The Bachelor of Science in Business (BSB) is designed for students who wish to become flexible business professionals, equipped to adapt to the ever-changing workplace of the future. The program enables students to develop an up-to-date general knowledge base in business administration and more. The program was designed with the advice of business leaders throughout the Commonwealth and teaches the professional skills that employers have identified in their most successful employees including:

- Communicating effectively both orally and in writing
- Understanding and applying basic business concepts
- Understanding contemporary business technology
- Adapting quickly to new situations and effectively assuming responsibility
- Working in and leading teams
- Possessing quantitative and analytical reasoning skills

The BSB program is designed to enable students to meet the challenges of the contemporary business environment through traditional classroom instruction, active and collaborative learning, internships and practical experience, and technology enhanced courses.

The required 6 credit internship experience is an important capstone that enables students to apply the knowledge they learned in the program. Students can select a traditional internship with an approved business or corporation, or they may elect to partner with other students and business professionals to tackle a real-world business problem.

Students can choose one or two options:

**The Management and Marketing Option:** prepares graduates for careers in small and large corporations and non-profit organizations, as entrepreneurs, or partners in a small family business.

**The Individualized Business option:** allows students to work with faculty in developing a course of study that meets their specific career needs and interests.