

The Bachelor of Science in Business (BSB) undergraduate degree program is designed to prepare graduates with the requisite knowledge, skills, and values to effectively apply various business principles and tools in an organizational setting. The BSB foundation is designed to bridge the gap between theory and practical application, while examining the areas of accounting, critical thinking and decision making, finance, business law, management, marketing, organizational behavior, research and evaluation, and technology. Students are required to demonstrate a comprehensive understanding of the undergraduate business curriculum through an integrated topics course.

The Management Concentration emphasizes managing human and fiscal resources within the structure, culture, and various missions of any organization. The Management Concentration allows students the opportunity to examine the areas of innovation, design, and creativity in business, global business, quality management and productivity, human resource management, employment law, and organizational negotiations. Students will integrate advanced topics in management through real-world business applications.

In the Management Concentration, 15 credit hours are required. Students must successfully complete two required courses PHL 458 (Creative Minds and Critical Thinking) and MGT 498 (Strategic Management). Students must also complete three additional business elective courses (9 credit hours) within the Management Concentration. All courses in the Management

Concentration have prerequisite requirements, specifically PHL 458 (Creative Minds and Critical Thinking). Additionally, there are three suggested elective tracks that students have the option to complete as part of the nine-concentration elective credit requirement. These include a Human Resource Management track, a Leadership track, and a Business Management track. Students must also satisfy general education and elective requirements to meet the 120 semester-credit minimums required for completion of the degree.

Business Requirements

GEN 195 Foundations of University Studies

The essential information, skills, tools, and techniques necessary for academic success and personal effectiveness at University of Phoenix are introduced in this course. The course develops and applies practical knowledge and skills immediately relevant to first-year university students. Course topics include goal setting and working with personal motivation, understanding and using university resources, developing efficient study habits, making the most of personal learning styles, and how best to manage time and reduce personal stress levels. (3 credits)

The U.S. Department of Education requires the University to provide the following information about each of our programs that lead to gainful employment in a recognized profession.

70% of students who completed this program during the most recent federal award year did so within normal time.¹

Related occupations²

General and Operations Managers #11-1021.00

Program costs³

Tuition and fees \$33,800 to \$74,575
Includes cost per credit, application fee, and fees for resources (books/eResources) for students completing the program in normal time.

Median graduate debt⁴

Federal	\$31,339
Private	\$0
Institutional	\$0

¹ The on-time completion rate identifies the percentage of students completing this program during the most recent federal award year who completed it within "normal time." The term "normal time" means the length of time it would take a student to complete this program if the student is continuously enrolled, takes one course at a time, and successfully completes each attempted course. Students enrolled in this degree program are typically nontraditional students. Students may exceed "normal time" for a variety of reasons, including, but not limited to, internships, practicums, clinical rotations, student teaching or administrator experiences required for licensure.

² Graduates of this program will be educationally qualified to enter the occupations listed. Visit onetonline.org for job descriptions.

³ The range provided represents the sum of tuition and typical fees required to complete the program within normal time, based on the University's 2011/2012 tuition levels. The actual costs that will be incurred by a particular student to complete this program will depend upon factors specific to that student. Tuition rates for this program may vary due to factors such as: (i) geographic location of the student; (ii) modality of coursework; (iii) military service; and (iv) future changes in tuition rates. The number of credits required for a particular student to complete the program will be dependent upon various factors, including: (i) transfer credits available; (ii) repeated coursework; and (iii) completion of additional specializations within this program. Please contact an Enrollment Advisor for additional information.

⁴ The figure represents the median amount of debt incurred by students who completed the program during the relevant federal award year. The actual amount of debt a particular student will incur to complete this program is dependent on various factors specific to the student. Please contact an Enrollment Advisor for additional information.

