

## Business Management

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*Instructor Thomas M. Keuler;*  
*Visiting Instructor Jayne Rufener Rauch;*

**Departmental Mission Statement** The business administration program prepares students for socially responsible business leadership in careers and volunteer settings. The traditional liberal arts, combined with service learning, internship, and small group and community interactions produce creative, globally aware, articulate and ethical managers.

**Communicating Plus: Business Management.** Students completing a major in Business Management develop skills in the four Communicating Plus areas – written communication, oral communication, critical thinking and problem solving – in required and elective course work in the discipline. The Communicating Plus Student Learning Goals are laced through all of the core courses and elective courses in Economics and Business. Since the Business Management program is an interdisciplinary program, students are exposed to the communication techniques, analytic tools, and modes of thinking of other fields of study. The Senior Seminar in Business Management provides students with an opportunity to integrate the skills they have developed throughout their course work in the completion of a project that requires research, data analysis, critical thinking, and oral and written presentations of information and ideas.

**Requirements for a major in Business Management:** Mathematics 120, or Psychology 211-212; Mathematics 123, 130, 146, or 201-202 (students interested in graduate school are advised to take Calculus); Business Management 131, Economics 211, 212 and 350; Philosophy 202, 241, or 245; Economics/Business Management 313; Business Management 452. Individual Focus (Electives): Completion of an integrated set of at least four courses from at least two departments totaling at least 12 credits.

No more than one of these courses may be at the 100 level, and no more than two may be at the 200 level or below

No more than four credits of these courses may be from courses listed in Business Management, and no more than four credits of these courses may be from Economics

At least three of these courses must be taken after declaration of the major and approval by the program director or other Business Management advisor of a proposal written by the student. The proposal explains how the course selected serve the student's business study goals and form a cohesive whole.

An appropriate semester of off-campus study may be counted as one of these courses (four credits).

Internships in areas of interest may be included, if the student's internship proposal is approved by a supervising faculty member, and they are strongly encouraged.

Foreign language study is also encouraged. In consultation with their advisor, students may choose their elective courses from any discipline. Students who want to focus on a specific area of business (i.e. marketing, entrepreneurship, human resources, etc.), may choose courses appropriate for their interests. Students with more than one major may incorporate their interests in other disciplines into their business major.

**Suggested Course Sequence for Business Management Majors:** (Courses listed as, for example, First Year Requirements, need not be taken in the first year. Rather, the listing means that they are suitable for first-year students. Many other courses could be considered as electives.)

**First Year:** Business Management 131; Mathematics 120; Mathematics 123, 130, 133, 141, or 146 (required); Psychology 110; Communication 115; Sociology 110 or 115 (electives)

**Second Year:** Economics 211 and 212 (required); Business Management 208 or 222; Philosophy 202; Psychology 225 or 226; Communication 223 (electives)

**Third Year:** Business Management 313; Economics 351 (required); Business Management 300, 310, 315, 325, 330, or 345; Economics 345 or 311; Communication 352 (electives)

**Fourth Year:** Business Management 452 (required); Economics/Business Management 412; Business Management 413 (electives)

**Requirements for a Business Management Minor:** Twenty Credits. Economics 211-212 and three additional Business Management courses. At least two of the courses must be numbered 300 or above. The following courses may be substituted for one of the 100 or 200-level Business Management courses: Philosophy 202, Psychology 225 or 226, or Communication 223. Up to four credits of internship earned during the ACM Business and Society Program could also be used for this minor.

**Requirements for an Entrepreneurship Minor:** Twenty Credits. Economics 211-212, Business Management 413, and eight credits from any of the following: Philosophy 202; Psychology 110; Communication 115; Communication 223 or Communication 352; Business Management 208; Business Management 315; or Business Management 345. Up to four credits of internship earned during the ACM Business and Society Program could also be used for this minor.

**Requirements for a Nonprofit Management Minor:** Twenty Credits. Economics 211-212, Business Management 310, and eight credits from the following: Philosophy 202; Psychology 110; Sociology 110 or Sociology 115; Communication 115; Communication 223 or Communication 352; Business Management 208; Business Management 315; or Business Management 325. Up to four credits of internship earned during the ACM Urban Studies Program could also be used for this minor.

**131. Financial Accounting with Spreadsheet Applications** **Keuler**

Four credits.

This course introduces students to the accounting principles and requirements for measurement, recording and reporting of business transactions encompassed in the accounting cycles for enterprises in service and merchandising industries. The course emphasizes business terminology used in developing financial information for analytical and decision-making for sole proprietorships and corporations through presentation in Excel worksheet applications; as well as focusing on the interrelationships of component items on business financial statement. Open to first-year students.

**208. Introduction to Marketing** **Rufener Rauch**

Four credits.

