

## Degree Programs



### Business, Bachelor of Science Degree

48 Months – 192.0 Credit Units

Version: 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 area of concentration that will comprise the balance of the courses in the major. The following describes each area of concentration.

#### Business Administration

The Bachelor of Science in Business with Business Administration concentration 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 Management concentration 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 Marketing concentration 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 and government.

#### International Business

The Bachelor of Science degree in Business with concentration in International Business provides students with business tools for understanding and dealing in foreign markets. The graduate of this program will be prepared for entry-level and middle-management positions in companies involved in international business.

Course Code		Course	Bachelor's Degree Quarter Credit Hours
COLLEGE CORE REQUIREMENTS			
CGS	2167C	Computer Applications	4.0
<b>TOTAL COLLEGE CORE CREDIT HOURS</b>			<b>4.0</b>
MAJOR CORE REQUIREMENTS: ALL CONCENTRATIONS			
MAN	1030	Introduction to Business (Previously known as 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 & Contingency Planning	4.0
MANP	4501	Applied Management Senior Capstone Experience	4.0
And one of the following four concentrations:			
<b>BUSINESS ADMINISTRATION CONCENTRATION ADDITIONAL MAJOR CORE REQUIREMENTS</b>			
FIN	1103	Introduction to 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

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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	Introductory Cost/Managerial Accounting	4.0
<b>TOTAL MAJOR CORE CREDIT HOURS</b>			<b>92.0</b>
OR			
<b>MANAGEMENT CONCENTRATION ADDITIONAL MAJOR CORE REQUIREMENTS</b>			
MAR	2305	Customer Relations and Servicing	4.0
FIN	1103	Introduction to 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 CONCENTRATION 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 Strategy	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>
OR			
<b>INTERNATIONAL BUSINESS CONCENTRATION ADDITIONAL MAJOR CORE REQUIREMENTS</b>			
MAR	2141	Introduction to International Marketing	4.0
MAN	2604	Introduction to International Management	4.0
GEB	2353	International Competitiveness	4.0
BUL	2261	International Business Law	4.0
FIN	3005	Principles of Finance	4.0
FIN	4602	International Business and Finance	4.0
GEB	4363	Import/Export Management	4.0
GEB	4352	International and Comparative Industrial Relations	4.0
GEB	4361	Management of International Business	4.0
MAR	3156	Global Marketing	4.0
MAR	4156	International Marketing Analysis	4.0
MAR	3310	Public Relations	4.0
<b>TOTAL MAJOR CORE CREDIT HOURS</b>			<b>92.0</b>

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GENERAL EDUCATION REQUIREMENTS			
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
SISP	3130	Principles and Applications 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>
APPROVED ELECTIVE REQUIREMENT			42.0
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>
<p>*This course is not offered online. Students may take SPCP 2300 Fundamentals of Interpersonal Communication to satisfy this requirement.</p> <p>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.</p> <p>**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:</p> <ul style="list-style-type: none"> <li>• Communications/Humanities -may include ENC 3211, AML 2000</li> <li>• Social Sciences -may include SYG 2000, SOP 4005, CPO 4004, AMH 2030, POS 2041</li> <li>• Mathematics and Science -may include: STA 2014</li> </ul>			