

The Bachelor of Science in Management (BSM) degree program is designed to develop the professional knowledge and skills of cross functional managers in any organization. The BSM degree enhances skills necessary for improved organizational effectiveness in a dynamic and evolving workplace. The curriculum focuses on the development of management roles. It emphasizes the skills necessary to align resources, and to improve communication, productivity, and effectiveness. Through a participative learning environment structured for adult learners, students are taught to manage innovation and apply professional skills and knowledge. Special emphasis can be placed on key management areas, including leadership, general management, or human resources management based on student preference.

The BSM degree program has a 48-upper-division-credit required course of study (including fifteen credits of electives chosen by the student). Students may select courses that fulfill an elective track in leadership, business management, or human resources management to gain additional knowledge in key management areas. These elective tracks are designed as a recommendation for students. These courses fulfill only part of the 120-minimum-credit-requirement for degree completion. Students must demonstrate proficiency in English, mathematics, and critical thinking. Up to 72 lower division units may be applied toward the BSM degree.

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.<sup>1</sup>

**Related occupations<sup>2</sup>**

**General and Operations Managers #11-1021.00**

Program costs <sup>3</sup>		Median graduate debt <sup>4</sup>	
<b>Tuition and fees</b>	\$33,800 to \$74,575	<b>Federal</b>	\$31,399
Includes cost per credit, application fee, and fees for resources (books/eResources) for students completing the program in normal time.		<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 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.

**Required Course of Study**

**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: BCOM 275

**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: BCOM 275, COMM 215

**RES 320 Foundations of Research**

This is a course introducing the foundations of research. Research principles and the scientific method are applied to professional situations. The course is designed to equip students with an understanding of commonly employed research methodologies that can be utilized to improve productivity and increase customer satisfaction. (3 credits) Prerequisites: BCOM 275, MTH 209

# Bachelor of Science in Management

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## **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

## **PSY 322 Consumer Psychology and Research**

This course focuses on consumer behavior and marketing research. Topics include the cognitive processes underlying consumer choice, descriptive consumer characteristics, and environmental consumer behavior. This course emphasizes the implications of consumer behavior on domestic and global marketing communications. (3 credits) Prerequisites: RES 320, COMM 215

## **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: BCOM 275

## **BIS 320 Business Information Systems**

This course provides instruction on the use of Business Information Systems. Students apply Microsoft Office™ tools, including word processing, spreadsheet, database, and presentation software to accomplish business objectives. Other topics include application software and the Internet for effective problem solving, use of relevant emerging technologies, and use of information across different industries. (3 credits) Prerequisites: BCOM 275, MTH 209

## **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 assimilation of fundamental concepts and analysis of actual economic events. (3 credits) Prerequisites: MTH 209, PSY 322

## **ACC 300 Principles of Accounting**

This course focuses on principles of accounting for the non-accounting student. Emphasis will be placed on the accounting equation and transactions, financial statement preparation and analysis, internal controls, regulatory environment, compliance, and global business implications. (3 credits) Prerequisites: BCOM 275, MTH 209

## **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: BCOM 275, MTH 209

## **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: BCOM 275, PHL 458, ETH 316, LAW 421, RES 320, PSY 322, BIS 320, ECO 365, ACC 300, FIN 370

## **Business/Management electives (15 credits)**

Recommended BSM elective tracks are below. All are worth 3 credits and carry a prerequisite of BCOM 275

### **Leadership:**

- OL 361: Innovation, Design, and Creativity for a Competitive Advantage
- LDR 300 : Innovative Leadership
- MGT 426: Managing Change in the Workplace

### **Business Management:**

- OL 361: Innovation, Design, and Creativity for a Competitive Advantage
- MGT 360: Green and Sustainable Enterprise Management
- MGT 411: Innovative and Creative Business Thinking

### **Human Resources Management:**

- OL 361: Innovation, Design, and Creativity for a Competitive Advantage
- HRM 300: Fundamentals of Human Resources Management
- HRM 426: Employee Development