BACHELOR OF BUSINESS ADMINISTRATION
Program Information Packet | 2013-2014

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Open New Doors
A Bachelor of Business Administration degree from Siena Heights University will open various 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 continue your work in the business field.

Coursework Designed to Help You Succeed
The courses you will take as part of the Online Business Administration major may include:

**Business courses completed at SHU:**
- Management Principles and Cases*
- Marketing Principles and Cases*
- Managerial Finance
- Leadership
- Business Ethics
- Organizational Behavior
- Human Resource Management
- Management Information Systems
- Strategic Management
*Course equivalents are accepted; consult with an advisor for information

**Pre-Requisite Courses That Can Transfer into Siena:**
- Principles of Accounting I
- Principles of Accounting II
- Microeconomics
- Macroeconomics
- Statistics
- Business Communications
- Intro to Business
- One Business Elective [optional]

Bachelor of Business Administration Distinctions
- Designed for Associate in Business graduates with a minimum of three years work experience in the business field.
- BBA courses are designed in an 8-week completely online format (with the exception of BAM 479: Strategic Management which is offered in a 15-week completely online format). SHU’s Online Program has a 94% retention rate.
- Students can complete their coursework in a cohort sequence with generally the same students throughout their program, or create a “flex” schedule that works best according to the student’s individual schedule.
- Personalized advising; an advisor will create your BBA degree plan prior to starting the program and be in contact with you throughout the program.
- Outstanding full-time faculty with vast experience in the business field and online instruction.

Call or email today!
Distance Learning Programs
Phone: 866.937.2748
Email: online@sienaheights.edu | Web: www.sienaheights.edu/onlineprogram
# BBA Degree Requirements

## COGNATE REQUIREMENTS

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 203</td>
<td>Principles of Accounting I*</td>
<td>4</td>
</tr>
<tr>
<td>ACC 240</td>
<td>Principles of Accounting II*</td>
<td>4</td>
</tr>
<tr>
<td>BAM 218</td>
<td>Introduction to Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>or BAM 465</td>
<td>Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>ECO 221</td>
<td>Microeconomics*</td>
<td>3</td>
</tr>
<tr>
<td>ECO 222</td>
<td>Macroeconomics*</td>
<td>3</td>
</tr>
<tr>
<td>MAT 143</td>
<td>Introduction to Statistics*</td>
<td>3</td>
</tr>
<tr>
<td>or MAT 174</td>
<td>Data Analysis and Statistics</td>
<td>3</td>
</tr>
</tbody>
</table>

* Courses that would need to transfer in (unless already taken at the main campus)

## CORE REQUIREMENTS

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAM 101</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or MGT 440</td>
<td>Small Business Management</td>
<td>3</td>
</tr>
<tr>
<td>BAM 201</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>or BAM 441</td>
<td>Communication Skills for Managers</td>
<td>3</td>
</tr>
<tr>
<td>FIN 340</td>
<td>Managerial Finance (required at SHU)</td>
<td>3</td>
</tr>
<tr>
<td>MGT 310</td>
<td>Management: Principles and Cases</td>
<td>3</td>
</tr>
<tr>
<td>MKT 310</td>
<td>Marketing: Principles and Cases</td>
<td>3</td>
</tr>
<tr>
<td>BAM 479</td>
<td>Strategic Management (required at SHU)</td>
<td>3</td>
</tr>
</tbody>
</table>

## ELECTIVE REQUIREMENTS

Any approved BAM, ECO, FIN, MGT, or MKT electives; Twelve hours must be at 300/400 level and must be completed at Siena Heights University

## TOTAL FOR MAJOR

53 semester hours

Transfer students must complete at least 18 BBA credits, within a minimum 30 semester hour residency, at Siena Heights University

## LIBERAL ARTS EDUCATION REQUIREMENTS

20-22 semester hours

This applies to transfer students who have 60 or more credits at the time of admission

## LIBERAL ARTS ELECTIVES

49-51 semester hours

## TOTAL FOR DEGREE

120 semester hours

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# Siena Heights University

A proud tradition of innovative response to changing social needs - Siena Heights University, founded in 1919, serves students locally, on the main campus in Adrian, Michigan; regionally, at eight degree completion centers in southern Michigan; and globally, through distance learning programs and courses.

Siena Heights University is regionally accredited through the North Central Association of Colleges and Secondary Schools: The Higher Learning Commission. For more information on Siena Heights University, visit www.sienaheights.edu.
Bachelor Degree Requirements

1. Students may enter the program after completing a minimum of 70 semester hours of credit from an accredited post secondary educational institution OR other non-traditional setting (upon review).

