**SPECIAL FEATURES**

- **Internships**
  Receive academic credit for working in companies across a range of industries that reflect the diversity of interests of BALA students. Improve your career prospects while gaining practical experience in a real-world setting to facilitate more informed career decisions.

- **Mentoring Opportunities**
  Develop a relationship with a business leader who will advise you, provide support, listen to your concerns, and offer feedback on your career path strategies.

- **Computer Lab & Lounge**
  Our own state-of-the-art lab gives you the opportunity to practice your skills, connect to the Internet, get your email, or just relax in our overstuffed chairs.

- **Career Path Seminars**
  Meet with business executives to study subjects related to your career goals.

- **Career Planning Workshops**
  Deal with job-search techniques, networking, and interview skills.

All BALA courses stress critical thinking, effective writing and speaking, ethical decision-making, and teamwork. Faculty are selected for their academic excellence and familiarity with the business world.

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**QUEENS COLLEGE BUSINESS AND LIBERAL ARTS**

Frank H. Wu, President  
Elizabeth Hendrey, Provost  
Schiro Withanachchi, Director, BALA  
Lisa D’Angelo, Assistant Director, BALA

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**HOW TO APPLY**

Admission is based on the strength of the overall academic record. The Honors BALA minor is an academically demanding program. Only students with demonstrated ability and potential will be accepted. The program requires maintenance of a 3.0 overall GPA and a 3.0 GPA in the required BALA courses.

To apply to the BALA program, you may submit your application here: shorturl.at/ciATU with the completed Declaration of Minor Form uploaded.

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**FOR MORE INFORMATION, CONTACT:**

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The Honors Business and Liberal Arts (BALA) program combines the study of the arts and sciences with carefully selected exposure to basic business principles, providing an effective link between your liberal arts interests and your career aspirations. Exclusive to Queens College, BALA represents a unique approach to the study of the professional world, combining a curriculum of seven required courses (21 credits) with any of the college’s more than 60 liberal arts and sciences majors.

Designed with the input of top professionals with an eye toward preparing students for career success, BALA teaches students not only business terms and concepts, but also the diverse skills necessary to excel in today’s competitive environments, whatever their chosen field. Oral and written communication skills are emphasized throughout the program as well as analytical decision-making and problem-solving. All courses are taught by faculty hired on the strength of their academic excellence and professional experience.

BALA facilitates entry into the professional world in many ways. Classroom experience is strongly supplemented with opportunities to obtain international and local internships in a wide variety of fields. BALA students can also connect with a business leader in a chosen field who will become a mentor—providing support, advice, feedback on career decisions, and networking opportunities. Note that BALA is not a business administration minor, but rather a liberal arts program dedicated to building a bridge between education and career. 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.

In BALA, our business is students.

**THE BUSINESS CONNECTION**

**COURSES**

- **Business and Society - BALA 101**
  This course will introduce students to an interdisciplinary study of the impact of business on individual and society. Students will explore relationships between people, business, and politics. Concepts in globalization, financial markets, ethics, diversity, leadership, and economics will be examined from an individual perspective vs. societal perspective. Students will receive a broad overview of business functions, including finance, human resources, marketing, and computer information systems.

- **Critical Thinking in Business - BALA 103W**
  Introduces students to effective logic and reasoning. Students will learn how to define issues, ask key questions, clarify assumptions, evaluate information, avoid stereotypes, assess risk and opportunity, and resolve conflicts. Examples are selected from domestic and international business contexts.

- **Entrepreneurship and Innovation - BALA 200**
  An introduction to the process of beginning a new enterprise; learning how to take an idea for a new or improved product or service and turn it into a business. Students will create a business plan using a spreadsheet program for data analysis and documentation, suitable to be sent to possible investors and lenders as well as serving as a blueprint for operating the enterprise. Students will learn how to define issues, ask key questions, clarify assumptions, evaluate information, avoid stereotypes, assess risk and opportunity, and resolve conflicts. Examples are selected from domestic and international business contexts.

- **Business Communications - BALA 201W**
  Introduction to 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.

- **Law and Ethics of Business - BALA 302**
  An examination of legal issues concerning rights, liabilities, and obligations in corporate life, as well as the ethical obligations of businesses. Included will be analyses of selected law cases illustrative of the ethical as well as legal problems arising for both domestic and transnational corporations. (This course is limited to students enrolled in the BALA minor.)

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

**ELECTIVES**

- **Financial and Managerial Accounting - ACCT 100**
  This is a course in the theories and principles of financial and managerial accounting. Financial accounting includes the study of the preparation and interpretation of commonly used financial statements. Managerial accounting deals with the use of accounting data for managerial control and planning. Students will be introduced to the use of accounting systems programmed for the microcomputer, and to managerial decision making based on mathematical modeling.

- **Principles of Marketing - BALA 250**
  Develop skills needed to position a brand, business, or product. Students will learn to think strategically about marketing in today’s global environment. Not open to students who have received credit for MEDST 260.

- **Business Internship - BALA 391**
  Participation required in workshops in resume preparation and job interview skills. Participation in the internship may be contingent upon a successful interview at the sponsoring organization. Interns are expected to perform managerial tasks with emphasis on writing, speaking, computing, and critical thinking. Students will be supervised by a faculty advisor. Any combination of BALA 391 and 398 may be taken for a maximum of nine credits. The topics of the 398 courses must differ.