

Students May Enroll To Take This Program Online Or Residentially

The objective of the Bachelor of Science in Business Management degree program is to provide in-depth training for individuals seeking entry- and mid-level employment in the field of business, introducing students to the process of management, including planning, organizing, directing and controlling functions of running a business. The program prepares graduates to pursue career opportunities in emphasis areas and provide leadership in their areas of expertise.

The goal of this program is to prepare graduates who are able to:

1. Explain basic business concepts
2. Write and present a marketing plan
3. Demonstrate management skills in hiring, supervising and retaining employees
4. Compare and contrast management and leadership skills
5. Create a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis
6. Develop strategies to make ethical decisions in business
7. Demonstrate appropriate written and verbal communication skills
8. Evaluate the quality of multiple viewpoints, arguments, and evidence and distinguish between fact and opinion
9. Exhibit social responsibility and examine the diverse cultures and value systems of our global community

CORE REQUIREMENTS

Class #	Class Name	Credits
AC110	Accounting Principles I	4
AC150	Accounting Principles II	4
AC160	Managerial Accounting	4
BS100	Business Mathematics	4
BS110	Business Communications	4
BS150	Business Writing	4
CS111	Computer Information Systems	3
CS131	MS Office Professional I	3
CS256	MS Office Professional II	3
MG100	Introduction to Business	5
MG110	Supervisory Management	4
MG150	Business Law	5
MG220	Small Business Management	4
MG310	Human Resource Management	4
MG320	Operations Management	4
MG340	Leadership and Management	4
MG430	Business Ethics	4
MG475	Capstone: Business Administration	4
MK150	Marketing	4
PD250	Career Development	1
Area of Emphasis: Marketing		
MG300	Finance	4
MG440	Entrepreneurship	4
MK200	Advertising/Promotion	3
MK210	Consumer Behavior	4
MK220	Sales Management	3
MK310	Marketing Strategy	4
MK320	Internet Marketing	4
MK405	Marketing Research	4
Business Electives		20
Total Core Minimum Credit Requirement		126

BUSINESS MANAGEMENT - MARKETING EMPHASIS

GENERAL EDUCATION REQUIREMENTS

A student pursuing a bachelor's degree is required to earn a minimum of 54 credits from the general education courses listed below, demonstrating a solid grounding in the liberal arts. A minimum of six credits must be earned in each of the following disciplines: communications, humanities, natural science and mathematics and social science.

Class#	Class Name	Credits
COMMUNICATIONS		
CM111	Speech Communications	4
CM121	Composition (required)	4
CM200	Intercultural Communications	4
CM210	Creative Writing	4
CM220	Art of Persuasion	4
CM230	Mass Communication	4
CM320	Writing and Research	4
HUMANITIES		
HU100	Introduction to Humanities	4
HU121	Film in Society	4
HU130	Spanish I	4
HU150	Introduction to Literature	4
HU200	Art in the Modern World	4
HU230	Spanish II	4
HU310	The Novel	4
HU315	World Literature	4
NATURAL SCIENCE and MATHEMATICS		
^Students must complete either NS112 or NS116		
NS105	Biology	4
NS111	Environmental Issues	4
NS112	Topics in Mathematical Reasoning (required)^	4
NS116	College Algebra I (required)^	4
NS121	Earth Science	4
NS126	Chemistry Today*	4
NS135	Microbiology	4
NS140	Anatomy and Physiology I	4
NS150	Anatomy and Physiology II	4
NS216	College Algebra II	4
NS305	Statistics I	4
NS320	Introduction to Decision Systems	4
NS351	Statistics II	4
SOCIAL SCIENCE		
SS103	Global Citizenship (required)	2
SS116	Introduction to Psychology	4
SS130	Law in Society	4
SS140	Interpersonal Relations (required)	4
SS145	Introduction to Macroeconomics	4
SS200	Introduction to Microeconomics	4
SS205	Sociology	4
SS210	Developmental Psychology	4
SS230	Psychology of Personality	4
SS311	Human Behavior	4
SS331	International Economics	4
SS360	Abnormal Psychology	4
Total General Education Minimum Credit Requirement		54

Total Program Minimum Credit Requirement

180

Notes:

Students are required to complete 30% of the program at the 300/400 level; this percentage includes both the specialization and general education credit requirements.

Students may be required to complete Foundations of Mathematics I and/or II and Foundations of Writing I and/or II based upon competency exam scores.

* Offered only at the Richfield, MN campus