

# Business Administration and Psychology, BS

This combined major educates students in business and psychology and the interface between the two disciplines. The scope and sequence of psychology courses provide students with a foundation in the interdisciplinary science of psychology, including statistics and research, social psychology, developmental psychology, cognition, and personality. Business courses provide a foundation in accounting, innovation, marketing, management, and organizational behavior, with the opportunity to concentrate in a specific area of business. Students completing this program should be able to understand the relationships between these fields that pertain to explaining and addressing human behavior and business practices.

## Program Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified and complete any additional courses needed beyond specific college and major requirements to satisfy graduation credit requirements.

## University-Wide Requirements

All undergraduate students are required to complete the University-Wide Requirements (<http://catalog.northeastern.edu/undergraduate/university-academics/university-wide-requirements>).

## NUPath Requirements

All undergraduate students are required to complete the NUPath Requirements (<http://catalog.northeastern.edu/undergraduate/university-academics/nupath>).

## Business Requirements

| Code                                   | Title                                                   | Hours |
|----------------------------------------|---------------------------------------------------------|-------|
| <b>Required Courses</b>                |                                                         |       |
| ACCT 1201                              | Financial Accounting and Reporting                      | 4     |
| ACCT 2301                              | Managerial Accounting                                   | 4     |
| ENTR 2301                              | Innovation!                                             | 4     |
| FINA 2201                              | Financial Management                                    | 4     |
| INTB 1203                              | International Business and Global Social Responsibility | 4     |
| MISM 2301                              | Management Information Systems                          | 4     |
| or SCHM 2301                           | Supply Chain and Operations Management                  |       |
| MKTG 2201                              | Introduction to Marketing                               | 4     |
| ORGB 3201                              | Organizational Behavior                                 | 4     |
| STRT 4501                              | Strategy in Action                                      | 4     |
| <b>Supporting Courses for Business</b> |                                                         |       |
| ECON 1115                              | Principles of Macroeconomics                            | 4     |
| or ECON 1116                           | Principles of Microeconomics                            |       |
| MATH 1231                              | Calculus for Business and Economics                     | 4     |

## Business Concentration

Complete one of the following concentrations. Requirements for the concentrations are listed below (p. 2).

- Accounting (p. 2)
- Entrepreneurship and Innovation (p. 2)
- Finance (p. 2)
- Management (p. 3)

- Management Information Systems (p. 3)
- Marketing (p. 3)
- Supply Chain Management (p. 3)

## Psychology Requirements

| Code                                                                  | Title                                         | Hours |
|-----------------------------------------------------------------------|-----------------------------------------------|-------|
| <b>Required Courses</b>                                               |                                               |       |
| PSYC 1101                                                             | Foundations of Psychology                     | 4     |
| PSYC 2320                                                             | Statistics in Psychological Research          | 4     |
| or MGSC 2301                                                          | Business Statistics                           |       |
| PSYC 3402                                                             | Social Psychology                             | 4     |
| PSYC 3466                                                             | Cognition                                     | 4     |
| PSYC 3400                                                             | Personality                                   | 4     |
| PSYC 3404                                                             | Developmental Psychology                      | 4     |
| <b>Required Seminar</b>                                               |                                               |       |
| Complete one of the following:                                        |                                               | 4     |
| PSYC 4650                                                             | Seminar in Clinical Case Study                |       |
| PSYC 4654                                                             | Seminar in Behavioral Modification            |       |
| PSYC 4656                                                             | Seminar in Biological Psychology              |       |
| PSYC 4658                                                             | Seminar in Psycholinguistics                  |       |
| PSYC 4660                                                             | Seminar in Cognition                          |       |
| PSYC 4662                                                             | Seminar in Personality                        |       |
| PSYC 4664                                                             | Seminar in Social Psychology                  |       |
| PSYC 4666                                                             | Seminar in Clinical Psychology                |       |
| PSYC 4668                                                             | Seminar in Sensation and Perception           |       |
| PSYC 4674                                                             | Seminar in Cognitive Neuroscience             |       |
| PSYC 4676                                                             | Seminar in Developmental Psychology           |       |
| PSYC 4678                                                             | Seminar in Social and Affective Neuroscience  |       |
| <b>Required Lab</b>                                                   |                                               |       |
| Complete one of the following:                                        |                                               | 4     |
| PSYC 4600                                                             | Laboratory in Research Design                 |       |
| PSYC 4606                                                             | Laboratory in Biological Psychology           |       |
| PSYC 4610                                                             | Laboratory in Psycholinguistics               |       |
| PSYC 4612                                                             | Laboratory in Cognition                       |       |
| PSYC 4614                                                             | Laboratory in Social Psychology               |       |
| PSYC 4616                                                             | Laboratory in Personality                     |       |
| PSYC 4622                                                             | Laboratory in Sensation and Perception        |       |
| PSYC 4624                                                             | Laboratory in Affective Science               |       |
| PSYC 4626                                                             | Laboratory in Life-Span Emotional Development |       |
| PSYC 4628                                                             | Laboratory in Developmental Psychology        |       |
| <b>Psychology Electives</b>                                           |                                               |       |
| Complete two PSYC courses not used to fulfill the requirements above: |                                               | 8     |
| PSYC 1001 to PSYC 5999                                                |                                               |       |

