adapt; develop sound judgment and effective communication skills; and develop their individual interests and talents.

Modern business faces many challenges from unprecedented political change and the effects of foreign policy, high technology, affirmative action regulations, and new economic policies. These challenges have increased the demand for highly trained individuals equipped to analyze and address our economy's complex social and legal problems.

The college offers Bachelor of Science degrees in international business and in business administration with concentrations in accounting, entrepreneurship and new venture management, finance and insurance, human resources management, supply chain management, management information systems, and marketing. The business curriculum is enhanced by courses in the sciences, humanities, and social sciences. In addition to their academic courses, all students are required to complete a cooperative education plan.

Co-op provides a learning experience beyond the classroom. Textbook examples come to life in real-world business settings. Classroom theories are applied to actual business problems. In turn, these experiences serve to stimulate inquiry and discussion back in the classroom. This interaction between college studies and cooperative education sets the stage for a lifetime of learning.

The undergraduate program of the College of Business Administration meets the standards of the American Assembly of Collegiate Schools of Business for faculty and student quality, curriculum design, and overall University support.

After graduation, students obtain jobs in all aspects of business, both domestically and internationally.

### Academic Progression Standards

Listed below are the grade-point averages required for students to advance to the next class standing and to graduate.

|             | Overall GPA | Freshman Core Courses GPA* | Business Courses GPA |
|-------------|-------------|----------------------------|----------------------|
| Sophomore   | 2.000       | 2.000                      | 2.000                |
| Middler     | 2.000       |                            | 2.000                |
| Junior      | 2.000       |                            | 2.000                |
| Senior      | 2.000       |                            | 2.000                |
| To graduate | 2.000       |                            | 2.000                |

\*Freshman Core Courses refers to College Writing, Macroeconomics and Microeconomics, Calculus for Business, and Introduction to Business.

Freshmen must complete at least 24 SH in order to progress to sophomore status, although freshmen who earn fewer than 32 SH must make up the difference prior to graduation. Students beyond the freshman year must complete at least 16 SH each in-school (not on co-op) full semester and 8 SH each in-school half semester in order to progress to the next class standing.

### Graduation Requirements

Bachelor of Science degree candidates must complete all prescribed work of the curriculum in which they seek to qualify, currently 128 semester hours. The degree not only represents the formal completion of selected courses, but also indicates professional study in the major or concentration. A grade-point average of C (2.000) and a C average in all business courses are required for graduation. Students must be enrolled in a full program of studies in the College of Business Administration during the final three semesters preceding graduation.

### Minor in Business Administration

All courses in the College of Business Administration are available to all nonbusiness students at Northeastern University if they meet the class standing and course requirements. Nonbusiness students may find the minor attractive if they are considering a career in business or pursuing an MBA. The minor consists of five courses. Students who wish to enter the program should sign up in the Undergraduate Business Programs Office. Students who complete all five courses successfully and have earned at least a C (2.000) average in them will be awarded a minor in business administration at graduation.

### Minor in Business Administration

#### ACCOUNTING

Complete the following course:

ACC U209 Financial Accounting and Reporting 4 SH

#### HUMAN RESOURCE MANAGEMENT

Complete the following course:

HRM U209 Organizational Behavior 4 SH

#### FINANCE

Complete the following course:

FIN U209 Financial Management 4 SH

#### MARKETING

Complete the following course:

MKT U209 Introduction to Marketing 4 SH

#### BUSINESS ELECTIVE

Complete one course from the following list or any business courses for which the prerequisites have been met.

INB U201 Global Environment of International Business 4 SH

MSC U401 Operations Management 4 SH

SCM U201 Supply Chain Management 4 SH

#### GPA REQUIREMENT

2.000 GPA required in the minor

**BSBA Core Requirements**

Each student seeking the Bachelor of Science in Business Administration (BSBA) must complete the following core requirements.

**ENGLISH REQUIREMENT**

Complete the following course:

ENG U111 College Writing 4 SH

and one approved Advanced Writing in the Disciplines course for the major. A grade of C or higher is required in both courses.

**DIVERSITY**

Complete one course from the list “Approved Courses: Diversity” on page 48.

**BUSINESS CORE REQUIREMENTS****Mathematics**

Complete one calculus course:

MTH U131 Calculus for Business and Economics 4 SH

MTH U141 Calculus 1 4 SH

MTH U142 Calculus 2 4 SH

MTH U151 Calculus and Differential Equations 4 SH  
for Biology 1

MTH U152 Calculus and Differential Equations 4 SH  
for Biology 2

MTH U240 Intensive Calculus for Engineers 6 SH

MTH U241 Calculus 1 for Science and Engineering 4 SH

**Statistics**

Complete the following course:

MSC U201 Business Statistics 4 SH

**Natural World**

Complete one course from the list “Approved Courses: Methods of Inquiry—Natural World Context” on page 48.

