

BACHELOR OF SCIENCE IN APPLIED BUSINESS

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The Bachelor of Science in Applied Business program aims to prepare industry-ready graduates to identify, describe, analyze and resolve business problems in the private and public sectors. Graduates of the program possess the capacity to apply interdisciplinary knowledge and skills to practical business situations to thrive in a dynamic and increasingly technology-driven business environment. The program prepares students to transition into positions in diversified industries such as manufacturing, technology and services, advertising and sales, financial, investment and insurance services, supply chain and distribution and corporate services. Furthermore, the program integrates core business courses with major field coursework and emphasizes professional development, analytical skills, communication skills, critical thinking skills and cultural adaptability through internship opportunities.

BS in Applied Business Curriculum

Students majoring in applied business are required to complete 122 credits.

Code	Title	Credits
Business Core Curriculum		
Complete the Business Core Curriculum (http://catalog.qu.edu/business/#corecurriculumtext)		43
University Curriculum		
Complete the University Curriculum for School of Business (http://catalog.qu.edu/business/#universitycurriculumtext)		34
Applied Business Core		
MG 302	Managing People, Projects and Change	3
MG 335	Project Management	3
MG 402	Management Senior Seminar	3
Analytical Business Skills Course (Choose any 6 credits)		6
AC 305	Intermediate Accounting I	
AC 323	Cost Accounting	
AC 431	Federal Income Taxation of Individuals	
BAN 220	Data Mining for Business Insights	
BAN 300	Statistical Programming With R	
BAN 310	Web Analytics	
CER 360	Construction Management	
CIS 245	Programming With Python	
CIS 255	Data Visualization	
CIS 350	Data Analysis with Excel (AC 350)	
CIS 351	Database Programming and Design	
ENT 250	Idea Validation and Business Model Development	
ENT 290	Creating Digital Businesses	

ENT 310	Creativity and Innovation Management	
ENT 320	Small Business Marketing	
ENT 330	Entrepreneurial Finance	
ENT 410	Creating New Business Models	
FIN 355	Retirement Planning and Employee Benefits	
FIN 356	Real Estate Finance	
FIN 360	Financial Statement Analysis	
HM 365	Health Care Analysis	
IB 313	International Marketing Research	
IB 335	International Finance	
IB 362	Cross-Cultural Business Research Part 1	
IB 363	Cross-Cultural Business Research Part 2	
JRN 488	The International Money Trail	
MG 305	Applied Design Thinking	
MG 321	Data-Driven Decision Making	
MG 341	Service Operations Management	
MK 320	Marketing Research	
Leadership and Organizational Applications Course (Choose any 6 credits)		6
ENT 210	Introduction to Entrepreneurial Thinking and Practice	
ENT 360	Small and Family Business	
HM 201	Introduction to Healthcare Management	
HM 404	Legal Aspects of Health Care Delivery	
IB 320	Introduction to Global Entrepreneurship	
IB 324	Negotiating Internationally	
IB 352	International Management	
MG 202	Sports Leadership	
MG 300	Special Topics <small>Based on course offering</small>	
MG 301	Group and Virtual Team Processes	
MG 307	Introduction to Nonprofit Management	
MG 308	Women in Leadership	
MG 312	Sports Management	
MG 320	Emotional Intelligence in the Workplace	
MG 325	Negotiations and Problem Solving	
MG 330	Business and Society	
MG 360	Power and Politics of Leadership	
MK 383	Professional Selling and Sales Management	

Advanced Applied Business Elective Courses

Take any 9 credits in AC, BAN, BLW, CIS, ENT, FIN, IB, MG, MK, SB at the 300 or 400 level. 9

Open Electives

Select 15 credits	15
Total Credits	122

Student Learning Outcomes

Students who graduate with a Bachelor of Science in Applied Business will demonstrate the following proficiencies:

1. **Business Knowledge:** Students apply basic business theories and concepts to understand and solve business problems.
2. **Business Analytics:** Students effectively gather, assess and utilize data to understand, improve and communicate business decisions using Excel and other analytical tools.
3. **Communication:** Students communicate business ideas effectively through written communications, oral communications and presentations, and digital media.
4. **Critical Thinking:** Students utilize information and research findings to analyze problems and determine appropriate solutions.
5. **Business Ethics:** Students apply ethical frameworks to evaluate situations and determine appropriate solutions.
6. **Cultural Adaptability:** Students recognize and apply knowledge of diversity within and across individual and groups.
7. **Professionalism:** Students exhibit professional behavior, including a strong work ethic in their classes, in their interactions with faculty, staff and colleagues, and in their team assignments.

Admission Requirements: School of Business

The requirements for admission into the undergraduate School of Business programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the **Admissions** page of this catalog.

Seamless Transfer Agreement with Gateway Community College (GCC), Housatonic Community College (HCC) and Norwalk Community College (NCC)

Under this Transfer Agreement, GCC, HCC and NCC graduates will be guaranteed admission into a bachelor's degree program with third year (junior) status at Quinnipiac University on the condition that they:

- Graduate with an associate in arts, an associate in science in business, College of Technology engineering science, nursing or an allied health degree with a minimum cumulative GPA of 3.00 (this may be higher in specific programs).
- Satisfy all other Quinnipiac University transfer admission requirements and requirements for intended major.

Suggested Transfer Curriculum for BS in Applied Business

A minimum of 60 credits is required for transfer into the BS in Applied Business program. Below is a sample plan of study for the first two years prior to matriculation at Quinnipiac University.

Course	Title	Credits
First Year		
Fall Semester		
English I		3
Introduction to Business		3
Microeconomics		3
Business Statistics		3
History Elective		3
Credits		15
Spring Semester		
English II		3
Macroeconomics		3
Financial Accounting		3
Information Systems		3
Marketing		3
Credits		15
Second Year		
Fall Semester		
Managerial Accounting		3
Finance		3
International Business		3
Management		3
Art Elective		3
Credits		15
Spring Semester		
Operations Management		3
Business Law		3
Science Elective with Lab		4
Social Science Elective		3
Additional Elective (Business or other)		3
Credits		16
Total Credits		61