**Supporting Courses**

| Code                           | Title                                                                    | Hours |
|--------------------------------|--------------------------------------------------------------------------|-------|
| <b>Introduction to College</b> |                                                                          |       |
| BUSN 1102                      | Personal Skill Development for Business                                  | 1     |
| or PSYC 1000                   | Psychology at Northeastern                                               |       |
| <b>Co-op Preparation</b>       |                                                                          |       |
| Complete one of the following: |                                                                          | 1-5   |
| BUSN 1101 and BUSN 1103        | Introduction to Business and Professional Development for Business Co-op |       |
| EESC 2000                      | Professional Development for Co-op                                       |       |

**Integrative Course**

| Code      | Title                   | Hours |
|-----------|-------------------------|-------|
| ORGB 3201 | Organizational Behavior | 4     |

**Business GPA Requirement**

A minimum 2.000 GPA in business courses is required.

**Psychology GPA Requirement**

A minimum 2.000 GPA in psychology courses is required.

**Business Cooperative Education Requirement**

Complete one six-month co-op experience.

**Program Requirement**

128 total semester hours required

**Business Concentration****CONCENTRATION IN ACCOUNTING**

| Code                           | Title                                       | Hours |
|--------------------------------|---------------------------------------------|-------|
| <b>Required Courses</b>        |                                             |       |
| ACCT 3401                      | Financial Reporting and Analysis 1          | 4     |
| ACCT 4501                      | Financial Reporting and Analysis 2          | 4     |
| <b>Electives</b>               |                                             |       |
| Complete two of the following: |                                             | 8     |
| ACCT 3403                      | Accounting Information Systems              |       |
| ACCT 3416                      | Strategic Cost Analysis for Decision Making |       |
| ACCT 4412                      | Auditing and Other Assurance Services       |       |
| ACCT 4414                      | Income Tax Determination and Planning       |       |

**CONCENTRATION IN ENTREPRENEURSHIP AND INNOVATION**

| Code                                                                | Title                                           | Hours |
|---------------------------------------------------------------------|-------------------------------------------------|-------|
| Note: The following courses do not count toward this concentration: |                                                 |       |
| ENTR 1201                                                           | The Entrepreneurial Universe                    |       |
| ENTR 3308                                                           | Business Economic History of South Africa       |       |
| ENTR 3318                                                           |                                                 |       |
| ENTR 3328                                                           |                                                 |       |
| ENTR 3338                                                           | Field Research in Sustainable Energy in Iceland |       |
| ENTR 3346                                                           |                                                 |       |