**Social World**

Complete one course from the list “Approved Courses: Methods of Inquiry—Social World Context” on page 48 with the exception of the following courses, which are not allowed: ECN U101, ECN U115, ECN U116, and POL U155.

**Arts and Humanities**

Complete one course from the list “Approved Courses: Methods of Inquiry—Arts Context” on page 47 or one course from the list “Approved Courses: Methods of Inquiry—Humanities Context” on page 47.

**Historical, Ethical, and Aesthetic Perspectives**

Complete the following course:

POL U155 Comparative Politics 4 SH

or complete one course from the list “Approved Courses: Historical, Ethical, and Aesthetic Perspectives” on page 49.

**Macroeconomics and Microeconomics**

Complete the following two courses:

ECN U115 Principles of Macroeconomics 4 SH

ECN U116 Principles of Microeconomics 4 SH

**BUSINESS REQUIREMENTS****Accounting**

Complete the following two courses:

ACC U201 Financial Accounting and Reporting 4 SH

ACC U301 Managerial Accounting 4 SH

**Marketing**

Complete the following course:

MKT U201 Introduction to Marketing 4 SH

**Finance**

Complete the following course:

FIN U201 Financial Management 4 SH

**Management Information Systems**

Complete the following course:

MIS U301 Management Information Systems 4 SH

**Operations Management**

Complete the following course:

MSC U401 Operations Management 4 SH

**Organizational Behavior**

Complete the following course:

HRM U201 Organizational Behavior 4 SH

**Strategy in Action**

Complete the following course:

MGT U501 Strategy in Action 4 SH

**ACCOUNTING**

[www.cba.neu.edu/acc](http://www.cba.neu.edu/acc)

A concentration in accounting prepares the graduate for entry into public or private firms and is one of the most critical areas of management. Accounting is an exciting field that requires critical thinking skills to interpret business data and to deal with people, as well as an appreciation of precision and accuracy. Accountants hold sensitive management positions in private companies in business or industry, public accounting firms, and government agencies.

To prepare for an accounting career, students take courses in financial reporting, managerial accounting, and accounting information systems. Elective courses are available for more specialized study in strategic cost analysis, assurance services, and taxation. See pages 206–207 for course descriptions.

**BSBA in Accounting****COLLEGE OF BUSINESS ADMINISTRATION  
BSBA CORE REQUIREMENTS**

See page 148 for requirement list.

**ACCOUNTING MAJOR REQUIREMENTS****Accounting Required Courses**

Complete the following three courses:

ACC U401 Financial Reporting and Analysis 1 4 SH

ACC U403 Accounting Information Systems 4 SH

ACC U501 Financial Reporting and Analysis 2 4 SH

**Accounting Elective Course**

Complete one course from the following list:

|          |  |      |
|----------|--|------|
| ACC U412 | Auditing and Other Assurance Services          | 4 SH |
| ACC U414 | Income Tax Determination and Planning          | 4 SH |
| ACC U416 | Strategic Cost Analysis<br>for Decision Making | 4 SH |

**BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION**

Complete four business courses (from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM) or complete a second business concentration (different from that of your major) from the list “Second Business Concentrations” on page 160.

**MAJOR GPA REQUIREMENT**

Minimum 2.000 GPA required in the major.

**ELECTIVES OUTSIDE BUSINESS**

Complete at least five electives outside business. These would typically include:

|          |                          |      |
|----------|--------------------------|------|
| CBA U101 | Introduction to Business | 4 SH |
|----------|--------------------------|------|

**CREDIT OUTSIDE BUSINESS**

At least 64 semester hours must be earned outside business.

**GENERAL ELECTIVES**

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

**COOPERATIVE EDUCATION****UNIVERSITY-WIDE REQUIREMENTS**

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

**ENTREPRENEURSHIP AND  
NEW VENTURE MANAGEMENT**

[www.cba.neu.edu/mgt](http://www.cba.neu.edu/mgt)

By combining technological and service innovation with the great incentive to enhance personal wealth, today’s entrepreneur is an important engine for growth and job creation in our economy. Entrepreneurs come in many varieties: from those who start one-person firms to those who start growth ventures that will go public and become large companies. Rather than starting their own businesses, some of our students assume responsibility for family businesses and expand them through new strategies and financing. Still other students are hired by large corporations that are trying to learn entrepreneurial thinking to create new business units and renew traditional product lines.

