

## School of Business

### Bachelor of Science in Business with a Concentration in Public Administration

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 public administration concentration focuses on the efficient and effective utilization of public resources to achieve the public purpose within a dynamic environment. The concentration emphasizes the foundations of public administration, public policy formulation, program development, implementation and valuation, human resources and labor relations, and public finance. Students will develop powerful leadership skills enabling them to successfully manage complex public programs.

In the Public Administration concentration, 18 credit hours are required. Students must successfully complete four required courses: BPA 301 (Foundations of Public Administration), BPA 302 (Politics and Citizenship: The Public Policy Environment),

BPA 303 (Public Programs: Implementation and Evaluation in a Dynamic Environment), and BPA 406 (The Public Leader: Integration and Application). Students must also complete two additional business elective courses (six credit hours) within the Public Administration concentration. In addition to the required course of study, students must satisfy General Education and Elective requirements to meet the 120 semester-credit minimums required for completion of the degree.

## Business Foundation

### GEN 300\* Skills for Professional Development

This course examines the skills necessary for successful critical thinking, teamwork, research, and communication. The course is designed to aid adult learners in acquiring and improving the core competencies that are necessary at University of Phoenix. Students will examine their reasons for returning to school, and develop strategies for achieving educational goals in school, work, and personal settings. Students will also be introduced to the University library and learn how to access its resources successfully. (3 credits)

\* For flexibility in scheduling, campuses are permitted to schedule GEN 200 to satisfy GEN 300 requirements.

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.

85% of students who completed this program during the most recent federal award year did so within normal time.<sup>1</sup>

#### Related occupations<sup>2</sup>

General and Operations Managers #11-1021.00

Social and Community Service Managers #11-9151.00

#### Program costs<sup>3</sup>

**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 debt<sup>4</sup>

<b>Federal</b>	\$31,716
<b>Private</b>	\$0
<b>Institutional</b>	\$0

<sup>1</sup> 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.

<sup>2</sup> Graduates of this program will be educationally qualified to enter the occupations listed. Visit [onetonline.org](http://onetonline.org) for job descriptions.

<sup>3</sup> 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.

<sup>4</sup> 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.

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## **ECO 212 Principles of Economics**

This course introduces the fundamental theories of microeconomics and macroeconomics. The economic principles studied in this course apply to everyday life as students research an industry, debate issues with trade agreements, discuss the effects of a shift in labor supply and demand, and discuss the strengths and weaknesses of the Consumer Price Index calculation. In particular, students research an industry affected by the economy and perform an economic analysis of the chosen industry. (3 credits) Prerequisite: GEN 300

## **BIS 219 Business Information Systems**

This course provides an overview of Business Information Systems. This includes a broad foundation for both technical and non-technical business professionals. Special emphasis is placed on how information is used by different types of businesses across different industries. (3 credits) Prerequisite: GEN 300

## **MGT 216 Organizational Ethics and Social Responsibility**

This course provides a foundational perspective for socially-responsible management practices in business. Special emphasis is placed on the interrelated nature of ethics, moral, legal, and social issues in managing individuals, groups, and the organization within a business environment. (3 credits) Prerequisite: GEN 300

## **ACC 280 Principles of Accounting**

This course covers the fundamentals of financial accounting as well as the identification, measurement, and reporting of the financial effects of economic events on the enterprise. Financial information is examined from the perspective of effective management decision making with special emphasis on the planning and controlling responsibilities of practicing managers. (3 credits) Prerequisites: GEN 300 and MTH 209

## **COM 285 Business Communications**

This course introduces students to the foundations of communication in a business setting. Students are exposed to various topics related to interpersonal and group communication within the context of applications in an office or virtual office setting. Students will develop skills in the forms of written communication, including memos, emails, business letters, and reports. Communication ethics and cross-cultural communications are also explored. Upon completing the course, students will have an awareness of their personal communication style and be able to identify areas for further exploration of communication as a business skill. (3 credits) Prerequisite: GEN 300

## **MGT 330 Management: Theory, Practice, and Application**

This course explores the rich field of management in theory and practice, and as both a science and an art. The course also addresses the role of managers in the current world of rapid

change, increased competitive forces, and increased expectations for the successful performance of employees and organizations. The focus is on some of the ways and means of achieving desired goals. The student will leave this course with a solid background in the nature and work of management and managers. Applications of concepts to current workplace issues will be stressed. (3 credits) Prerequisite: GEN 300

## **MGT 307 Organizational Behavior and Group Dynamics**

This course in organizational behavior encompasses the study of individual and group behavior in organizational settings. Emphasis is placed on strategic elements of organizational behavior, workforce diversity, managing change, effective communication, and performance systems. A comprehensive review of these processes, as well as others, will allow students to examine their role in organizations. (3 credits) Prerequisite: GEN 300

