Major and Minor in Business Management

College of Business

INTERIM DEAN: Joseph W. McDonnell  ASSOCIATE DEAN: Manuel London  DIRECTOR OF UNDERGRADUATE STUDIES: Carl J. Allocca

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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.

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.

Paul Connell, Assistant Professor, Ph.D., University of Arizona: Consumer behavior; marketing communications; public policy.

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

Dmytro Holod, Assistant Professor, Ph.D., University of Kentucky: Corporate finance; management of financial institutions.

Michael A. Kamins, Professor, Ph.D., New York University: Marketing strategy; marketing management; marketing research.

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

Manuel London, Associate Dean, 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, Interim 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.

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: 25

Courses Offered in Business Management

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

BUS 111 Introduction to Business for Non-Business Majors

BUS 115 Introduction to Business for Business Majors

BUS 210 Financial Accounting

BUS 214 Managerial Accounting

BUS 215 Introduction to Business Statistics

BUS 220 Introduction to Decision Sciences (formerly Management Science)
Academic Courses:

- BUS 390 Special Topics in Business Management
- BUS 391 Management of Sports Organizations
- BUS 401 Negotiations Workshop
- BUS 440 International Management
- BUS 441 Business Strategy
- BUS 447 Business Ethics
- BUS 448 Principles of Marketing
- BUS 449 Business Ethics
- BUS 450 Analysis and Design of Business Information Systems
- BUS 460, 461 Senior Business Project 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 3.0 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 115 Introduction to Business for Business Majors
- 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
- BUS 346 Operations Management
- BUS 447 Business Ethics
- BUS 348 Principles of Marketing
- BUS 441 Business Strategy
- BUS 353 Entrepreneurship
- ECO 108 Introduction to Economics (see 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

- BUS 301 Corporate Communications
- BUS 340 Information Systems in Management
- BUS 351 Human Resource Management
- BUS 352 Electronic Commerce
- BUS 354 Understanding Business Agreements
- BUS 390 Special Topics in Management
- BUS 391 Management of Sports Organizations
- BUS 401 Negotiations Workshop
- BUS 440 International Management
- BUS 488 Business Internship

C. Area of Specialization

- Required courses:
  - BUS 214 Managerial Accounting
  - BUS 310 Intermediate Accounting I
  - BUS 311 Federal Income Taxation
- Select one from the following:
  - BUS 312 Financial Statement Reporting and Analysis
  - BUS 313 Intermediate Accounting II
  - BUS 488 Business Internship (in Accounting)

D. Upper-Division Writing Requirement

BUS 447 Business Ethics, contains the necessary writing components which satisfy the Upper Division Writing Requirement for the business major. This requirement is effective for those students who are accepted to the business major in the fall 2007 semester and subsequent.
Sample Course Sequence for the Major in Business Management

### Freshman Fall Credits
- First Year Seminar 101 1
- WRT 101 or 102 3
- MAT 122 3
- D.E.C. 3
- D.E.C. 3
- Total 16

### Spring Credits
- First Year Seminar 102 1
- WRT 102 or D.E.C. 3
- BUS 115 3
- BUS 215 3
- ECO 108 4
- D.E.C. 3
- Total 17

### Sophomore Fall Credits
- BUS 210 3
- BUS 220 3
- D.E.C. 3
- D.E.C. 3
- Total 15

### Spring Credits
- BUS 330 3
- BUS 348 3
- D.E.C. 3
- Total 15

### Junior Fall Credits
- Specialization course 3
- Minor course 3
- Minor course 3
- Upper-Division D.E.C. 3
- Total 15

### Spring Credits
- Specialization course 3
- BUS Mgmt. elective 3
- Minor course 3
- Upper-Division elective 3
- Total 15

### Senior Fall Credits
- Specialization course 3
- Minor course 3
- Minor course 3
- Upper-Division elective 3
- Upper-Division elective 3
- Total 15

### Spring Credits
- BUS 441 or 353 3
- BUS 447 3
- Specialization course 3
- Upper-Division elective 3
- Upper-Division elective 3
- Total 15

Notes to Sample Course Sequence:

1. Students seeking additional guidance should consult their faculty advisor. The list of faculty advisors is available in the College of Business Student Services Office.
2. Business Management students are required to meet the same Diversified Education Curriculum (D.E.C.) requirements as those required by the College of Arts and Sciences.
3. Students must declare the area of specialization prior to the start of the junior year.
4. Students are encouraged to take upper-division electives in the senior year.
5. This sample course sequence assumes that the student has scored a level 4 on the writing placement examination, and will take WRT 102 Intermediate Writing Workshop A in the fall semester of the freshman year. If the student scores below a level 4 on the writing placement exam, WRT 101 Introductory Writing Workshop must be completed prior to taking WRT 102 Intermediate Writing Workshop A.

### E. Minor Requirement
A minor (typically 18 to 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.

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, 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 toward 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 or BUS 115, 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.

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B U S I N E S S M A N A G E M E N T

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4. Students are encouraged to take upper-division electives in the senior year.
5. This sample course sequence assumes that the student has scored a level 4 on the writing placement examination, and will take WRT 102 Intermediate Writing Workshop A in the fall semester of the freshman year. If the student scores below a level 4 on the writing placement exam, WRT 101 Introductory Writing Workshop must be completed prior to taking WRT 102 Intermediate Writing Workshop A.

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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. Students may declare the minor any time during their academic career provided that their cumulative grade point average is 3.10 or higher.

The minor can be completed with 21 to 22 credits, assuming the appropriate prerequisite courses have been taken. All courses must be taken for a letter grade.

1. BUS 111 Introduction to Business for Non-Business Majors
2. Six courses from the following (four courses must be 300 level or higher):
   - BUS 215 Introduction to Business Statistics
   - BUS 220 Introduction to Decision Sciences (formerly Management Science)
   - BUS 301 Corporate Communications
   - BUS 330 Principles of Finance
   - BUS 340 Information Systems in Management
   - BUS 346 Operations Management
   - BUS 348 Principles of Marketing
   - BUS 351 Human Resource Management
   - BUS 353 Entrepreneurship
   - BUS 354 Understanding Business Agreements
   - BUS 390 Special Topics in Business Management
   - BUS 391 Management of Sports Organizations
   - BUS 440 International Management
   - ECO 108 Introduction to Economics
   - POL 319 Business Law