The entrepreneurship and new venture management concentration guides students through the process of developing new business concepts, writing business plans for those

concepts, and seeking venture financing. We expose students to a wide range of entrepreneurs and investors. Students will also learn how to manage a small, growing business, which will help some of our students better manage and expand their existing family-owned businesses. The most entrepreneurial of seniors may compete in a special undergraduate track for start-up financing in Northeastern’s \$60k Business Plan Competition.

**BSBA in Entrepreneurship and New Venture Management****COLLEGE OF BUSINESS ADMINISTRATION  
BSBA CORE REQUIREMENTS**

See page 148 for requirement list.

**ENTREPRENEURSHIP AND NEW VENTURE  
MANAGEMENT MAJOR REQUIREMENTS**

Complete the following four courses:

|          |  |      |
|----------|--|------|
| ENT U201 | Entrepreneurship                                     | 4 SH |
| ENT U301 | Opportunity Assessment<br>and Entrepreneurial Market | 4 SH |
| ENT U401 | Management of Small<br>and Medium Enterprises        | 4 SH |
| ENT U501 | Growth Venture Creation                              | 4 SH |

**BUSINESS ELECTIVES OR SECOND BUSINESS  
CONCENTRATION**

Complete four business courses (from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM) or complete a second business concentration (different from that of your major) from the list “Second Business Concentrations” on page 160.

**MAJOR GPA REQUIREMENT**

Minimum 2.000 GPA required in the major.

**ELECTIVES OUTSIDE BUSINESS**

Complete at least five electives outside business. These would typically include:

|          |                          |      |
|----------|--------------------------|------|
| CBA U101 | Introduction to Business | 4 SH |
|----------|--------------------------|------|

**CREDIT OUTSIDE BUSINESS**

At least 64 semester hours must be earned in courses outside business.

**GENERAL ELECTIVES**

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

**COOPERATIVE EDUCATION****UNIVERSITY-WIDE REQUIREMENTS**

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

## FINANCE AND INSURANCE

[www.cba.neu.edu/fin](http://www.cba.neu.edu/fin)

The role of people trained in finance and insurance is expanding rapidly within the business world. Changes on the financial scene—rising securities prices, fluctuating inflation and interest rates, and scarcity of capital—have created an awareness that financial knowledge is essential to the effective management of business firms.

Finance is the management and investment of money and other assets for business, financial institutions, nonprofit organizations, governments, and individuals.

The program draws on accounting principles, economic theory, and quantitative methods to direct the way money is managed, acquired, and distributed. Students learn how economic systems operate and how money markets work within economic systems. They also learn to analyze economic trends and indications and to examine the movement and distribution of money.

Students may specialize in one or more of the following areas: management finance, investment management and analysis, management of financial institutions, insurance and risk management, real estate, and financial planning. The program prepares students for careers in financial management, security analysis, investment management, security or insurance brokerage, underwriting, credit management, and risk management with corporations, commerce banks, insurance companies, and other financial institutions. See pages 292–294 for course descriptions.

### BSBA in Finance

#### COLLEGE OF BUSINESS ADMINISTRATION

#### BSBA CORE REQUIREMENTS

See page 148 for requirement list.

#### FINANCE MAJOR REQUIREMENTS

##### *Finance Required Courses*

Complete the following two courses:

|          |                   |      |
|----------|-------------------|------|
| FIN U301 | Corporate Finance | 4 SH |
| FIN U303 | Investments       | 4 SH |

##### *Finance Elective Courses*

Complete two additional courses from the FIN department.

#### BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION

Complete four business courses (from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM) or complete a second business concentration (different from that of your major) from the list “Second Business Concentrations” on page 160.

#### MAJOR GPA REQUIREMENT

Minimum 2.000 GPA required in the major.

#### ELECTIVES OUTSIDE BUSINESS

Complete at least five electives outside business. These would typically include:

|          |                          |      |
|----------|--------------------------|------|
| CBA U101 | Introduction to Business | 4 SH |
|----------|--------------------------|------|

#### CREDIT OUTSIDE BUSINESS

At least 64 semester hours must be earned in courses outside business.

#### GENERAL ELECTIVES

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

#### COOPERATIVE EDUCATION

#### UNIVERSITY-WIDE REQUIREMENTS

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

## HUMAN RESOURCES MANAGEMENT

[www.cba.neu.edu/hrm](http://www.cba.neu.edu/hrm)

All organizations must acquire, develop, motivate, and retain employees. These tasks are often called human resource management (HRM)—the “people” side of organizations. Because people do the work of organizations—create the strategy, service customers, and build products—the success of an organization rests significantly on the quality of its HRM.

