

School of Business

Bachelor of Science in Business with a Concentration in Sustainable Enterprise Management

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 curricula through an integrated topics course.

The Sustainable Enterprise Management concentration will prepare students for management careers based on sustainable business practices. The program emphasizes the development of skills in operating standards, enterprise planning, social responsibility, and sustainable management techniques. Upon completion of this program, students will possess the knowledge and skills needed to manage business enterprises for a sustainable future.

In the Sustainable Enterprise Management concentration, 15 credit hours are required. Students must successfully complete two required courses: MGT 360 (Green and Sustainable Enterprise Management) and MGT 470 (Sustainable Enterprise Planning). Students must also complete three additional business elective courses (9 credit hours) within the Sustainable Enterprise Management concentration. Additionally, there are two suggested elective tracks that students have the option to

complete as part of the 9 concentration-elective credit requirements. These include a strategic track, and tactical 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)

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, email, 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

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 costs ³		Median graduate debt ⁴	
Tuition and fees	\$33,800 to \$74,575	Federal	\$31,339
Includes cost per credit, application fee, and fees for resources (books/eResources) for students completing the program in normal time.		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.

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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, 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 the assimilation of fundamental concepts and 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

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

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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 the examination of the role of statistics in research, statistical terminology, the appropriate use of statistical techniques, and 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 curricula 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

Sustainable Enterprise Management Concentration

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) Prerequisites: MGT 230, ECO 365, MGT 311

MGT 470 Sustainable Enterprise Planning

This course provides an integrative discussion on sustainable enterprise planning. Special emphasis is placed on applying environmental science, systems analysis, environmental economics, resource allocation, and the regulatory environment to developing a sustainable business plan for the future. (3 credits) Prerequisite: 9 elective credits

BSB/SM Concentration Electives — 9 credits

Selected from the courses below

BUS 327 The Sustainable Organization

This course focuses on the business practices and tools that add economic, social, and ethical value to the business resources of a sustainable enterprise. Emphasis is placed on the general science

of sustainability, consumptive calculations of manufacturing, and the impact of business decisions on the environment. (3 credits)

Prerequisite: MGT 360

BUS 372 Business Sustainability Standards

This course provides a regulatory and compliance overview of the local, state, and federal business sustainability standards. Special emphasis is placed on ISO requirements, LEED certification, and emerging sustainability standards for business. Students will also address compliance as a competitive advantage and the ethical responsibility of businesses to employees, the community, and the environment. (3 credits) Prerequisite: MGT 360

ECO 370 Environmental Economics

This course applies the theoretical economics tools to environmental issues. Special emphasis will be devoted to analyzing the role of public policy regarding the economy and the environment. (3 credits) Prerequisite: MGT 360

MGT 380 Organizational Change Management

This course prepares students to be effective agents for change in the business community. This includes a step-wise framework for understanding, designing, and implementing change successfully. Special emphasis is placed on organizational change, program design, change processes, and successfully implementing both short-term and long-term change within an organization. (3 credits) Prerequisite: MGT 360

MGT 403 Environmental Management Systems

This course provides a framework for managing Environmental Management Systems (EMS). This includes continuous improvement through environmental management; facilities and supply-chain management; systems integration; environmental considerations; and operational utilization of environmental management systems. (3 credits) Prerequisite: MGT 360

MKT 411 Green Marketing

This course applies the principles of sustainability and the philosophy of being environmentally green to the area of marketing. Special emphasis is placed on sustainable product design; awareness and cause marketing; public relations and green-washing; and emerging going-green marketing trends. (3 credits) Prerequisites: MKT 421, MGT 360