

School of Business

Bachelor of Science in Business with a Concentration in the Service Sector

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 Service Sector concentration focuses the student on the service environment. The program emphasizes skill development in strategic management, marketing, supply management, product and brand management, service operations, merchandising, and personnel management unique to the service industry, which includes retail, hospitality, lodging, restaurant, and gaming management. Upon completion of this program students will possess the knowledge and skills necessary to be leaders in the service industry.

In the Service concentration, 15 credit hours are required. Students must successfully complete two required courses: ol 365 (Knowledge Management and Intellectual Capital) and ol 466 (organizational Innovation Integrated Project). Students must also complete three additional business elective courses (9 credit hours) within the Service 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 Retail Management track and a Hospitality 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)

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 organizations 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.

Bachelor of Science in Business with a Concentration in the Service Sector

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 to make 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 the 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 the 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

Bachelor of Science in Business with a Concentration in the Service Sector

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 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 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

Service Sector Concentration

OI 365 Knowledge Management and Intellectual Capital

In this course, students are provided the knowledge and skills necessary for effective knowledge management present in today's increasingly innovative and global business environment. Students will be asked to consider a variety of topics critical to an organization's long-term success including, but not limited to innovation, intellectual capital, goodwill, brand recognition, organizational partnerships, and organizational culture. (3 credits) Prerequisite: MGT 311

OI 466 Organizational Innovation Integrated Project

This project-based course integrates knowledge and skills from previous organizational innovation coursework and requires business students to demonstrate their innovative, creative, and inspirational capacity to solve a real-life business problem or opportunity. Using design principles, practices, and theory, students will be asked to create innovative solutions to problems or opportunities in the areas of strategy, process, product, and service. (3 credits) Prerequisites: Nine elective credits

BSB/SVC Concentration Electives

Choose three from the courses below

BRM 353 Product and Brand Management

This course presents an analysis of the goods and services lifecycle from conception to purchase. Special emphasis is placed on design and implementation of successful product development and brand management strategies that deliver value to consumers. (3 credits) Prerequisite: OI 365

MGT 356 Retail Personnel Management

This course focuses on the personnel management aspects of retail management. Students will be prepared to utilize recruiting and staffing, motivating, training, and ethics concepts to effectively lead retail personnel. (3 credits) Prerequisite: OI 365.

HM 322 Gaming Management

This course provides an overview of the business practices and principles unique to the gaming industry. This includes an overview of the history and evolution of gaming, different venues, and the business implications of the economic and social impact of the industry. Special emphasis is placed on legal, ethical, and social issues related to gaming entertainment as a business entity. (3 credits) Prerequisite: MGT 230

HM 370 Hospitality Management

This course provides an overview of the fundamental concepts that make up the hospitality industry. Students will gain a current perspective and understanding of the impact of travel and tourism while examining hospitality issues, trends, e-business implications, and operational structures. (3 credits) Prerequisite: MGT 230

HM 486 Trends and Emerging Issues in Hospitality

This course applies a strategic perspective to assessing new trends and emerging issues in hospitality management. Special emphasis is placed on applying a global perspective to new and emerging markets in the hospitality industry. This includes the consideration of changing social and economic groups as well as shifting demand for existing and new products and services. (3 credits) Prerequisite: MGT 230

ISCOM 354 Retail Operations: Supply Management

This course encompasses an examination of the supply side of the retail value chain including logistics, channel management, vendor relationships, and purchasing. Students will be prepared to develop strategic alliances and optimize the supply chain in a retail setting. (3 credits) Prerequisite: MGT 230

MGT 371 Lodging Management

This course provides students with the opportunity to examine various lodging options within the hospitality industry from a managerial perspective. Special emphasis will be placed on guest services and on room division management. (3 credits) Prerequisite: MGT 230

Bachelor of Science in Business with a Concentration in the Service Sector

MGT 372 Food and Beverage Management

This course focuses on operating and strategic challenges facing managers in the food and beverage industry. Topics include cost control, forecasting, food safety, service standards, and staffing. Students will learn to utilize managerial tools to make sound business decisions in a food and beverage organization. (3 credits)
Prerequisite: MGT 230

MGT 373 Events and Recreation Management

This course explores the dynamic field of convention management and recreation businesses. Topics related to convention include meeting planning, exhibit management, and event management. Recreation and leisure topics include sporting events and activities, resort offerings, and entertainment. Upon completion of this course students will be able to plan recreational programs and events. (3 credits) Prerequisite: MGT 230