Business Management (BUS)

Major and Minor in Business Management

College of Business


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Minors or other majors of particular interest to students majoring in Business Management: Applied Mathematics and Statistics (AMS), Computer Science (CSE), Economics (ECO), Information Systems (ISE), Political Science (POL), Psychology (PSY), Technological Systems Management (TSM)

Faculty

Carl J. Allocca, M.S.T., CPA, Lecturer, Long Island University, C.W. Post. Public and private accounting, auditing, taxation and internal systems development, conversion and review.

T. Owen Carroll, Associate Professor, Ph.D., Cornell University: Finance and investments, information systems. Recipient of the State University Chancellor's Award for Excellence in Teaching.

Jeff T. Casey, Associate Professor, Ph.D., University of Wisconsin, Madison: Behavioral decision making; business strategy; human resource management.

Robert Clark, Lecturer, M.S., Stony Brook University: Operations management; management science; entrepreneurship; management strategy.

Robert E. Ettl, Lecturer, M.B.A., Iona College: Management; marketing; strategic planning.

Herbert F. Lewis, Lecturer, Ph.D., State University of New York at Stony Brook: Operations research; management science; operations management; management information systems; productivity analysis.

Aristotle Lekacos, Lecturer, M.S., Polytechnic University of New York: Information systems; strategy.

Manuel London, Professor and Director of Labor Management Studies Program, Ph.D., Ohio State University: Performance appraisal, feedback systems, career development and group dynamics.

Joseph W. McDonnell, Visiting Professor and Associate Dean, Ph.D., University of Southern California: Management; corporate communications; crisis management; entrepreneurship.

Michael Nugent, Lecturer, M.B.A., Dowling College: Financial engineering; derivatives; international finance; capital markets and institutions; foreign exchange markets; investment analysis; corporate finance; business strategy.

Mark R. Palermo, Lecturer, M.B.A., J.D., Hofstra University: Business strategy; investments and finance; negotiation; business law.

Tim Quey, Assistant Professor, Ph.D. (pending), Georgia Institute of Technology; CPDP. MBA, AM, MS, Stanford University: Marketing strategy; new product development; marketing research; innovation; marketing of high technology products and services.

Thomas R. Sexton, Professor, Ph.D., Stony Brook University: Operations research; statistics; productivity analysis; health care management.

Jadranka Skorin-Kapov, Professor, Ph.D., University of British Columbia: Operations management; management science; systems analysis and design.


Gerrit Wolf, Professor, Ph.D., Cornell University: Decision and organizational behavior.

Adjunct Faculty

Estimated Number: 22

Courses Offered in Business Management

See the Course Descriptions listing in this Bulletin for complete information.

BUS 110  Business in the 21st Century
BUS 210  Financial Accounting
BUS 214  Managerial Accounting
BUS 215  Introduction to Business Statistics
BUS 220  Introduction to Decision Sciences (formerly Management Science)
BUS 300  Writing for Business Management
BUS 301  Corporate Communications
BUS 310  Intermediate Accounting
BUS 311  Federal Income Taxation
BUS 312  Financial Statement Reporting and Analysis
BUS 313  Intermediate Accounting II
BUS 330  Principles of Finance
BUS 334  Advertising and Promotion
BUS 340  Information Systems in Management
BUS 343  Expert Systems in Business
BUS 344  Decision Support Systems
BUS 346  Operations Management
BUS 347  Business Ethics
BUS 348  Principles of Marketing
BUS 350  Internet Marketing
BUS 351  Human Resource Management
BUS 352  Electronic Commerce
BUS 353  Entrepreneurship
BUS 354  Understanding Business Agreements
BUS 355  Investment Analysis
BUS 356  Financial Engineering
BUS 357  Principles of Sales
BUS 358  Marketing Research
BUS 359  Consumer Behavior
BUS 360  Business Marketing
BUS 361  Marketing Strategy
BUS 365  Financial Management  
BUS 370  Lean Practices in Operations  
BUS 371  Supply Chain Management  
BUS 372  Quality Management  
BUS 380  Honors - Research Methods  
BUS 386  Honors - Business Statistics  
BUS 390  Special Topics in Business Management  
BUS 440  International Management  
BUS 441  Business Strategy  
BUS 450  Analysis and Design of Business Information Systems  
BUS 460, 461  Senior Business Projects I, II  
BUS 475, 476  Undergraduate Teaching Practica I, II  
BUS 487  Independent Research  
BUS 488  Business Internship  
BUS 489, 490  Business Honors Research I, II  

Acceptance to the Major in Business Management  
Qualified freshman and transfer students who have indicated their interest in the major on their applications are accepted directly into the major upon admission to the University. Students who did not apply for the major and those who were not accepted into the major when they entered the University may apply to the major at any time during their academic career provided that their cumulative grade point average (including, for transfer students, coursework completed at other institutions) is 3.10 or higher. Students seeking admission to the major should contact the College of Business Student Services Office, room 102, Harriman Hall.

Requirements for the Major in Business Management (BUS)  
The major in Business Management leads to the Bachelor of Science degree. Completion of the major requires approximately 67 credits (including 21 credits for the minor requirement).