Bachelor of Science in Business with a Concentration in Management

BCOM 275 Business Communications and Critical Thinking

This course introduces students to the foundations of communication in a business setting. Students will develop skills in critical thinking and decision making through the forms of written communication, including memos, emails, business letters, and reports. Other topics include communication ethics and cross-cultural communications, personal communication styles, solving organizational problems, and the evaluation of an organization's strategic direction. (3 credits) Prerequisite: HUM 114

BIS 220 Introduction to Computer Applications and Systems

This course provides an overview of Business Information Systems. Students learn to apply Microsoft® Office™ tools including word processing, spreadsheet, database, and presentation software to accomplish business objectives. Other topics include uses of application software and the Internet for effective problem solving, exploration of relevant emerging technologies, and how information is used across different industries. (3 credits) Prerequisite: HUM 114

MGT 230 Management Theory and Practice

This course explores the rich field of management in theory and practice, and as both a science and an art. Students learn to apply management concepts to current workplace issues. Other topics include increasing competitive forces, expectations for successful performance of employees and organizations, and achieving desired business goals. (3 credits) Prerequisite: HUM 114

ACC 290 Principles of Accounting I

This course covers the fundamentals of financial accounting as well as the identification, measurement, and reporting of the financial effects of economic events on an enterprise. Students will learn to examine financial information from the perspective of management. Other topics include decision making, planning, and controlling from the perspective of a practicing manager. (3 credits) Prerequisites: MTH 209, HUM 114

ACC 291 Principles of Accounting II

This course introduces accounting concepts in a business environment. Students learn to create and apply accounting documents in making better business decisions. Other topics include plant assets, liabilities, accounting for corporations, investments, statements of cash flows, financial statement analysis, the time value of money, payroll accounting, and other significant liabilities. (3 credits) Prerequisite: ACC 290

RES 351 Business Research

This course evaluates the process of conducting business research for improving decision making within an organization. Students will learn to apply an understanding of commonly employed business research techniques to improve a situation, solve a problem, or change a process. Other topics include problem framing,

data collection, data analysis, and data presentation. (3 credits) Prerequisite: MGT 230

ETH 316 Ethics and Social Responsibility

This course provides a foundational perspective for ethics and social responsibility in relationship to individuals, organizations, and the community. Emphasis is placed on the interrelated nature of ethics, morality, legal responsibility, and social issues. (3 credits) Prerequisite: HUM 114

MGT 311 Organizational Development

This organizational behavior course encompasses the study of individual and group behavior in organizational settings. Students will learn to examine their role in an organization. Other topics include strategic elements of organizational behavior, workforce diversity, managing change, effective communication and performance systems. (3 credits) Prerequisite: MGT 230

ECO 372 Principles of Macroeconomics

This course provides students with the basic theories, concepts, terminology, and uses of macroeconomics. Students learn practical applications for macroeconomics in their personal and professional lives through assimilation of fundamental concepts and the analysis of actual economic events. (3 credits) Prerequisites: MTH 209, MGT 230

LAW 421 Contemporary Business Law

This course reviews the U.S. legal system, common law and its development, organizational structures, and the regulatory environment pertinent to business. Students will learn to critically examine torts, crimes, and business ethics; contracts; business associations (agency, partnerships, corporations); wills, estates, trusts, and other legal entities; securities regulations; and investor protection. (3 credits) Prerequisites: MGT 230, ETH 316

ECO 365 Principles of Microeconomics

This course provides students with the basic theories, concepts, terminology, and uses of microeconomics. Students learn practical applications for microeconomics in their personal and professional lives through the assimilation of fundamental concepts and analysis of actual economic events. (3 credits) Prerequisites: MTH 209, MGT 230

FIN 370 Finance for Business

This course introduces the student to the essential elements of finance for business. Emphasis is placed on financial management, financial markets, and the tools, techniques, and methodologies used in making financial decisions. Topics include: financial planning, working capital management, capital budgeting, long-term financing, and international finance. (3 credits) Prerequisites: MGT 230, ACC 291

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MKT 421 Marketing

This course involves an integrated analysis of the role of marketing within the total organization. Specific attention is given to the analysis of factors affecting consumer behavior, the identification of marketing variables, the development and use of marketing strategies, and the discussion of international marketing issues. (3 credits) Prerequisite: MGT 230

