

B.A. Business Management

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Degree offered: B.A. Business Management (120 Credits)

INTRODUCTION

The B.A. in Business Management provides students an opportunity to explore disciplines across the campus while concentrating on the business management knowledge and skills required as a professional in the field. Students can choose courses of interest outside the program as electives in consultation with their academic advisor to gain a wider view and understanding of the business world. The BA degree program provides an alternative to the BS in Management and the BS in Management of Technology. In addition, the BA program allows students to focus on developing analytical and project management skills, with relatively few courses in science and engineering.

GOAL

The goal of the B.A. in Business Management degree program is to provide students with the professional and analytical knowledge and skills required to manage a functional area, project team, or department across public or private sector organizations. The program offers an additional career path for those students who are interested in developing their own business or becoming future entrepreneurs.

PROGRAM

The B.A. Business Management degree requires completion of 120 credits. In addition to the general education requirements, students will complete field courses in accounting, economics, human resources management, finance, project management, business strategy, marketing, operations research, risk analysis, data management, data analytics, and entrepreneurship.

Core Requirements for the Bachelor of Arts in Business Management

In addition to the General Education requirements, the following required and elective courses are proposed for the degree:

- ACCT 201 (3), 202 (3)
- One of the following: ACCT 350 (3), ACCT 353 (3), or ACCT 371 (3)
- MATH 2350 (3, statistical methods) and MATH 1430 (3, calculus applications)
- CSE 107 (4) or another equivalent programming course (e.g. BCIS 2320)
- ENTR 101 (1), MGT 1110 (3), 330 (3) 335(3), 462 (3), 472 (3), 476 (3), 481 (3), 486 (3)
- FIN 302 (3)
- ECON 251 (3), 252 (3). These courses fulfill Area 4 of the General Education Core Curriculum.
- MATH 2420 (intro linear algebra) is highly recommended as a technical elective for students to be successful in higher-level data analytics and management courses.
- Two semesters of a chosen foreign language are suggested, but not required.
- Electives to complete 120 credit hours selected in consultation with a faculty advisor. Any required class or technical elective applied to the B.A. in Business Management cannot be taken on an S/U basis.

B.A. degree must achieve a minimum GPA of 2.0 in order to graduate.

Sample Curriculum for the Bachelor of Arts in Business Management

Semester 1	Semester 5
3 MGT 1110 (intro. Business)	3 ACCT 300 level
3 ENGL 1110 (college English)	3 MGT 331 (human resources)
3-4 Science 1	3 MGT 330 (organizational behavior)
3 MATH 1220 (algebra) or 1240 (pre-calculus)	3 ENGL 341 (tech writing)
3 Humanities	3 Technical Elective
15-16 Total credit hours	15 Total credits
Semester 2	Semester 6
3 ENGL 1120 (college English)	3 FIN 302 (financial economics)
3-4 Science 2	3 MGT 462 (decision analysis & risk management)
3 MATH 1430 (calculus applications)	3 MGT 335 (marketing principles)
4 CSE 107 (programming course)	3 Technical Elective
1 ENTR 101 (creativity and innovation)	3 Outside Elective
14-15 Total credit hours	15 Total credit hours
Semester 3	Semester 7
3-4 Science 3	3 MGT 451 (technical management)
3 ACCT 201 (fundamentals I)	3 MGT 472 (production & operations)
3 ECON 2120 (microeconomics)	3 Technical Elective (e.g. econometric analysis)
3 Humanities	3 Technical Elective
3 MATH 2350 (statistics)	3 Outside Elective
15-16 Total credit hours	15 Total credit hours
Semester 4	Semester 8
3-4 Science 4	3 MGT 486 (bus strategy)
3 ACCT 202 (fundamentals II)	3 MGT 476 (project management)
3 ECON 201 (Internet Econ & E-Commerce)	3 MGT 481 (senior seminar)
3 ECON 2110 (macroeconomics)	3 Technical Elective
3 Technical Elective (e.g. linear algebra)	3 Outside Elective
15-16 Total credit hours	15 Total credit hours