BUSINESS ADMINISTRATION, A.S.

Academic Programs

In this fast-paced, globally competitive environment, the mission of the Business Program is to prepare students for success by helping them to gain theoretical and practical knowledge, skills, and abilities useful in the business world. A Bay Path University business graduate acquires the knowledge, thinking, research, technology, communication, social, global, and cultural skills needed to be a creative intrapreneurial or entrepreneurial leader. The business graduate develops critical, innovative, and reflective thinking skills needed for statistical data analysis and the management science necessary to support personal and professional decision-making processes; whether it be in entrepreneurial, industrial settings, profit or not-for-profit organizations, or as preparation for graduate school or in a lifelong learning environment.

The American Women's College also offers certificates in Business Analytics, Digital Marketing Management, Entrepreneurship, and Nonprofit Management. Additional information is available in the Certificate Programs (https://catalog.baypath.edu/american-womens-college/academic-programs/certificates/) section.

- Business Administration Major, AS (https://catalog.baypath.edu/american-womens-college/academic-programs/business-administration-as/business-administration-major/)

Student Learning Outcomes

Students in the Associate in Science in Business Administration program will be able to:

- Analyze economic (global and domestic), socio-cultural, political, legal, regulatory and technological trends affecting any given region of this country, clarifying the likely implications of these trends on small business and non-profits as well as large corporations.
- Determine market and product/service development opportunities and challenges associated with these trends.
- Consider multiple stakeholder perspectives to be considered during the development and implementation of new strategies.
- Demonstrate the relationship between business activities, economic outcomes, and the evaluation of business performance, including all ethical considerations.
- Understand and be able to use quantitative methods, and available technology and applications, to address everyday business problems and opportunities.
- Understand core business disciplines including Finance and Accounting, Marketing, Operations, Human Resources, IT, and Legal.
- Value collaborative, data-driven, systematic approaches to solving interdisciplinary problems and making ethical decisions.
- Communicate focused messages to all stakeholders, as appropriate, via all forms of media, as well as face-to-face.
- Recognize diverse personalities, professional backgrounds, personal experiences and dialogue as fundamental building blocks of high performing teams.