QNT 351 Quantitative Analysis for Business

This course integrates applied business research and descriptive statistics. Students will learn to apply business research and descriptive statistics in making better business decisions. Other topics include an examination of the role of statistics in research, statistical terminology, the appropriate use of statistical techniques, and the interpretation of statistical findings in business and research. (3 credits) Prerequisite: RES 351

BUS 475 Integrated Business Topics

The integrated business topics course examines strategic business management while integrating topics from previously-completed business foundation coursework. This allows students to demonstrate a comprehensive understanding of the undergraduate business curriculum with a significant emphasis placed on the assessment of individual outcomes to determine content mastery. (3 credits) Prerequisites: FIN 370, MKT 421, ECO 365, BCOM 275, BIS 220, MGT 230, ACC 290, ACC 291, ETH 316, ECO 372, LAW 421, RES 351, QNT 351, MGT 311

Management Concentration

PHL 458 Creative Minds and Critical Thinking

In this course, students will analyze the thinking process from a critical and creative perspective. The lives of prominent creative thinkers will be examined to identify the social, historical, psychological, and cultural elements that influenced their development. The salient aspects of creativity will be assessed along with the relationship between creativity and critical thinking. Students will apply critical thinking skills to contemporary creative and scientific thought. (3 credits) Prerequisite: MGT 311

MGT 498 Strategic Management

This course gives students the opportunity to integrate management concepts and practices to contemporary business strategies, while discussing the theories of strategic management. This course will focus on improving management decision-making and problem-solving skills. Students will create a strategic management plan. Special emphasis is placed on business ethics, sustainability, innovation, and the legal environment of business. (3 credits) Prerequisites: Nine elective credits

BSB/M Concentration Electives

Select 3 from the courses below

HRM 300 Fundamentals of Human Resource Management

This course explores the critical role of human resources in achieving business results. The class will help students to have a solid understanding of the fundamentals of human resource management and its strategic relevance in business today. This course will provide students with a critical perspective on the development of human capital in the context of a unified system of attracting, retaining and developing talent that creates and supports the vision and values of the organization. Students will develop an understanding of the critical business implications for human resource professionals today. (3 credits) Prerequisite: PHL 458

HRM 326 Employee Development

This course explores the role and relevance of employee development in today's business environment. This course will also provide students with a thorough understanding of the legalities impacting employee development, the strategic role that employee development plays in an organization, and the impact education has on employee motivation. The course will also explore methods of program design, development, and assessment. (3 credits) Prerequisite: PHL 458

LDR 300 Innovative Leadership

This course provides a foundation of understanding of leadership and its role in managing people and systems. This course will cover key leadership elements such as effective leadership behavior, power and influence, the differences between leadership and management, leading change, intrapreneurship, and how an innovative mindset impacts people and systems in a continually-changing global and virtual environment. (3 credits) Prerequisite: PHL 458

MGT 360 Green and Sustainable Enterprise Management

This course provides an overview of sustainable management techniques from an economic, social, and corporate environmental responsibility perspective. Special emphasis is placed on production principles, innovative and sustainable practices, and the importance of managing the bottom line in business. (3 credits) Prerequisite: PHL 458

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MGT 411 Innovative and Creative Business Thinking

This course provides students with the skills and knowledge necessary for using innovative and creative thinking strategies to improve managerial decision making and problem solving. Emphasis is placed upon learning critical skills to identify and facilitate innovative behavior and collaboration within the organization that will increase sustainable business growth and strengthen abilities to respond to organizational changes and challenges. Course lectures, reading and projects will span theory and practice and draw upon examples from multiple industry sectors. (3 credits) Prerequisite: PHL 458

MGT 426 Managing Change in the Workplace

This course provides an overview of the models and processes required for managing change. It introduces a cycle of change that when implemented enables organizations and their members to methodically improve organizational systems while reducing resistance to change. These models of change are applicable to learning organizations across boundaries and cultures. (3 credits) Prerequisite: PHL 458

OI 361 Innovation, Design, and Creativity for a Competitive Advantage

This course will provide students with a solid foundation in innovation, design, and creativity. Additionally, students will be prepared to apply relevant principles, tools, and techniques to promote and sustain organizational innovation for competitive advantage. (3 credits) Prerequisite: PHL 458