



# HONORS BALA

Business And Liberal Arts  
Honors Minor Program



*Bridging  
academics  
with  
leadership,  
business, and  
professional skill  
development*

*Your path to*  
**CAREER  
SUCCESS**  
*starts at*  
**BALA**

- **EXCLUSIVE TO  
QUEENS COLLEGE**
- **OPEN TO ALL MAJORS**
- **21 CREDITS**
- **INTERNSHIP  
OPPORTUNITIES**
- **LEADERSHIP  
BUILDING**
- **CAREER PLANNING  
WORKSHOPS**

A unique multidisciplinary approach to the study of the professional world, the Honors BALA Minor program combines the study of the arts and sciences with carefully selected exposure to basic business principles to provide an effective link between your liberal arts interests and your career aspirations.

Designed with the input of top professionals having an eye toward preparing students for career success, effective oral and written communication are emphasized throughout the program as well as analytical decision-making and problem-solving – critical skills necessary to excel in today's competitive environments, whatever your chosen field.

# THE **BALA** MISSION



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## **In BALA, our business is students.**

The mission of The Honors Business and Liberal Arts (BALA) Minor program is to bridge academics with leadership, business, and professional skill development for undergraduate students majoring in any discipline.

BALA promotes critical thinking, problem solving, teamwork, oral and written communication, and intercultural fluency in the workplace — skills valued in any career path. Students will develop management and leadership expertise and will learn the skills necessary to serve as responsible citizens driven by integrity and respect in our diverse, global society.

Wide-ranging internships, professional mentors, and career planning workshops are integral elements in this demanding, multidisciplinary minor.

BALA is more than just a program on how to succeed in business. It seeks to help students succeed in life in an increasingly business-centric world. Whatever your future goals, BALA can help you achieve them.

# THE **BALA** CURRICULUM

**6 required core classes + 1 elective**  
**= 21 credits total**

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*Faculty are selected for their academic excellence and familiarity with the business world.*

## **REQUIRED CORE COURSES**

**BALA 101 ~ Business and Society:** Explores relationships between people, business, and politics their impact on society. Concepts in globalization, financial markets, ethics, diversity, leadership, and economics will be examined from an individual perspective vs. societal perspective. Students receive a broad overview of business functions, including finance, human resources, marketing, and computer information systems.

**BALA 103W ~ Critical Thinking in Business:** Introduces students to effective logic and reasoning. Students learn how to define issues, ask key questions, clarify assumptions, evaluate information, avoid stereotypes, assess risk and opportunity, and resolve conflicts.

**BALA 200 ~ Entrepreneurship & Innovation:** Examines the process of beginning a new enterprise; how to take an idea for a new or improved product or service and turn it into a business. Students learn leadership and team-building through creating a business plan.

**BALA 201W ~ Business Communications:** Introduces fundamental skills in oral and written communication combined with intercultural competence. Intensive practice in writing effectively across various businesses, drafting and revising documents based on current events and case-studies, creating external and internal communication pieces for organizations, and writing for digital platforms.

**BALA 302 ~ Law and Ethics of Business:** Examines legal issues concerning rights, liabilities, and obligations in corporate life, as well as the ethical obligations of businesses. Analyses of selected law cases illustrative of the ethical as well as legal problems arising for both domestic and transnational corporations are included.

**BALA 303 ~ Strategic Management & Leadership:** The capstone course bringing management and leadership skills together. Students learn how long-term strategic plans are formulated, implemented, and evaluated in the business and not-for-profit spheres. Explores the process of melding business analytics, intuition, social responsibility, and ethical considerations to form successful strategies.

# THE **BALA** CURRICULUM

## THE ELECTIVES

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- **ACCT 100 ~ Financial & Managerial Accounting:** Provides an introduction and overview of general accounting principles tailored to non-accounting majors
- **BALA 391 ~ Business Internship:** Interns are expected to perform managerial tasks with emphasis on writing, speaking, computing, and critical thinking. Participation in the internship may be contingent upon a successful interview at the sponsoring organization. Students are required to participate in workshops in resume preparation and job interview skills.
- **BALA 398 ~ Special Topics in Business-*Leading Across Cultures*:** Familiarizes students with different leadership styles, and how these impact organizational culture. Students learn to recognize and understand biases in an organization in order to adapt, communicate, and critically assess the competitive advantage of comprehending how others think, treat each other, and function.
- **ACCT 261 ~ Business Law 1**
- **BALA 250 ~ Principles of Marketing**
- **BALA 398 ~ Special Topics in Business**
- **BUS 247 ~ Business Economics**
- **CSCI 48 ~ Spreadsheet Programming**
- **CSCI 100 ~ Information & Intelligence**
- **DESN 296 ~ Advertising Design**
- **ECON 220 ~ Consumer Economics & Personal Finance**
- **FNES 275 ~ Institutional Management**
- **FREN 235 ~ Business French 1**
- **GERM 235 ~ German for Business & Industry**
- **GRKMD 235 ~ Commercial & Business Greek**
- **ITAL 235 ~ Commercial & Technical Italian**
- **MEDST 264 ~ The Business of Media**
- **MUSIC 242 ~ Music Career Development**
- **PHYS 270 ~ Physics Applications of Machine Learning & Data Science**
- **PSYCH 226 ~ Introduction to Industrial & Organizational Psychology**
- **URBST 223 ~ Introduction to Public Administration**

# APPLYING TO BALA

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Applications to the Honors Minor in Business and Liberal Arts program are accepted and reviewed on an ongoing basis.

BALA is an academically demanding program. Only students with demonstrated ability and potential will be accepted.

Applicants are required to have an overall minimum GPA of 3.0 in order to be considered for admission into the BALA program. The only exceptions are for incoming freshmen and students transferring to Queens College, whose GPAs are not yet available. They will be granted a “conditional acceptance”, and their applications will be re-evaluated at the end of their first semester at Queens College to ensure that their GPAs meet the minimum requirements to remain in the program.

Students accepted to the program must maintain a 3.0 overall GPA and a 3.0 GPA in the required BALA courses.

Apply to the Honors BALA Minor Program [here](#).



# CONTACT BALA

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Flushing, NY 11367-1597

**Staff & Faculty Offices:** Honors Hall, Room 07  
**BALA Student Lounge:** Honors Hall, Room 06  
**Computer Lab:** Honors Hall, Room 03

# FOLLOW BALA

Join BALA's Instagram, LinkedIn & Facebook networks.

Stay up-to-date with our latest BALA news and events, announcements, relevant articles, workshops and other essential information.

This is a great way to connect with BALA Alumni, Professors and Students.



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