

Bachelor of Science—Business Administration

The Bachelor of Science—Business Administration offers specializations in finance, interdisciplinary business, international business, management, and marketing. The specializations share a common set of courses that provide students with the knowledge and skills to:

- Develop effective oral and written communication skills.
- Function effectively in the workplace using knowledge of the core principles of the major business disciplines.
- Understand the basic methods of problem solving and decision making.
- Develop a sense of ethical and social responsibility.
- Utilize effective teamwork and leadership skills.

Minors in finance, international business, management, human resource management, marketing, and professional selling are also available.

Finance Specialization

Faculty: Hume, Mayo, Patrick

The study of finance provides the student with the ability to analyze the allocation of financial resources within a corporate, individual, or governmental setting; to analyze sources of funding and the ramifications of financial decisions; and to allocate these sources of funds. Students who complete the finance program are employed by banks, financial institutions, brokerage houses, major corporations, investment management firms, and the government. Students are also prepared to continue their education in graduate school and through professional certification.

Required Courses

The required course units for a specialization in finance are:

- ECO 101, ECO 102
- MAT 125, STA 215, and ECO 231
- BUS 200
- ACC 201, ACC 202
- FIN 201, MGT 201, MIT 201 and MKT 201 (.5 course units each)
- One breadth course in each area (Management, Management Information Technology, and Marketing)
- MGT 360 or MKT 360
- MGT 499
- Six courses in Finance (FIN 310, FIN 320, FIN 330, FIN 495, and two Finance Electives)

One International Business course: FIN 340, FIN 391 (with an International Finance topic), FIN 393, FIN 495, BUS 360, INB 250, INB 260, INB 330, INB 350, INB 370, MGT 310, MGT 380, MKT 340, or by study abroad.

Interdisciplinary Business Specialization

Faculty: Lasher, Letcher, McCarty, Patrick, Vincelette

The Interdisciplinary Business (IDB) specialization is designed for students seeking broad-based skills to succeed in the fast-changing world of business. This specialization allows students to take advanced courses in a variety of business disciplines, rather than concentrating in one particular area of business. It permits flexibility in the business curriculum while providing a strong foundation in the functional areas of business. All students specializing in Interdisciplinary Business work with advisors to develop a program of study that fits their specific academic and career interests.

IDB is an appropriate specialization for students seeking an in-depth understanding of the inter-related nature of business processes. Curriculum and internship opportunities may be tailored to meet individual career or academic interests. Students are provided with a solid academic foundation for corporate training programs, entrepreneurial careers, entrance into graduate school or law school, or for careers in non-profit organizations.

IDB Individualized Option. A unique individualized option is also available for students who have strong career or academic interests that bridge business and other disciplines. With the guidance of their advisor, students may take appropriate business and non-business courses to fulfill the School's breadth, concentration and capstone experience requirements. Examples of individualized programs include financial engineering, sports management, music management, health care management, and other cross-disciplinary studies. Students interested in the individualized option must have their course of study approved before beginning their junior year.

Required Courses

The required course units for a specialization in interdisciplinary business are:

- ECO 101, ECO 102
- MAT 125, STA 215, and ECO 231
- BUS 200
- ACC 201, ACC 202
- FIN 201, MGT 201, MIT 201 and MKT 201 (.5 course units each)
- One breadth course in each area (Finance, Management, Management Information Technology, and Marketing)
- MGT 360 OR MKT 360
- MGT 499
- Three option courses
 - Three business courses at the 300-400 level or MKT 220. No more than two options can have the same prefix.
- **OR**
 - Individualized option: Three business or non-business courses by advisement.
- Capstone course or senior project

International Business Specialization

Faculty: Leven, Neves, Peterson, Quinton

The international business specialization is an interdisciplinary program in which the various business disciplines that relate to international trade and investment are integrated with selected courses offered outside the School of Business. It is designed to provide students with a strong background in international business and an appreciation for diversity of cultures and business environments. All students specializing in international business are encouraged to pursue one of the following opportunities:

- Study abroad for up to two semesters. Arrangements to study at a university/college in a foreign country can be made through the College's Office of Undergraduate Global Programs.
- Complete an internship in an approved international or multinational organization. Internships for credit in area organizations can be arranged through the College.