A. Core Courses  
BUS 110  Business in the 21st Century  
BUS 210  Financial Accounting  
BUS 215  Introduction to Business Statistics (see Note)  
BUS 220  Introduction to Decision Sciences (formerly Management Science) (see Note)  
BUS 330  Principles of Finance or ECO 389  Corporate Finance  
BUS 346  Operations Management  
BUS 348  Principles of Marketing  
BUS 441  Business Strategy or BUS 353  Entrepreneurship  
ECO 108  Introduction to Economics (see Note)  
Note: MAT 122 – Overview of Calculus with Applications satisfies DEC C and must be completed as a prerequisite for ECO 108, BUS 215 and BUS 220.

B. Business Electives  
Two from the following:  
BUS 301  Corporate Communications  
BUS 340  Information Systems in Management  
BUS 347  Business Ethics  
BUS 351  Human Resource Management  
BUS 352  Electronic Commerce  
BUS 354  Understanding Business Agreements  
BUS 390  Special Topics in Management  
BUS 440  International Management  
POL 319  Business Law  

C. Area of Specialization  
One of the following specializations must be chosen at the start of the junior year: The details are available in the College of Business Office of Student Services.  
Choose one specialization from the following areas:  
1. Accounting  
a. Required courses:  
BUS 214  Managerial Accounting  
BUS 310  Intermediate Accounting I  
BUS 311  Federal Income Taxation  
b. Select one from the following:  
BUS 312  Financial Statement Reporting and Analysis  
BUS 313  Intermediate Accounting II  
BUS 488  Business Internship  
2. Marketing  
a. Required courses  
BUS 358  Marketing Research  
BUS 361  Marketing Strategy  
b. Select two from the following:  
BUS 334  Advertising and Promotion  
BUS 357  Principles of Sales  
BUS 359  Consumer Behavior  
BUS 360  Business Marketing  
BUS 488  Business Internship  
3. Finance  
a. Select four from the following:  
BUS 355  Investment Analysis  
BUS 356  Financial Engineering  
BUS 365  Financial Management  
ECO 360  Money and Banking  
ECO 383  Public Finance  
BUS 488  Business Internship  
4. Operations  
a. Required course  
BUS 340  Information Systems in Management  
b. Select three from the following:  
BUS 370  Lean Practices in Operations  
BUS 371  Supply Chain Management  
BUS 372  Quality Management  
BUS 488  Business Internship  

D. Upper-Division Writing Requirement  
All undergraduate Business majors must successfully demonstrate the ability to communicate and express their ideas related to business and management in writing. Each student is required to produce a well-written professional portfolio of work which includes the following: 1) an announcement for a full-time management position, 2) your current résumé, customized for the announced position, 3) your letter of application for the announced position, and 4) a two-page memorandum describing the results of an analysis or similar topic appropriate to a business organization.  
Business majors work with their faculty advisor in the first semester of their junior year and must complete this requirement by the end of that semester. The student should allow time for revisions which may be necessary to satisfy the requirement. Each student must register for BUS 300 in the same semester as the upper-division writing requirement is completed. Students will need to visit the College of Business Student Services Office to obtain permission to register for BUS 300. Once permission has been granted, each student must register on SOLAR for the appropriate faculty advisor's section of BUS 300. The faculty advisor gives a satisfactory (S) evaluation upon successful completion of the portfolio. Sample materials may be downloaded from the College of Business Blackboard Web site http://blackboard.sunysb.edu/.

E. Minor Requirement  
A minor (typically 18-21 credits) in any area must be completed as part of the requirement for the business management major. Students that have a second major can be waived from the minor requirement.

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Grading
All courses taken to satisfy the business management major requirements must be taken for a letter grade. All students accepted to the business management major in the fall 2005 semester and subsequent must complete all BUS courses, ECO 108, and MAT 122 with a grade of C or higher in order to satisfy the requirements for the major. Students accepted to the business management major prior to fall 2005 must complete the following courses with a grade of C or higher in order to satisfy the requirements for the major: BUS 110, 210, 220 (formerly BUS 249), 340, 346, 347, 348, 440, and 441; AMS 102, ECO 108, MAT 122 or 123, PSY 103 or SOC 105.

The Honors Program in Business Management
The honors program in Business Management is oriented towards research. For admission to the program, students must be BUS majors with junior standing and have earned a cumulative g.p.a. of at least 3.30 through the spring semester of their sophomore year. Three BUS courses, BUS 110, 210, and 220, must have been completed with a cumulative g.p.a. of at least 3.30. Qualified students must submit an essay describing innovative ideas for business research and a letter of recommendation from a faculty member. They will be interviewed to assess motivation to pursue the honors program curriculum, which includes a research methods course taken in the junior year and a two-semester honors research project and paper completed in the senior year. Students must maintain a 3.00 cumulative g.p.a. to remain in the program, but conferral of honors is contingent upon completion of all required courses with a g.p.a. of 3.50 or higher, both overall and in business management courses.

Requirements for the Minor in Business Management (BUS)
The Business Management minor is intended for students pursuing other majors who seek a foundation in business studies. The minor complements their chosen major by introducing them to principles and techniques used in business and management.

The minor can be completed with 21-22 credits, assuming the appropriate prerequisite courses have been taken.