

Business Management

General Education	Hours Req.	Course	Requirement Met
General Education			
English Comp	3	ENG 101	Transfer Credit
English Comp	3	ENG 102	Transfer Credit
English Comp	3	ENG 201 or 202	Transfer Credit
Natural Science	4	NS 101/L	Transfer Credit
Natural Science	4	NS 102/L	Transfer Credit
Humanities	3	HUM 101	Transfer Credit
Humanities	3	HUM 102	Transfer Credit
Math	3	MTH 103	Transfer Credit
Total General Education	26		
The Concentration	Hours Req.	Course	Requirement Met
Principles of Management	3	MGT 220	TC
Principles of Microeconomics	3	ECO 201	TC
Principles of Finance	3	BUS 202	TC
Principles of Marketing	3	MKT 301	TC
Principles of Accounting	3	ACC 211	TC
Organizational Behavior	3	MGT 314	TC
Marketing Management	3	MKT 345	TC

Cycles & Forecasting via Microcomputer	3	MGT 341	TC
Business Law	3	BUS 341	TC
Human Resources Management	3	MGT 433	TC
Managerial Accounting	3	ACC 412	TC
Small Business Management	3	MGT 440	TC
Financial Management	3	FIN 462	TC
Strategic Management	3	BUS 494	TC
Money and Banking	3	ECO 425	TC
Bus. Application Project / Internship	6	BUS 493	TC
Total Concentration	51		
Elective Credit(s)	20-25		
Total Elective Credits	20-25		
Total Hours Needed	120		

MGT 220. Principles of Management. Deals with the purpose and responsibilities of business, legal forms, and organizational structure, personnel functions, industrial production, marketing, record keeping, and business's relationship to society. **3 credits**

ECO 201. Principles of Microeconomics. This course is an introduction to microeconomics theory. It focuses on the "ups" and "downs" of the markets for services and goods and how the price affects the growth of these markets. The course further deals with the factors of supply and demand and the determination of the economy's price levels. Prerequisite: Math 101-102. **3 credits.**

BUS 202. Principles of Finance. Asset management, capital budgeting, short-term sources of funds, long-term sources of funds, capital structure, financing growth and development, liquidation or reorganization. **3 credits.**

MKT 301. Principles of Marketing. A conceptual overview of the exchange process and the relationships of business firms and consumers. Emphasis is given to the marketing concept and how firms adapt product and policies to changes in the consumer demand. Channels of distribution are examined along with the supporting institutional arrangements. **3 credits.**

ACC 211. Principles of Accounting I. Introduces the student to business accounting process and how accounting information (financial affairs) of a business enterprise is provided to users. The process of recording, summarizing, and preparing financial statements of a business enterprise is covered. **3 credits.**

MGT 314. Organizational Behavior. Development of both conceptual knowledge and practical skill in dealing with behavior in formal organizations. Through readings, case, and tasks groups, students develop understanding of behavior; they also develop skill in perceiving, diagnosing, and responding to behavior at several levels, ranging from individual to the organization as a whole. **3 credits.**

MKT 345. Marketing Management. A study of the analytical concepts and principles related to the development of efficient strategies for solving marketing problems. The major policy areas of product, price, channels of distribution, and promotion are integrated into the development of a firm's total marketing effort. Mini-Marketing Plan is required. Prerequisites: MKT 301. **3 credits.**

MGT 341. Cycles & Forecasting via Micro-computers. This course employs the application and integration of database, spreadsheet, and word processing software

applications in time series analysis of events that affect the management and fiscal operations of a non-profit or profit organization. **3 credits.**

BUS 313. Business Law. Covers the areas of contract formation and enforcement, commercial papers, sales-secured transactions, and the various forms. Prerequisite: Junior or Senior status. **3 credits.**

MGT 433. Human Resources Management. Understanding current theories and emerging practices to developing a sound personnel program in today's organizations. Prerequisite: MGT 314. **3 credits.**

ACC 412. Managerial Accounting. This course is designed to introduce the use of accounting data by management to the decision-making, planning, and controlling processes. Prerequisite: ACC 212. **3 credits.**

MGT 440. Small Business Management. Development of the steps necessary to start a small business, including an understanding of the roles of the owner and manager in the small business, and the importance of small businesses in the American economy. **3 credits.**

FIN 462. Financial Management. Financial analysis, profit planning, budgeting, long-term investment decisions, financial structure, cost of capital, long-term external financing, working capital management, mergers, holding companies, multinational firms, failure, reorganization and liquidation. Prerequisite: ACC 212. **3 credits.**

BUS 494. Strategic Management. This course integrates information from a variety of courses, such as Accounting, Marketing, Economics, Finance, Human Resources, – 103 – and Computer Science, for understanding and the formulation of policies as they apply in our technological society. Business problems will be solved from both micro and macro perspectives. Prerequisite: Senior status or approval of instructor. **3 credits.**

ECO 425. Money and Banking. History of money and banking; structure and functions of a commercial bank; the Federal Reserve Bank, functions, roles; monetary policy; financial institutions; international monetary policy; balance of payments; International Monetary Fund. Prerequisites: ECO 201-202. **3 credits.**

BUS 493. Business Internship. Enables students to integrate academic knowledge with its practical applications. Student internships can enhance the educational experience by making subsequent study more meaningful. In addition, exposure to

various aspects of the business environment can help the student develop professionally before entering the market place. Prerequisite: Junior or Senior status. **3 credits.** *May be repeated for a total of 6 hours.*