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), Psychology (PSY)

Faculty

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

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

The College of Business offers undergraduate students a major and a minor in Business Management. The major program stresses the role of business managers in today's society while providing a solid foundation of essential concepts and applications relevant to all areas of management and organizational decision making.

The primary purpose of the business management major is to develop and enhance general managerial skills while creating an overall awareness of the interrelationship and interdependency of various financial, economic, and administrative considerations within a business environment. Additional concepts presented include data management, systems evaluation, resource allocation and utilization, strategic planning, assessment and monitoring.

The Business Management program provides students with the necessary career skills to obtain diverse and innovative managerial and professional positions in all areas of business. Career opportunities include management positions in manufacturing companies, business and management consulting, financial planning and banking, sales management, marketing, and human resource administration.

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 249  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 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 380  Honors - Research Methods
BUS 382  Honors - Organizational Behavior Research
BUS 384  Honors - Operations Research and Management
BUS 386  Honors - Business Statistics
BUS 388  Honors - Research in Finance
BUS 389  Honors Research in Marketing
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 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.

Note: At the time of publication, the curriculum for the Major in Business Management was under revision. Please consult the online Bulletin for subsequent revisions to the Major in Business Management program and requirements.

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 64-68 credits.

A. Business Courses
BUS 110 Business in the 21st Century
BUS 210 Financial Accounting
BUS 249 Management Science
BUS 340 Information Systems in Management
BUS 346 Operations Management
BUS 347 Business Ethics
BUS 348 Principles of Marketing
BUS 355 Investment Analysis or ECO 389 Corporate Finance
BUS 440 International Management
BUS 441 Business Strategy
POL 319 Business Law

B. Mathematics Courses
AMS 102 Elements of Statistics
AMS 201 Matrix Methods and Models
AMS 315 Data Analysis or ECO 320 Mathematical Statistics
MAT 122 Overview of Calculus with Applications or MAT 123 Introduction to Calculus

C. Economics Course
ECO 108 Introduction to Economics

D. Social Science Requirement
PSY 103 Introduction to Psychology or SOC 105 Introduction to Sociology

E. Electives
Four courses chosen from the following:
BUS 214 Managerial Accounting
BUS 310 Intermediate Accounting
BUS 311 Federal Income Taxation
BUS 312 Financial Statement Reporting and Analysis
BUS 344 Decision Support Systems
BUS 350 Internet Marketing
BUS 351 Human Resource Management
BUS 352 Electronic Commerce
BUS 353 Entrepreneurship
BUS 354 Understanding Legal Agreements
BUS 355 Investment Analysis
BUS 356 Financial Engineering
BUS 357 Principles of Sales
BUS 358 Marketing Research
BUS 390 Special Topics in Business Management
BUS 450 Analysis and Design of Business Information Systems
BUS 460 Senior Business Project I
BUS 461 Senior Business Project II
AMS 341 Operations Research I: Deterministic Models
AMS 342 Operations Research II: Stochastic Models
CSE/ISE 305 Principles of Database Systems
ECO 303 Intermediate Microeconomic Theory
ECO 305 Intermediate Macroeconomic Theory
ECO 321 Econometrics
ECO 326 Industrial Organization
ECO 337 Labor Theory
ECO 360 Money and Banking
ECO 383 Public Finance
ECO 387 Advanced Labor Theory
ECO 389 Corporate Finance
EST 305 Applications Software for Information Management
EST 325 Technology in the Workplace
EST 392 Engineering and Managerial Economics
POL 364 Organizational Decision Making
SOC/WST 371 Gender and Work
SOC 381 Sociology of Organizations

Only one of the following courses may be substituted for elective courses with the approval of the undergraduate program director: BUS 475, 476 Undergraduate Teaching Practica I, II, BUS 487 Independent Research, and BUS 488 Internship. If the student takes additional courses from this group, it will count toward the total University credit requirement but not for the business major.

F. 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/.

http://www.stonybrook.edu/ugbulletin
Grading
All courses taken to satisfy requirements A and E above must be taken for a letter grade. A grade of C or higher is required in the following courses: AMS 102; BUS 110, 210, 249, 340, 347, 348, 440, and 441; ECO 108, MAT 122 or 123; PSY 103; 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. Four BUS courses, BUS 110, 210, 249, and 340, 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, provided that the appropriate prerequisite courses have been taken. Including the prerequisites, a total of 39 credits is necessary for completion of the minor. All courses must be taken for a letter grade.

1. BUS 110 Business in the 21st Century
2. Two courses from the following:
   - AMS 102 Elements of Statistics
   - BUS 249 Management Science
   - ECO 108 Introduction to Economics
3. Three courses from the following:
   - BUS 210 Financial Accounting
   - BUS 249 Management Science
   - ECO 108 Introduction to Economics
4. BUS 347 Information Systems in Management
5. BUS 346 Operations Management
6. BUS 348 Principles of Marketing
7. BUS 351 Human Resource Management
8. BUS 440 Business Strategy

Sample Course Sequence for the Major in Business Management

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<tr>
<th>Freshman</th>
<th>Credits</th>
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<tr>
<td>Fall</td>
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<tr>
<td>D.E.C. A</td>
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<tr>
<td>BUS 110</td>
<td>3</td>
</tr>
<tr>
<td>MAT 122 or 123</td>
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<tr>
<td>PST 103 or SOC 105</td>
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<tr>
<td>D.E.C.</td>
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<tr>
<td>D.E.C. A</td>
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</tr>
<tr>
<td>BUS 210</td>
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<tr>
<td>D.E.C.</td>
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<tr>
<td>BUS 347</td>
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<tr>
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<td>Fall</td>
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<td>AMS 201</td>
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</tr>
<tr>
<td>ECO 108</td>
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<td>D.E.C.</td>
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<tr>
<td>D.E.C.</td>
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<tbody>
<tr>
<td>BUS 249</td>
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<tr>
<td>BUS 340</td>
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<td>D.E.C.</td>
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<td>BUS 300</td>
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<td>AMS 315 or ECO 320</td>
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<td>BUS elective</td>
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<tbody>
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<td>BUS 346</td>
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<td>BUS 348</td>
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<table>
<thead>
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<td>POL 319</td>
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<td>Upper-Division elective</td>
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<tr>
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<table>
<thead>
<tr>
<th>Spring</th>
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<td>BUS 441</td>
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<tr>
<td>BUS elective</td>
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</table>

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 and are encouraged to complete D.E.C. requirements by the end of the sophomore year.
3. It is recommended that students take the business electives beginning in the second semester of the junior year. Many business elective courses have prerequisites that must be completed in addition to the courses listed in the sample course sequence.
4. Students are encouraged to take upper-division electives in the senior year.