In recent years, several factors, including globalization of operations, diversity of the workforce, rapid technological change, and heightened competition, have increased the challenges to HRM. Simply put, more is expected of HRM. The role of yesterday’s HRM professional was viewed as primarily administrative. Today, in many organizations, the HRM professional is considered a “business partner”—adding value to business decisions and then aligning HR practices with those decisions.

HRM professionals must have expertise in many areas. Within HRM, they must understand complex compensation and benefit systems, apply labor relations law, forecast workforce needs, increase individual and organizational learning, and implement organizational change. Beyond HRM, they must possess broad-based business acumen so that they contribute to the business strategy and help manage operations.

### BSBA in Human Resources Management

#### COLLEGE OF BUSINESS ADMINISTRATION

#### BSBA CORE REQUIREMENTS

See page 148 for requirement list.

## HUMAN RESOURCES MANAGEMENT MAJOR REQUIREMENTS

### Human Resources Management Required Courses

Complete the following two courses:

HRM U301 Introduction to Human Resources Management 4 SH

HRM U501 Competitive HRM Practices 4 SH

### Human Resources Management Elective Courses

Complete two electives from the following list:

INB U310 Cultural Aspects of International Business 4 SH

MGT U320 Negotiation 4 SH

or any HRM courses.

## BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION

Complete four business courses (from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM) or complete a second business concentration (different from that of your major) from the list “Second Business Concentrations” on page 160.

## MAJOR GPA REQUIREMENT

Minimum 2.000 GPA required in the major.

## ELECTIVES OUTSIDE BUSINESS

Complete at least five electives outside business. These would typically include:

CBA U101 Introduction to Business 4 SH

## CREDIT OUTSIDE BUSINESS

At least 64 semester hours must be earned in courses outside business.

## GENERAL ELECTIVES

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

## COOPERATIVE EDUCATION

### UNIVERSITY-WIDE REQUIREMENTS

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

## INTERNATIONAL BUSINESS ADMINISTRATION

[www.cba.neu.edu/bsib](http://www.cba.neu.edu/bsib)

The College of Business Administration is offering an innovative degree program, the Bachelor of Science in International Business. This program, the first of its kind in the United States, is for the highly motivated student who plans a career in import/export, international finance, manufacturing, or other areas that involve global markets.

The growth of multinational firms, international trade, and regional international trading blocs has created a shortage of skilled managers who are equipped to analyze the complexities of international business.

The BSIB fosters an understanding of problems involved in operating businesses across national boundaries and analyzes the operations of businesses in multinational environments.

It is increasingly common for multinational firms to require that candidates for top management positions have prior experience in international operations. In addition, large banks and insurance companies, governments, trade associations, and transnational bodies also have a growing need for managers who understand international business issues.

The BSIB includes broad-based courses dealing with the international environment as well as functional business courses with an international focus.

Students are admitted to a French, Spanish, German, or English track. They develop fluency in their chosen language and study the culture of the country or countries where that language is spoken. In addition, they participate in at least one cooperative education work experience or internship abroad in order to sharpen their language and business skills. Students should contact the Bachelor of Science in International Business academic adviser for course schedules.

All students in the Bachelor of Science in International Business degree program must take the required courses in the international business administration concentration (see page 154) and are encouraged to develop skills in other business areas such as finance, marketing, management, or human resources.

## BSIB—Bachelor of Science in International Business—Foreign Language Option

### ENGLISH REQUIREMENT

Complete the following course:

ENG U111 College Writing 4 SH

and one approved Advanced Writing in the Disciplines course for the major. A grade of C or higher is required in both courses.

### DIVERSITY

Complete one course from the list “Approved Courses: Diversity” on page 48.

## INTERNATIONAL BUSINESS GENERAL EDUCATION REQUIREMENTS

### Mathematics

Complete one calculus course:

MTH U131 Calculus for Business and Economics 4 SH

MTH U141 Calculus 1 4 SH

MTH U142 Calculus 2 4 SH

MTH U151 Calculus and Differential Equations for Biology 1 4 SH

MTH U152 Calculus and Differential Equations for Biology 2 4 SH

MTH U240 Intensive Calculus for Engineers 6 SH

MTH U241 Calculus 1 for Science and Engineering 4 SH

### Statistics

Complete the following course:

MSC U201 Business Statistics 4 SH