Students have three possible paths for admission into the Zicklin School of Business to pursue the Bachelors of Business Administration (BBA) degree. (Detailed info, https://zicklin.baruch.cuny.edu/ug-eligibility-admission-criteria/)

Path 1 – Direct Admission:
Students who have been admitted to the following programs at Baruch and declared an intended BBA plan are eligible to be admitted into the Zicklin BBA program.

This includes Macaulay honors, Baruch scholars, Provost scholars (transfer students and current Baruch students), inquiry scholars, and Dean's Scholars.

Path 2 – Early Entry:

ZICKLIN ADMISSION REQUIREMENTS:

Effective Fall 2021

ZICKLIN ADMISSION REQUIREMENTS: Students need to satisfy the following criteria:
1. Completion of 3 pre-business courses (ACC 2101, ECO 1001, ECO 1002, STA 2000) with a minimum average GPA of 2.25 GPA or higher in the 4 courses
2. Completion of at least 30 credits with an overall Baruch GPA of 2.25 or higher
3. Completion of at least 45 credits with an overall Baruch GPA of 2.25 or higher

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Effective Fall 2021

**Path 2 – Early Entry:**

**ZICKLIN ADMISSION REQUIREMENTS:**

Effective Fall 2021

Students need to satisfy the following criteria:

1. Completion of COM 2020 and ENG 2150
2. Completion of at least 7 pre-business courses (ACC 2101, CIS 2200, ECO 1001, ECO 1002, ENG 2100, LAW 1101, STA 2000) with a minimum average GPA of 2.25 GPA or higher in the 7 courses
3. Completion of at least 45 credits with an overall Baruch GPA of 2.25 or higher

**Path 3 – Regular Entry:**

Students need to satisfy the following criteria:

1. Completion of COM 2020 and ENG 2150
2. Completion of at least 7 pre-business courses (ACC 2101, CIS 2200, ECO 1001, ECO 1002, ENG 2100, LAW 1101, STA 2000) with a minimum average GPA of 2.25 GPA or higher in the 7 courses
3. Completion of at least 45 credits with an overall Baruch GPA of 2.25 or higher

** Liberal Arts – 57 Credits**

**Required Core (6-12 credits)**

- ENG 2100: Writing I
- ENG 2150: Writing II

**Mathematical and Quantitative Reasoning (one required)**

- MTH 2003: Precalculus Elements of Calculus
- MTH 2009: Pre-calculus

**Liberal Arts Electives & Free Electives**

- 1.5 Liberal arts elective credits to fulfill graduation requirement of 124 credits.

**BUSINESS – 58.5 Credits**

**Required Business Courses (34.5 credits)**

- ACC 2203: Principles of Managerial Accounting
- CIS 2200: Introduction to Information Systems and Technologies
- FIN 2000: Principles of Financial Planning and Individual Investing
- LAW 1101: Fundamentals of Business Law
- MKT 3120: Fundamentals of Management
- MKT 3000: Marketing Foundations
- OPM 3000: Service Operations Management
- QNT 2020: Foundations of Predictive Analytics and Decision Modeling

- Admitted Zicklin students must complete these 10 courses to take 4000-level business courses.

**Note:** COM 2021, FIN 2000 and BUS 2000 will be added to this list from Spring 2022, pending the Board of Trustees approval.

**Required Courses in Major (15 credits)**

- MKT 3600: Marketing Research
- MKT 3605: Consumer Behavior
- MKT 4233: Marketing Web Analytics and Intelligence
- MKT 4555: Internet Marketing
- MKT 5750: Marketing Strategy

**Elective Courses (9 credits)**

Choose three (3) courses (9 credits) from the following, two of which must be marketing (MKT) or international business (IBS) courses.

- MKT 3140: Interaction Design: Designing Innovative Digital Products and Services
- MKT 4515: Direct and Interactive Marketing
- MKT 4517: Public Relations
- MKT 4200: Search Marketing
- MKT 4460: International Supply Chain Management
- MKT 4557: Digital Advertising
- MKT 4561: Marketing Analytics
- MKT 4593: Special Topics in Digital Marketing
- MKT 4620: Text Analytics for Marketing

**Updated 3/10/2021**