

Take charge of what comes next.

The online BSBA from Marquette.

Choose an online undergraduate program that will set you on a successful career path. Whether you earned your associate's degree or only partially completed college credits, you can finish your Bachelor of Science in Business Administration entirely online at Marquette University.

Our program provides flexibility and the academic excellence of a top-ranked undergraduate business program. Additionally, at the center of every student's educational experience is the Marquette Core Curriculum (MCC). The learning outcomes of the core curriculum are rooted in Jesuit perspective and values, and focus on creating students who communicate responsibly and ethically, engage the world as moral actors and citizens with purpose, collaborate with diverse others using a broad disciplinary focus, and become leaders in discovery to solve global problems. Students who transfer to Marquette University are placed into one of four MCC levels. Placement is based on the number of accepted transfer course credits.

Program benefits

- Finish your degree on your time at a nationally ranked undergraduate program that's 100% online
- Become a socially conscious global-minded leader with a 21st century business education
- Customize your program experience with optional elective courses to help you reach your specific career goals
- Work toward career advancement from the moment you start with skills that are immediately applicable to your profession
- Get started easily with a streamlined transfer process recognized for transfer friendliness and partnerships with two-year colleges
- Complete assignments, track grades, connect with your classmates and participate in discussions in D2L, our convenient online learning management system
- Join an alumni network that spans the country and includes organizations like Ernst & Young, Northwestern Mutual, Kohl's and the Green Bay Packers

Online program structure

- AACSB-accredited
- 129 credit hours transferred or completed at Marquette
- 45 credit hours required through Marquette completion courses, including 15 credit hours of BSBA major requirements
- Three opportunities to start per year: fall, spring and summer
- No on-campus or in-person requirements

Current students who are enrolled in the on-campus program and want to enroll in the online BSBA program must take a two consecutive semester break (e.g. Fall/Spring, Spring/Summer) before switching to the online program.

Admissions requirements

- Completed [online application](#)
- Demonstrated experience in post-secondary studies through the completion of 49 hours of college credits from an accredited institution after high school graduation
- Combined 2.5 GPA or higher from college coursework completed at previous institution(s)
- Transcript from each post-secondary school, college, or university
- Completed [Transferology process](#) to determine transfer credits
- High school transcript for those with fewer than 30 earned college credits

The curriculum

Core requirements (45 credit hours)

- Elements of Calculus (3 credit hours)
- Business Day 1 (3 credit hours)
- Business Applications: Basic Business Analytic Tools (1 credit hour)
- Introduction to Statistics and Business Analytics (4 credit hours)
- Business Communication (2 credit hours)
- Career Planning and Application Strategies (1 credit hour)
- Strategies for Entering the Business World (1 credit hour)
- Principles of Financial Accounting (3 credit hours)
- Principles of Managerial Accounting (3 credit hours)
- Principles of Microeconomics (3 credit hours)
- Principles of Macroeconomics (3 credit hours)
- Introduction to Financial Management (3 credit hours)
- Behavior and Organization (3 credit hours)
- Operations and Supply Chain Management (3 credit hours)
- Introduction to Marketing (3 credit hours)
- Introduction to Information Systems (3 credit hours)
- Strategic Management (3 credit hours)

Core electives (9 credit hours total)

Students will choose one elective each from the categories below to count toward core requirements.

Business ethics

- Legal and Ethical Environment of Business (3 credit hours)
- Business and Its Environment (3 credit hours)
- Business Ethics (3 credit hours)

Core enhancement

- Understanding Entrepreneurship (3 credit hours)
- Management of Human Resources (3 credit hours)
- Introduction to Commercial Real Estate (3 credit hours)

Analytics

- Accounting Analytics (3 credit hours)
- Business Analytics 1: Data Definition, Preparation, Descriptive Analytics (3 credit hours)
- Marketing Research (3 credit hours)

BSBA major requirements (27 credit hours total)

Select nine electives from the list below. Courses used for core electives will not apply to both the business administration major and core elective.

- Accounting Information Systems (3 credit hours)
- Accounting Analytics (3 credit hours)
- Internship Work and Grading Period (3 credit hours)
- Business Analytics 1: Data Definition, Preparation, Descriptive Analytics (3 credit hours)
- Legal and Ethical Environment of Business (3 credit hours)
- Applied Business Economics (3 credit hours)
- Understanding Entrepreneurship (3 credit hours)
- Investment Analysis (3 credit hours)
- Management of Human Resources (3 credit hours)
- Topics in International Business (3 credit hours)
- Project Management (3 credit hours)
- Business and Its Environment (3 credit hours)
- Negotiation (3 credit hours)
- Consumer Behavior (3 credit hours)
- Marketing Research (3 credit hours)
- Professional Selling (3 credit hours)
- Introduction to Commercial Real Estate (3 credit hours)

International Business Requirement

Select one of the following courses to fulfill the international business requirement.

- Topics in International Business: Short Term Study Abroad Experiences (3 credit hours)
- Global Logistics Management (3 credit hours)

Study online. Complete your bachelor's. See the difference.

To learn more about the online BSBA from Marquette, contact an Admissions Advisor at 844-640-0408 or onlineBSBusAdmin@marquette.edu.