|                                                            |                                                                               |   |
|------------------------------------------------------------|-------------------------------------------------------------------------------|---|
| ENTR 4510                                                  | Management Consulting Abroad                                                  |   |
| ENTR 4514                                                  | Development Practice and Global Citizenship in India                          |   |
| <b>Introductory Course</b>                                 |                                                                               |   |
| ENTR 2301                                                  | Innovation!                                                                   | 4 |
| or ENTR 2303                                               | Entrepreneurial Marketing and Selling                                         |   |
| <b>Capstone Course</b>                                     |                                                                               |   |
| Complete one of the following:                             |                                                                               | 4 |
| ENTR 4501                                                  | Business Planning for Technology Ventures                                     |   |
| ENTR 4503                                                  | Business Planning for Small and Medium Enterprises                            |   |
| ENTR 4505                                                  | Entrepreneurial Growth Strategy for Technology Ventures                       |   |
| ENTR 4506                                                  | Advanced Studies in Social Enterprise                                         |   |
| <b>Electives</b>                                           |                                                                               |   |
| Note: Only one non-ENTR course may be used as an elective. |                                                                               |   |
| Complete two of the following:                             |                                                                               | 8 |
| ENTR 2206                                                  | Global Social Enterprise                                                      |   |
| ENTR 2215                                                  | Understanding Family Enterprise                                               |   |
| ENTR 2414                                                  | Social Responsibility of Business in an Age of Inequality                     |   |
| ENTR 2301                                                  | Innovation! (if not used as introductory course)                              |   |
| ENTR 2303                                                  | Entrepreneurial Marketing and Selling (if not used for introductory course)   |   |
| ENTR 3212                                                  | Innovation for Social Change                                                  |   |
| ENTR 3217                                                  | Global Family Business Leadership                                             |   |
| ENTR 3220                                                  | International Entrepreneurship and Innovation Consulting                      |   |
| ENTR 3305                                                  | Entrepreneurial Strategy and Business Model Design                            |   |
| ENTR 3306                                                  | Global Entrepreneurship                                                       |   |
| ENTR 3330                                                  | Lean Design and Development for Entrepreneurs                                 |   |
| ENTR 3401                                                  | Management of Operations and Growth in Small- and Medium-Sized Enterprises    |   |
| ENTR 3403                                                  | Managing Operations in a Technology-Based Startup Firm                        |   |
| ENTR 3520                                                  | Impact Investing and Social Finance                                           |   |
| ENTR 4225                                                  | Corporate Entrepreneurship through Global Growth, Acquisitions, and Alliances |   |
| ENTR 4512                                                  | Social Entrepreneurship and Sustainable Development in India                  |   |
| FINA 4610                                                  | Entrepreneurial Finance, Innovation Valuation, and Private Equity             |   |
| MGMT 3302                                                  | Negotiating in Business                                                       |   |

**CONCENTRATION IN FINANCE**

| Code                             | Title             | Hours |
|----------------------------------|-------------------|-------|
| <b>Required Course</b>           |                   |       |
| FINA 3301                        | Corporate Finance | 4     |
| or FINA 3303                     | Investments       |       |
| <b>Electives</b>                 |                   |       |
| Complete three of the following: |                   | 12    |

|                           |                                                                                   |  |
|---------------------------|-----------------------------------------------------------------------------------|--|
| ENTR 3520<br>or FINA 2720 | Impact Investing and Social Finance<br>Sustainability in the Business Environment |  |
| FINA 3301                 | Corporate Finance (if not selected as a required course)                          |  |
| FINA 3303                 | Investments (if not selected as a required course)                                |  |
| FINA 4219                 | Portfolio Management                                                              |  |
| FINA 4220                 | Behavioral Finance                                                                |  |
| FINA 4310                 | Working Capital Management                                                        |  |
| FINA 4312                 | Issues in Corporate Governance                                                    |  |
| FINA 4320                 | International Financial Management                                                |  |
| FINA 4410                 | Valuation and Value Creation                                                      |  |
| FINA 4412                 | Personal Financial Planning                                                       |  |
| FINA 4420                 | Mergers and Acquisitions                                                          |  |
| FINA 4512                 | Financial Risk Management                                                         |  |
| FINA 4514                 | Investment Banking                                                                |  |
| FINA 4516                 | Real Estate Finance                                                               |  |
| FINA 4524                 | Credit Analysis                                                                   |  |
| FINA 4526                 | Core Topics in Alternative Investments                                            |  |
| FINA 4983                 | Special Topics in Finance                                                         |  |
| FINA 4602                 | Turnaround Management                                                             |  |
| FINA 4604                 | Fixed-Income Securities                                                           |  |
| FINA 4608                 | Advanced Financial Strategy                                                       |  |
| FINA 4610                 | Entrepreneurial Finance, Innovation<br>Valuation, and Private Equity              |  |

