**Bachelor of Arts in Management**

***2018-2019 Academic Year***

**Curriculum**

*General Education* 40 credits\*

English Composition (6 cr)

History (3 cr)

Literature (3 cr)

Fine Arts (3 cr)

Social Science (3 cr)

Natural Science (4 cr)

Math (3 cr)

Additional Liberal Arts (15 cr)

*Required Courses (minimum grade of C- or better)* 42 credits

BA-310, Global Business (3 cr)

BA-314, Business Ethics (3 cr)

BA-324, Entrepreneurship & Business Plan Development (3 cr)

BA-411, Business Law (3 cr)

BA-478, Seminar in Leadership (3 cr)

BS-316, Finance and Accounting for Nonfinancial Managers (3 cr)

BS-331, Comparative Economic Systems (3 cr)

BS-370, Negotiation and Conflict Resolution (3 cr)

MK-252, Principles of Marketing (3 cr)

MT-212, Principles of Management (3 cr)

MT-311, Organizational Behavior (3 cr)

MT-335, Operations Management (3 cr)

MT-426, Human Resource Management (3 cr)

MT-431, Strategic Management (3 cr)

*General Electives* to reach a minimum of 123 credits

**Course Descriptions**

**BA-310 Global Business (3 cr.)**

Provides students with an opportunity to acquire an understanding of how multinational companies can transact business successfully in response to the complex challenges of operating in a global environment. The course emphasizes the diverse economic, cultural, and institutional systems from an international, regional and global perspective, while incorporating the marketing, financial, managerial, and strategic considerations that lead to success.

**BA-314 Business Ethics (3 cr.)**

Provides an understanding of ethical problems in business. Examines the conceptual and practical implications of ethics for business conduct.

**BA-324 Entrepreneurship and Business Plan Development (3 cr.)**

Focuses on the development of a business plan that identifies a market need, evaluates the financial viability of the venture, and organizes the resources to launch the business. Specific emphasis will be given to sources of funding for entrepreneurial ventures and the appropriate legal forms of a business to accompany chosen financing strategies.

*Prerequisites: BS-316 and MT-212.*

**BA-411 Business Law (3 cr.)**

Covers law of business regulation, contracts, and legal controls imposed in the business-society relationship. Includes study of basic contract law, uniform commercial code, and appropriate legal concepts as related to business activities.

**BA-478 Seminar in Leadership (3 cr.)**

A laboratory experience providing opportunity for self-development and synthesis of the major themes explored during prior courses, including social responsibility, ethics, integration of faith with practice, personal development, group process, organization and leadership.

**BS-316, Finance & Accounting for Non-Financial Managers (3 cr.)**

This course is designed to be an introduction to finance for the non-financial major. Students will learn basic accounting and finance principles and practices, with emphasis on application in the management decision-making process.

**BS-331, Comparative Economic Systems (3 cr.)**

This course focuses on the description and analysis of economic goals, institutions, and policies in different countries, with an emphasis on organizational principles and decision-making structures.

**BS-370, Negotiation & Conflict Resolution (3 cr.)**

This course provides an overview of conflict management and resolution, with emphasis on processes, psychodynamics of conflict, and win/win principles. By presenting both theoretical information and opportunities to participate in experiential exercises, the course will serve to improve the student's negotiating behavior.

**MK-252 Principles of Marketing (3 cr.)**

Introduces the field and practices of marketing. Planning, pricing, promotion, and distribution strategies are viewed from economic and social foundations.

**MT-212 Principles of Management (3 cr.)**

An introduction to the developments and operations of organization, fundamentals of management theory, models of human resource development, and development of management styles and techniques, planning, organizing, staffing, directing and controlling.

**MT-311 Organizational Behavior (3 cr.)**

Studies the behavior of individuals and groups in organizational settings. Emphasis is given to topics including personality and individual differences, perception and attribution, attitudes, motivation, job design, performance and rewards, teamwork and group processes, leadership, power and politics, and decision making.

*Prerequisite: MT-212.*

**MT-335 Operations Management (3 cr.)**

Studies issues and activities that relate to the creation of goods and services through the transformation of inputs to outputs. Topics studied include design of goods and services, process strategy, location strategies, layout strategies, project management, managing quality, supply-chain management, inventory management, and production planning.

*Prerequisites: MT-212.*

**MT-426 Human Resource Management (3 cr.)**

Studies the applied approach to human resource management and administration. The study will stress policy, current practices, future trends, and legal requirements. Specific activities covered will include recruiting, selection, training, developing, compensating, evaluating, and disciplining. Also emphasized will be changing demographics in the workforce, multiculturalism, ethics in human resource management, and other current issues.

*Prerequisites: MT-311.*

**MT-431 Strategic Management (3 cr.)**

Integrates previous courses through the study of problems in policy formulation and implementation. The case study approach is utilized, as are discussions regarding current topics with emphasis on strategic planning.

*Prerequisites: All other business requirements.*