2. Students must complete 6 semester hours of English Composition – most commonly, English Composition I & II from a community college or English Composition I & ENG 341 (where 341 is offered online at SHU). This requirement must be fulfilled within the first four months of the SHU online program. Consult with your advisor for more information.

3. All students must complete a minimum of 120 semester hours to receive a bachelor degree from Siena Heights University.

4. Semester hours of credit may be obtained in the following ways:
   a. Transfer credit from community college or other appropriate institution
   b. Courses taken at Siena Heights University
   c. Credit evaluation of career training experiences
   d. Prior Learning Credit – credit awarded for life experience which could be equivalent to academic credit
   e. CLEP testing – several educational disciplines have national testing which will directly translate into credit hours

5. All students must complete a specific major with Siena Heights University.

6. All students must complete 30 semester hours in residency with Siena Heights University (both 6 & 7 can be fulfilled simultaneously).

7. All students must complete 30 semester hours of courses at the 300-400 level.

8. All students must maintain a cumulative GPA of at least 2.0 while attending Siena Heights University.

9. All students must complete the following requirements for Liberal Arts Education with a C or better:
   a. College Freshman Composition 6 semester hours
      See Statement 2 in relation to timeline of completion
   b. College level Math or a Lab Science 3-4 semester hours
   c. Social Science 3 semester hours
   d. Required courses taken with Siena Heights University: 9 semester hours
      PHI 329: Technology and the Human Condition (or Religious Studies)
      LAS 301: The Adult Learner
      LAS 401: Senior Seminar Integrative Experience
Program Points and Sample Course Layout

Program Points

• **Your remaining degree requirements:** A transfer credit evaluation prior to your first Siena course will determine your remaining requirements for the bachelor degree. Please refer to the Bachelor Degree Requirements within the information packet for details.

• **Your Siena residency:** A minimum Siena residency* of 30 semester hours (10 courses) can be completed in as little as 20 months. Residency may be fulfilled with online courses; it does not require attendance on campus. Please refer to Bachelor Degree Requirements within the information packet or academic catalog for details.

• **Your Siena coursework:** 300/400 courses are offered in curriculum areas such as business, management, liberal arts, and social sciences. Three of the 10 courses in your residency will be LAS 301, LAS 401, and a Philosophy or Religious Studies course. Refer to the sample layout below.

• **Your course schedule:** Your academic advisor typically creates and will register you for your schedule of classes. In many instances, students complete their residency with the same group of students [or cohort]. Students also may have the opportunity to create a “flex” schedule that fits with their life schedule and future goals.

• **For those with specific requirements:** Students who elect a Business Administration major, require specific classes for their Applied Science major or Multidisciplinary Studies major, or who qualify and choose to elect a minor will complete a specific schedule of classes created by an advisor. Please refer to the specific requirements noted for your major and/ or minor for further information.

• **Time length of Online Courses:** Completely Online courses are offered every eight (8) weeks with the possibility of completing at least two (2) classes in a given semester.

• **Delivery Format for Online Courses:** Participants log in to the online delivery system, eCollege®, via the World Wide Web. Course work and assignments can be accessed at any time and from any location where Web access is available.

* Students must fulfill overall degree requirements to receive the bachelor’s degree.

Please consult with your advisor for more information.
Sample Course Layout

YEAR 1
Fall Semester
- Fall 1 (First 8 week session): LAS 301 – The Adult Learner
- Fall 2 (Second 8 week session): 300/400 Course

Winter Semester
- Winter 1: 300/400 Course
- Winter 2: 300/400 Course

Summer Semester
- Summer 1: 300/400 Course
- Summer 2: 300/400 Course

YEAR 2
Fall Semester
- Fall 1: 300/400 Course
- Fall 2: 300/400 Course

Winter Semester
- Winter 1: 300/400 Course
- Winter 2: LAS 401 – Senior Seminar

Course Note: In addition to LAS 301 and LAS 401, one (1) 300/400 course will be Philosophy or Religious Studies.

This is a sample layout. Each student’s schedule is individually designed to fulfill degree requirements and may be different from the sample layout.
Pre-Admissions Process

Transfer Credit Evaluation
Students must submit copies of transcripts and other related documents such as certificates, licensures of training and a current resume for a preliminary transfer credit evaluation prior to taking your first course with the Distance Learning Program. This evaluation is a helpful tool that will assess the total amount of current transfer credit and the remaining requirements needed to achieve the bachelor degree.