Required Courses

The required course units for a specialization in international business are:

- ECO 101, ECO 102
- MAT 125, STA 215, and either ECO 231 OR STA 220
- BUS 200
- ACC 201, ACC 202
- FIN 201, MGT 201, MIT 201 and MKT 201 (.5 course units each)
- One breadth course in Management Information Technology
- ECO 340, MGT 310, FIN 340, INB 260 and MKT 340
- Three course units in a Foreign Language
- One International Business option from either ECO 345, ECO 335, INB 330, INB 250 or BUS 360
- MGT 360 OR MKT 360
- MGT 499
- INB 498

Management Specialization

Faculty: Butler, Hofmann, Kravitz, Neves, Peterson, Vincelette

Management is about working with people for organizational performance. The essence of the management specialization is to understand organizational dynamics and the foundations of decision-making and leadership. The curriculum includes organization-wide topics such as organizational design, entrepreneurship, or corporate social responsibility; policy courses such as Strategic Human Resource Management or Compensation Management; and skill-building courses such as Negotiation, Leadership, Cross-Cultural Management, and Decision-Making.

The management specialization has two tracks: human resource management and management. The human resource management track prepares students to enter a career in human resources, and most students will pursue Professional in Human Resources (PHR) certification. Careers in this area include positions as compensation specialists, training and development professionals, employee and labor relations offices, and human resources directors.

The management track is well-suited to the student who is seeking a solid foundation in managerial skills to work in a variety of positions in for-profit and non-profit organizations, government, or in their own business. Careers in this area include positions as project managers, general managers, administrative executives, and many other management positions.

Required Courses

The required course units for a specialization in management are as follows:

- ECO 101, ECO 102
- MAT 125, STA 215, and ECO 231
- BUS 200
- ACC 201, ACC 202
- FIN 201, MGT 201, MIT 201 and MKT 201 (.5 course units each)
- One breadth course from Finance, Marketing, and Management Information Technology (MIT 310 or MIT 320)
- One breadth course (from Group I)
- MGT 360 or MKT 360
- MGT 499
- Four courses from Management
 - One to two from Group I (MGT 301, MGT 310, MGT 320, MGT 350)
 - Two to three 300-400 level MGT courses, one of which must be at the 400 level, and one of which must be a writing course (Group I courses cannot be used to satisfy this requirement)

Marketing Specialization

Faculty: McCarty, Pelham, Prenskey, Quinton, Tucci

Marketing is both an orientation that organizations may adopt with respect to how they conduct business and a functional area. As an orientation, being marketing focused means that an organization recognizes it must consider the wants and needs of its customers to be successful. As a functional area, marketing is responsible for generating the revenue that sustains the operation of the organization. Marketing includes numerous activities aimed at creating satisfying exchange relationships between the organization and its customers. These activities include the selection of appropriate customers, developing the product to satisfy customer needs, setting a price that will make the exchange profitable, developing ways of communicating with customers, and managing supply and distribution relationships. Marketing professionals need to possess analytical skills and be creative thinkers.

The marketing courses in the School of Business, provide students with ample opportunities to exercise their creativity, strengthen analytical and critical thinking skills, and develop communication and interpersonal skills. There are a variety of employment opportunities in marketing, including positions in marketing management, sales management and professional selling, retail management, supply chain management, advertising, and marketing research.

Required Courses

The required course units for a specialization in Marketing are as follows:

- ECO 101, ECO 102
- MAT 125, STA 215 and ECO 231
- BUS 200
- ACC 201, ACC 202
- FIN 201, MGT 201, MIT 201 and MKT 201 (.5 course units each)
- One breadth course in each area (Finance, Management, and Management Information Technology)
- MKT 300
- MKT 360 OR MGT 360
- Three MKT option courses (at least one 400-level)
- MKT 440 OR MKT 450
- MGT 499

Program Entrance, Retention, and Exit Standards

Every major and specialization program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program.

