



## BUSINESS, BACHELOR OF SCIENCE DEGREE

48 Months – 192.0 Credit Units

V 2.0

The Bachelor of Science in Business program is offered for those students whose career goals require a broad knowledge of the functional areas of business. All students will take coursework in the areas of accounting, general business, management, marketing, human resources, computer applications, and business law. In addition, students will choose an elective cluster that will comprise the balance of the courses in the major. The following describes each area of elective clusters.

### Business Administration

The Bachelor of Science in Business with an elective cluster in Business Administration offers additional coursework in finance and investments, management, strategic planning, and other advanced topics that will prepare the graduate of this program for entry- to mid-level positions in business and government.

### Management

The Bachelor of Science in Business with an elective cluster in Management offers advanced coursework in management and related topics, helping to develop the diversity of knowledge and skills necessary to attain success in the business management field. Graduates of this program will be prepared for entry- to mid-level supervisory and management positions in business and government.

### Marketing

The Bachelor of Science in Business with an elective cluster in Marketing offers additional studies in such areas as marketing research, consumer behavior, promotional strategies, and international marketing. The graduate of this program will be prepared for entry- to mid-level marketing positions in business, industry and government.

Course Code	Course	Bachelor's Degree Quarter Credit Hours
<b>COLLEGE CORE REQUIREMENTS</b>		
CGS 2060C	Computer Applications	4.0
<b>TOTAL COLLEGE CORE CREDIT HOURS</b>		<b>4.0</b>
<b>MAJOR CORE REQUIREMENTS: ALL ELECTIVE CLUSTERS</b>		
MAN 1030	Introduction to Business Enterprise	4.0
MAN 2021	Principles of Management	4.0
BUL 2131	Applied Business Law	4.0
MAN 2300	Introduction to Human Resources	4.0
MAR 1011	Introduction to Marketing	4.0
APA 2111	Principles of Accounting I	4.0
APA 2121	Principles of Accounting II	4.0
ECO 3007	Macroeconomics	4.0
ECO 3028	Microeconomics	4.0
MAN 3554	Workplace Continuity and Planning	4.0
MANP 4501	Applied Management Senior Capstone Experience	4.0
<b>And one of the following three elective clusters:</b>		
<b>BUSINESS ADMINISTRATION ELECTIVE CLUSTER ADDITIONAL MAJOR CORE REQUIREMENTS</b>		
FIN 1103	Finance	4.0
MAR 2305	Customer Relations and Servicing	4.0
FIN 3005	Principles of Finance	4.0
FIN 3501	Investments	4.0
MAR 3310	Public Relations	4.0
MAN 3344	Principles of Supervision	4.0
MAN 4701	Business Ethics	4.0
MAN 4764	Business Policy and Strategy	4.0
GEB 4361	Management of International Business	4.0

MAN	3100	Human Relations in Management	4.0
<b>Choose courses to total 8.0 credits from the following options:</b>			
MAN	2727	Strategic Planning for Business	4.0
ACG	2178	Financial Statement Analysis	4.0
ACG	2021	Introduction to Corporate Accounting	4.0
SBM	2000	Small Business Management	4.0
APA	2161	Introduction to Managerial Accounting	4.0
<b>TOTAL MAJOR CORE CREDIT HOURS</b>			<b>92.0</b>
OR			
<b>MANAGEMENT ELECTIVE CLUSTER ADDITIONAL MAJOR CORE REQUIREMENTS</b>			
MAR	2305	Customer Relations and Servicing	4.0
FIN	1103	Finance	4.0
SBM	2000	Small Business Management	4.0
MAN	2604	Introduction to International Management	4.0
MAN	3100	Human Relations in Management	4.0
MAN	3344	Principles of Supervision	4.0
ACG	3073	Accounting for Managers	4.0
MAN	4701	Business Ethics	4.0
MAN	4302	Management of Human Resources	4.0
MAN	4400	Labor Relations and Collective Bargaining	4.0
MAN	4764	Business Policy and Strategy	4.0
MAR	3503	Consumer Behavior	4.0
<b>TOTAL MAJOR CORE CREDIT HOURS</b>			<b>92.0</b>
OR			
<b>MARKETING ELECTIVE CLUSTER ADDITIONAL MAJOR CORE REQUIREMENTS</b>			
MAR	2320	Advertising	4.0
MAR	2141	Introduction to International Marketing	4.0
MAR	2720	Marketing on the Internet	4.0
SBM	2000	Small Business Management	4.0
MAR	3310	Public Relations	4.0
MAR	3400	Salesmanship	4.0
MAR	3503	Consumer Behavior	4.0
MAR	4333	Promotional Policies and Strategies	4.0
MAR	4613	Marketing Research	4.0
MAR	3156	Global Marketing	4.0
MAR	3231	Retailing	4.0
MAR	4200	Marketing Channels and Distribution	4.0
<b>TOTAL MAJOR CORE CREDIT HOURS</b>			<b>92.0</b>
<b>GENERAL EDUCATION REQUIREMENTS</b>			
ENC	1101	Composition I	4.0
ENC	1102	Composition II	4.0
MAT	1033	College Algebra	4.0
PSY	2012	General Psychology	4.0
SPC	2017	Oral Communications*	4.0
EVS	1001	Environmental Science	4.0
SLS	1505	Basic Critical Thinking	2.0
SLSP	3130	Principles of Adult Learning	4.0
**General Education Requirements: Must include at least one course from each of the following subject areas: Communications/Humanities, Math/Science, Social Science.			24.0
<b>TOTAL GENERAL EDUCATION QUARTER CREDIT HOURS</b>			<b>54.0</b>

<b>APPROVED ELECTIVE REQUIREMENT</b>	<b>42.0</b>
To be selected in consultation with the Academic Advisor, Registrar, or Academic Dean to achieve a balanced education program in keeping with the personal objectives and career ambitions of the student.	
<b>TOTAL PROGRAM CREDIT HOURS</b>	<b>192.0</b>

\*Course not offered online.

Students with less than 36.0 credits upon admission to the BS program are required to take SLS1105 Strategies for Success as an elective in the first term of enrollment.

\*\*General Education Requirements: In addition to the courses specified in the General Education section of the program outline, students must complete a total of 24.0 credits from the following subject areas, with a minimum of 4.0 credits taken from each area:

- Communications/Humanities
  - may include ENC 3211, AML 2000
- Social Sciences
  - may include SYG 2001, SOP 4005, CPO 4003, AMH 2030, POS 2041
- Mathematics and Science
  - may include: STA 2014