## **MGT 350 Critical Thinking: Strategies in Decision Making**

This course provides students opportunities for analysis, synthesis, prescription, and application of critical thinking and decision making within the organization. Emphasis is placed on preparing managers who can deal clearly, rationally, and creatively with a diverse workforce and dynamic workplace. This course equips students with concrete skills in critical thinking and decision making that will allow them to identify and solve organizational problems, as well as provide strategic direction. (3 credits) Prerequisite: GEN 300

## **RES 341 Research and Evaluation I**

This course integrates applied business research and descriptive statistics. 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 will be the primary focus. (3 credits) Prerequisites: GEN 300 and MTH 209

## **RES 342 Research and Evaluation II**

This course integrates applied business research and descriptive statistics. 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 will be the primary focus. (3 credits) Prerequisites: GEN 300, MTH 209, and RES 341

## **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: GEN 300, MTH 209, and ACC 280

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## **BUS 415 Business Law**

This course examines, analyzes, and applies to the modern business environment the nature, formation and system of law in the United States. (3 credits) Prerequisites: GEN 300 and MGT 350

## **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) Prerequisites: GEN 300, MTH 209, COMM 215, MGT 216, MGT 350, and FIN 370

## **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 curricula with a significant emphasis placed on the assessment of individual outcomes to determine content mastery. (3 credits) Prerequisites: GEN 300, MTH 209, COMM 215, MGT 330, MGT 350, MGT 307, RES 341, RES 342, FIN 370, MKT 421, ECO 212, BIS 219, MGT 216, COM 285, ACC 280, and BUS 415

## Public Administration Concentration

### **BPA 301 Foundations of Public Administration**

This course serves as an introduction to the study of public administration. During this course, the student will review the political and social theories of public administration. Students will review leadership, human resources, finance, and ethics within a public policy-making environment. Students will become familiar with the complex issues facing local, state, and federal public administrators today. (3 credits) Prerequisites: GEN 300, MGT 216, MGT 330, and MGT 350

### **BPA 302 Politics and Citizenship: The Public Policy Environment**

This course explores the dynamic field of public policy development and examines decision making in the ever-changing political environment. Use of multiple sources of policy input will be discussed, ranging from grass roots to legislative arenas. Current data sources and application of analytical tools will be presented as a means to best satisfy multiple needs. (3 credits) Prerequisites: GEN 300, MGT 216, MGT 330, and MGT 350

### **BPA 303 Public Programs: Implementation and Evaluation in a Dynamic Environment**

This course focuses on the implementation of public policy decisions through the identification and development of specific methods for serving the public good. It incorporates an emphasis

on intergovernmental relations and the increasing use of private resources in the service delivery system. A strong emphasis is placed on evaluating both the delivery processes and service outcomes as a means to continuously improve service delivery effectiveness. (3 credits) Prerequisites: GEN 300, MGT 216, MGT 330, and MGT 350

### **BPA 406 The Public Leader: Integration and Application**

This course is intended to synthesize the concepts and theories covered in previous public administration courses and deepens the student's understanding of the challenges and complexities facing the public leader. Students will explore the leadership styles of successful national, state, and local leaders to integrate and apply the principles and practices of public administration in a real-world setting. (3 credits) Prerequisites: GEN 300, MGT 330, MGT 350, MGT 216, BPA 301, BPA 302, BPA 303, and two additional courses (6 credits) from the Public Administration concentration electives

## Public Administration Concentration Electives — 6 credits

Selected from the courses below

### **MGT 434 Employment Law**

This course provides an overview of federal statutes and state-regulated areas that impact personnel management. Among topics addressed are EEO and affirmative action, OSHA, ERISA, FMLA, and ADA; employee privacy issues (polygraph testing, drug and alcohol testing, employer searching and monitoring); and wrongful discharge. (3 credits) Prerequisites: GEN 300 and BUS 415

### **HRM 330 Human Resources and Labor Relations in Public Service**

This course explores the changing civil service system within the rich, varied and pluralistic public service of today. Course topics will include recruiting, staffing, employee retention, performance management, compensation, benefits, and promotion. Labor relations, with and without a collective bargaining agreement will be studied. Students will study the resolution of disagreements using alternative dispute resolution systems designed to advance the public purpose. (3 credits) Prerequisites: GEN 300, HRM 300, MGT 307, MGT 330, and MGT 350

### **FIN 390 Public Finance: Sources, Management, and Reports**

This course explores the sources of revenue necessary to operate public programs, the ways in which funds are allocated and used, the responsibility for public stewardship, economic fiscal policy, and includes the need for accurate and complete reporting. Different approaches to public finance by federal, state, and local agencies are covered. (3 credits) Prerequisites: GEN 300, FIN 370, MGT 330, and MGT 350