Students are strongly discouraged from requesting changes of major or specialization after their junior year. Change of majors or specialization after the junior year will be processed by the School of Business, but students are not guaranteed that completion of the remaining requirements in the new major or specialization may be accomplished within their remaining two semesters. Students are encouraged to consult with faculty advisors and with the assistant dean for student services prior to requesting a change of major or specialization.

The following are the standards for the specializations in business administration. Minimum grades are noted in parentheses.

Finance

- Retention in the program is based on the following performance standards: a minimum grade of a (C) in two of the following: FIN 201, FIN 310, FIN 320, and FIN 330.
- Transfer into the program from another program within the College is based upon the following performance standard; a (B–) in one of the following courses: FIN 310, FIN 320, and FIN 330.
- Graduation requires a GPA of 2.0 in courses for the program.

Interdisciplinary Business

- Retention in the program is based on the following performance standards in these “critical content courses”: a minimum grade of (C) in two of the four required breadth courses (MKT, MGT, MIT, FIN).
- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”: a minimum grade of (C) in BUS 200, ECO 101, and in two of the following courses (FIN 201, MKT 201, MGT 201, or MIT 201).
- Graduation requires a GPA of 2.0 in courses for the program.

International Business

- Retention in the program is based on the following performance standards in these “critical content courses”: MKT 340 (C+); FIN 340 (C+); ECO 340 (C+).
- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”: ECO 101 (B-); ECO 102, (B-); MAT 125, (C); or MAT 127, (C). A minimum of C+ in two of the following four courses: FIN 201, MGT 201, MIT 201, or MKT 201.
- Graduation requires a GPA of 2.0 in courses for the program.

Management

- Retention in the program is based on the following performance standards in these “critical content courses”: MGT 301, (C) and/or MGT 320, (C).
- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”: MGT 201, (C); ECO 101, (C); and BUS 200, (C).
- Graduation requires a GPA of 2.0 in courses for the program.

Marketing

- Retention in the program is based on the following performance standards in these “critical content courses”: MKT 300, (C+).
- Transfer into the program from another program within the College is based upon the following performance standard in this “foundation course”: MKT 201, (C+).
- Graduation requires a GPA of 2.0 in courses for the program.

Minors in Business Administration

Minor in Finance

Five course units in finance: (1) FIN 201 (.5 course unit), and MGT 201 or MKT 201; (2) FIN 310; (3) FIN 320 or FIN 330; and (4) two additional courses in finance.

Minor in International Business

Five course units: ECO 340; FIN 340; MKT 340; MGT 310 or MGT 380; one elective chosen with the approval of an international business adviser.

Minor in Management

Five course units: MGT 201 (.5 course unit); one .5 course unit from MIT 201, MKT 201, or FIN 201; one course unit from ECO 101, PSY 101 or PSY 121, SOC 101 or HON 216, PSY 366; choose two course units from: MGT 301 or PSY 267, MGT 310, MGT 320, MGT 350; choose one additional course unit with an MGT prefix.

Minor in Human Resource Management

Five course units: one course unit from MGT 320 or PSY 364; four course units from BUS 325, ECO 315, MGT 330, MGT 335, MGT 370, MGT 420, PSY 366, PSY 374, PSY 386, PSY 393/492 (prior approval from instructor is required before enrolling in PSY 393). Only one PSY course may be used toward the minor.

Minor in Marketing

Five course units: MKT 201 (.5 course unit); one .5 course unit from FIN 201, MGT 201, or MIT 201; one course unit from ECO 101, PSY 101, or SOC 101; three additional courses in marketing.

Minor in Professional Selling

Five and one half (1/2) course units: MKT 201 (.5 course unit); MKT 371; MKT 372; MKT 375; and a choice of two additional courses from the following options: COM 242, PSY 202, PSY 267, PSY 265, MKT 220, or MGT 317.