An introduction to the study of marketing in business and other organizations. Topics include: the marketing environment, marketing strategies and decision-making, marketing ethics. *Prerequisite: Mathematics 120 and Economics 212*

**222. Managerial Accounting with Spreadsheet Applications** **Keuler**

Four credits.

This course focuses on the accounting concepts utilized by decision-makers in planning, implementing and monitoring operations in various management and business environments. The course broadens the student's understanding of the statement of cash flows and financial statement analysis. Students are introduced to job costing and process costing of manufacturing enterprises. The course includes the use of Excel spreadsheets to explore the concepts of differential analysis, capital investment analysis and activity-based costing. *Prerequisite: Business Management 131. Prerequisite or corequisite: Economics 212.*

**300. Departmental Studies** **Staff**

One to four credits.

Special subjects in Business Management not covered by regular courses. This course may be repeated for credit when topics change. *Prerequisite: Consent of the instructor.*

**310. Nonprofit Organization Management** **Avery**

Four credits

A study of the world of philanthropy including history and current practices, an introduction to the world of nonprofit organizations (their purposes, opportunities and challenges), and the application of business and entrepreneurial models to community problems and the needs of nonprofit organizations. *Prerequisite: Junior standing or consent of the instructor.*

**313. Corporation Finance** **Huang**

Four credits.

Analysis of business financial policies and problems consistent with the objective of maximizing shareholders' wealth in an individual corporation. This is the basic financial management course introducing students to such essential financial concepts as the analysis of financial statements, the time value of money, stock and bond valuation, risk and return, capital budgeting and the cost of capital. Same as Economics 313. *Prerequisite: Economics 211-212 and completion of the non-statistical mathematics requirement for the business management major. Prerequisite or corequisite: Business Management 131.*

**315. Strategic Management** **Rufener Rauch**

Four credits.

An introduction to the study of management in business and other organizations. This course will cover the essential concepts in management which provides a sound foundation for understanding key issues in today's global economy. An emphasis will be placed on studying management from the perspective of the top management of leading United States and global organizations. *Prerequisite: Junior standing or consent of the instructor.*

**325. Business and Society**

Avery

Four credits.

A review of business and its relationship to society as a whole. Corporate social responsibility including corporate philanthropy, employee relations, environmental responsibility, and business ethics will be the primary focus of the course. The role of government in its relationship to large corporations will also be reviewed. Case studies will be used, and students will develop projects that will help to build ethical leadership skills.

**330. International Marketing**

Rufener Rauch

Four credits.

An introduction to the marketing of goods and services in a multinational environment with an emphasis on cultural awareness. Topics to include marketing on a global stage, the global marketing environment, and global marketing strategy development. *Prerequisite: Business Management 208.*

**345. Business Law**

StaffFour credits.

Explores the relationship between business, government and labor. This course will examine the foundation of business law contracts and the fundamental concept of the legal prerequisites of the business world including sales, agency, employment relations, government regulations, and related topics. Further, this course will evaluate the nature and limits of the legal system in the world of business with special emphasis on ethics and the related moral principles of prudence, fortitude, temperance, charity, and justice. *No prerequisites.* Students who have taken Business Administration 300 (Departmental Studies: Business Law) for two credits may not take this course.

**412. Investment Analysis**

Huang

Four credits.

Analysis of investment and portfolio management. Topics include asset pricing theory, investment techniques, and analysis and management of common stocks, bonds, and financial derivatives. The course also focuses on the application of financial theory and investment techniques to contemporary financial practice. Same as Economics 412. *Prerequisite: Economics/Business Management 313.*

**413. Entrepreneurship and Small Business Management**

Avery

Four credits.

Introduction to the opportunities, risks, and rewards found in the ownership of a small business. Concentrates on the effective management of small firms to include: planning and organizing the new company, financial and administrative controls, franchising, and purchasing an existing business. Reviews the role of small business in American society. *Prerequisite: Senior standing or consent of the instructor.*

**452. Senior Seminar Business Management**

Avery

Four credits.

A course intended to allow students to apply the knowledge they acquired in other classes to analyze real-life and simulated situations. Focuses upon case studies from real firms and lab experiments that simulate firm and individual behavior in different situations. Introduces students to modern economic research tools and techniques and requires the use of these techniques in the final project. The case preparations may take the form of individual written presentations, both individual and group oral presentations, and group discussions in class. *Prerequisites: Senior standing and completion or concurrent enrollment in the courses required for the major.*

**541, 542. Independent Study**

Avery

One to four credits each semester.

Supervised investigation of business management problems of special interest to the student. *Prerequisites: Junior or senior standing and consent of the program director.*

**551, 552. Independent Study: Internship**

Avery

One to four credits each semester.

Supervised work off campus in an area of business management of special interest to the student. *Prerequisites: Junior or senior standing, 12 credits of related classes, and consent of the program director.*