

# Bachelors Degree in Business Management

The bachelor's degree in business management will prepare students for entry-level positions in business, industry and non-profit organizations. The program is designed for students who seek to acquire a complete framework in basic business concepts and skills in order to contribute and create solutions for contemporary business problems. Students will acquire the knowledge and skills to apply management, marketing and accounting concepts to improve operational performance and aid in decision making skills. The emphasis in this program is placed on marketable skills.

Type: Bachelor of Science

Program Length:

4 years, 120 Credit Hours

## Program Outcomes

- Define business and discuss the role of business and economy
- Describe what management is (its functions) and explain the roles of a manager
- Compare and contrast entrepreneurship
- Describe what human resource management is (its functions) and challenges
- Define marketing and its role in relation to the organization's business plan
- Analyze motivation theories and the relation between motivation and performance
- Describe types of performance measures and how they are used in decision making
- Read and interpret basic financial statements
- Identify stakeholders and define the concept of social responsibility
- Describe how computers can be used in the workplace
- Define and discuss the meaning of GDP, unemployment, and inflation data and how that data is computed
- Identify the division of functions among federal, state, and local governments
- Define the Law and Society including the origin of law and the U.S. legal system
- Identify modern principles of psychology
- Demonstrate effective oral and written communication
- Demonstrate interpersonal communication skills
- Identify steps in the personal finance process
- Complete algebraic equations

# Credit Hour Breakdown

Item #	Title	Credit Hours
BUS100	Introduction to Business	3
COMM100	Interpersonal Communication	3
BSLW100	Business Law	3
COMP100	Introduction to Computers	3
GOVT100	American Government	3
ENG100	English 101	3
MATH100	College Mathematics I	3
PSY100	Introduction to Psychology	3
ACCT100	Principles of Accounting I	3
SPCH100	Speech 101	3
HRSM100	Human Resource Management	3
MATHII100	College Mathematics II	3
ACCTII200	Principles of Accounting II	3
MKTP200	Marketing Principles	3
MCRE200	Microeconomics	3
STAT200	Statistics	3
MACE200	Macroeconomics	3
PNMG200	Principles of Management	3
ORGB200	Organizational Behavior	3
PRFN100	Personal Finance	3
OPMG200	Operations Management	3
ENTP200	Entrepreneurship	3
STATII300	Statistics II	3
SCMGMT300	Supply Chain Management	3
MANA300	Managerial Accounting	3
PNFN 300	Principles of Finance	3
MKTM300	Marketing Management	3
BUSE200	Business Ethics	3
FMGT300	Financial Management	3
STMG300	Strategic Management	3
IBUS400	International Business	3
STBM400	Strategic Brand Management	3
MGDM400	Managerial Decision Making	3
ORGL400	Organizational Leadership	3
BRMM400	Business Research Methodology	3
	Core Elective (2)	3
	General Elective (2)	3
	<b>Total credits:</b>	<b>111</b>