**CONCENTRATION IN MANAGEMENT**

| Code                                                       | Title                                                                     | Hours |
|------------------------------------------------------------|---------------------------------------------------------------------------|-------|
| <b>Required Course</b>                                     |                                                                           |       |
| MGMT 4501                                                  | Skills for Managerial Success                                             | 4     |
| <b>Electives</b>                                           |                                                                           |       |
| Note: Only one non-MGMT course may be used as an elective. |                                                                           |       |
| Complete three of the following:                           |                                                                           | 12    |
| MGMT 3302                                                  | Negotiating in Business                                                   |       |
| MGMT 3315                                                  | Managing Organizational Change and Disruption                             |       |
| MGMT 3330                                                  | Developing Leaders for Global Sustainability                              |       |
| MGMT 3340                                                  | Managing Healthcare Organizations: Critical Challenges and New Approaches |       |
| MGMT 3350                                                  | Managing a Diverse Workforce                                              |       |
| MGMT 3360                                                  | Law and the Legal Process                                                 |       |
| MGMT 3420                                                  | Managing Human Capital                                                    |       |
| MGMT 3510                                                  | Managing Global Teams Virtually and Locally                               |       |
| MGMT 3530                                                  | Project Management                                                        |       |
| MGMT 4310                                                  | The Management Practices of Great Organizations                           |       |
| MGMT 4410                                                  | Human Resources and Workforce Analytics                                   |       |
| ENTR 2215                                                  | Understanding Family Enterprise                                           |       |
| ENTR 2414                                                  | Social Responsibility of Business in an Age of Inequality                 |       |

|           |                                                                               |
|-----------|-------------------------------------------------------------------------------|
| ENTR 4225 | Corporate Entrepreneurship through Global Growth, Acquisitions, and Alliances |
|-----------|-------------------------------------------------------------------------------|

**CONCENTRATION IN MANAGEMENT INFORMATION SYSTEMS**

| Code                                                       | Title                                                | Hours |
|------------------------------------------------------------|------------------------------------------------------|-------|
| <b>Required Courses</b>                                    |                                                      |       |
| MISM 3403                                                  | Data Management in the Enterprise                    | 4     |
| MISM 4501                                                  | Business Systems Integration                         | 4     |
| <b>Electives</b>                                           |                                                      |       |
| Note: Only one non-MISM course may be used as an elective. |                                                      |       |
| Complete two of the following:                             |                                                      | 8     |
| MISM 2510                                                  | Fundamentals of Information Analytics                |       |
| MISM 3305                                                  | Information Resource Management                      |       |
| MISM 3404                                                  | Data Communications                                  |       |
| MISM 3406                                                  | Introduction to Web Design, Practices, and Standards |       |
| MISM 3501                                                  | Information Visualization for Business               |       |
| MISM 3515                                                  | Data Mining for Business                             |       |
| MKTG 4508                                                  | Digital Marketing                                    |       |
| SCHM 3301                                                  | Global Supply Chain Strategy                         |       |
| SCHM 3305                                                  | Sourcing and Procurement                             |       |
| SCHM 3308                                                  | Supply Chain Analytics                               |       |

**CONCENTRATION IN MARKETING**

| Code                           | Title                                                       | Hours |
|--------------------------------|-------------------------------------------------------------|-------|
| <b>Required Courses</b>        |                                                             |       |
| MKTG 3401                      | Marketing Research                                          | 4     |
| MKTG 3301                      | Marketing Management                                        | 4     |
| or MKTG 4506                   | Consumer Behavior                                           |       |
| <b>Electives</b>               |                                                             |       |
| Complete two of the following: |                                                             | 8     |
| MKTG 2301                      | Marketing and Society                                       |       |
| MKTG 3301                      | Marketing Management (if not selected as a required course) |       |
| MKTG 3501                      | Marketing Analytics                                         |       |
| MKTG 4220                      | Marketing in Asia                                           |       |
| MKTG 4420                      | Sales Management                                            |       |
| MKTG 4502                      | Marketing in the Service Sector                             |       |
| MKTG 4504                      | Advertising and Brand Promotion                             |       |
| MKTG 4506                      | Consumer Behavior (if not selected as a required course)    |       |
| MKTG 4508                      | Digital Marketing                                           |       |
| MKTG 4510                      | New Product Development                                     |       |
| MKTG 4512                      | International Marketing                                     |       |

**CONCENTRATION IN SUPPLY CHAIN MANAGEMENT**

| Code                    | Title                                   | Hours |
|-------------------------|-----------------------------------------|-------|
| <b>Required Courses</b> |                                         |       |
| SCHM 3301               | Global Supply Chain Strategy            | 4     |
| SCHM 3305               | Sourcing and Procurement                | 4     |
| SCHM 3310               | Logistics and Transportation Management | 4     |
| <b>Elective</b>         |                                         |       |

Complete one of the following: 4

SCHM 3308 Supply Chain Analytics

SCHM 3320 Demand Planning and Forecasting

SCHM 3330 Sustainability and Supply Chain  
Management

SCHM 4401 Advanced Problems in Supply Chain  
Management