Please read the information and instructions regarding pre-admissions items carefully.

Evaluation Process
Students should submit COPIES of the following information:

- Academic Transcripts
- Certificates of Trainings and Licensures or Registries
- Current Professional Resume

Please submit the materials with a cover sheet that includes your contact information (name, phone number, address, email address, interested location and program of study) to:

Fax: 517.264.7703, Attn: Distance Learning Programs
Email: online@sienaheights.edu
Mail: Siena Heights University, 1247 E. Siena Heights Drive, Adrian, MI 49221
Attn: Distance Learning Programs

Upon review and assembly, the evaluation will be sent to you electronically. In addition to identifying remaining degree requirements, the Transfer Credit Evaluation will identify admissions requirements. You can also refer to the Application Process Checklist for more information regarding the admissions process.
Admissions Process

We are pleased that you have chosen to apply to Siena Heights University!

Procedures for Admissions
The Application for Admission and official transcripts/appropriate documents are required for your student record as well as to highlight your transfer credit on your Siena Heights University transcript.

Please read the information and instructions regarding admissions items carefully. Be diligent in submitting your application materials.

Application Process
Students must complete and submit the following:

1. Application for Admission. Complete and submit the online application. Go to www.sienaheights.edu, select “Apply Online” under Quick Links. Select “Undergraduate Application” and complete the application in its entirety.
   Note: Select “Online Program” as location of attendance within the application.

2. Official transcripts in a sealed enveloped mailed directly from EACH institution previously attended to the Distance Learning Programs Office. University policies on transfer credit are explained in the current Undergraduate Catalog.
   Request EACH official transcript to be sent to: Siena Heights University, 1247 E. Siena Heights Drive, Adrian, MI 49221, ATTN: Distance Learning Programs.

3. If applicable to your major: photocopies of your resume, certificates of training and licensures [of which can be faxed, emailed, or mailed to Siena Heights University].

4. If applicable to your major: letter(s) of related work experience must be MAILED on company letterhead with written signature from a supervisor or HR representative directly to Siena Heights University. Please use mailing address listed above.

5. An official high school transcript which may be faxed, emailed, or mailed to Siena Heights University.

Important Note: If you are seeking Financial Aid, in order to process your financial aid award, the admissions process MUST be complete.
Request for Official Transcripts

To: Registrar of College/University

Please send ______ official transcript(s) of:

Student Name: ____________________________________________________________

                      Last    First    Middle

Address: _________________________________________________________________

                      Street    City    State    Zip

Name(s) registered under: ____________________________________________________

Social Security or ID #: _____________________________________________________

Student’s Signature

___________________________________________

Date

Please attach this form to transcript and mail to:

Siena Heights University
1247 E. Siena Heights Drive
Adrian, MI 49221
Attn: Distance Learning Programs
Undergraduate Tuition (All tuition and fees are subject to change)

- Tuition (per semester hour) $440
- Technology Fee (per course) $90 non-refundable

Tuition is due at the start of each 8 week course or you can select a payment plan (at a minimal cost). Payment for classes may be submitted online or mailed to the Business Office at Siena Heights University. A fee will be assessed for payments made after the due date.

To ensure timely payment submission, you can review your student account and obtain an account statement through the My Siena portal.

Tuition must be paid in full before registering for subsequent semesters.

It is the student’s responsibility to be aware of their account balances, tuition due dates, and financial aid requirements.

For more information, please contact:
Office of Financial Services (located on the main campus): 800.521.0009, ex. 7110

Financial Aid
Financial aid can be an option for students who are registered for at least six (6) semester hours in a given semester. New and continuing students can refer to the financial aid checklist to complete the financial aid process by going to www.sienaheights.edu/financialaid.aspx. For distribution of funds, all admissions documents must be on file.

For more information, please contact:
Office of Financial Services (located on the main campus): 800.521.0009, ex. 7130

Textbooks
Textbooks are required to complete the program. Course syllabi are available through the My Siena portal prior to the start of the semester.

Cost of textbooks and other related instructional materials range per course. Textbooks can be purchased from the Barnes and Noble Bookstore at Siena Heights University or your preferred vendor of online bookstores. Please check prior to your purchase to determine you have the correct edition.

Variable Costs
Students should budget for a computer, software, and Internet service.