

# MANAGEMENT, BS

The Management and Information Technology Department provides an academic environment in which students study current techniques for the management and operation of small, medium and large business organizations, international companies, government agencies, and non-profit institutions. Emphasis is placed on the acquisition of skills as well as the integration of marketing, domestic and international business, finance, project management and human resource management disciplines.

Students develop the ability to interpret data and supply quantitative, statistical, and logical solutions to business problems. Students are encouraged to find internship opportunities that complement their classroom studies. Seniors are required to pass BUS-4998 Capstone Business Policies with B or better that measures their general business knowledge, quantitative analysis skills, and writing and reasoning abilities. The department partners with the Career Development Center to help students identify and secure career opportunities.

## Requirements

Code	Title	Hours
<b>General Education Program</b>		
Writing (WR)		3
Quantitative Literacy (QR)		3-4
MAT-1105	College Algebra	
Oral Communications (OC)		3
Fitness/Health (FH)		2-3
Information, Technology & Media Literacy (ITML)		3
IT-1001	Computer Tools	
Religious Studies (RS)		3
Freshman Seminar (FS)		1
Humanistic & Creative Expression (HCE)		6
Natural & Physical World (NPW)		6-10
Philosophical, Ethical & Moral Dimensions (PEM)		6
Environment & Human Experience (SEH)		6
ECO-1201	Principles of Macroeconomics	
ENT-1001	Introduction to Entrepreneurship	
World Heritage & Global Perspectives (WHG)		6
<b>Management Major</b>		
ACC-1101	Elementary Accounting I	4
ACC-1102	Elementary Accounting II	4
BL-2101	Business Law I	3
BAN-2301	Spreadsheet Analytics	3
BAN-3301	Descriptive Analytics and Visualization	3
BUS-1001	Organization and Management	3
BUS-2001	Global Business	3
BUS-4998	Capstone Business Policies	3
ECO-2202	Principles of Microeconomics	3
ECO-2306	Money and Banking	3
Any ONE CJ (lower level), ECO, HIS, PSC, PSY or SOC course		3
FIN-3301	Principles of Finance	3
Any FIN course or ENT 3001 except FIN 3301/ECO 3331 <sup>1</sup>		3
HR-2204	Human Resources Management	3

IT-1103	Computer-Based Information Systems	3
IT-3301	Project Management	3
IT 1102 Multimedia Design or IT 2201 Telecommunication & Networking		3
MKT-2201	Marketing	3
Any MKT course or ENT 2001 except MKT-2201 or MKT 2204Marketing		3
Any THREE BAN, BUS, ENT, FIN, HR, or MKT 2000 level or higher courses		9
PSC-2404	Government and Business 1865 - Present	3
Liberal Arts ( <a href="https://catalog.sfc.edu/catalogue/general-information/academic-life/academic-policies/#liberalarts">https://catalog.sfc.edu/catalogue/general-information/academic-life/academic-policies/#liberalarts</a> ) <sup>2</sup>		3
<b>Total Hours</b>		<b>122-128</b>

*Must pass BUS-4998 Capstone Business Policies with B or better.*

- Except ECO-3331 Principles of Finance/FIN-3301 Principles of Finance.
- Students pursuing a Bachelor of Science degree must complete 1/2 of their degree credits (i.e. minimum 60 credits) from courses in the Liberal Arts category. For specific academic subjects, see here (<https://catalog.sfc.edu/catalogue/general-information/academic-life/academic-policies/#liberalarts>).
- The Department strongly recommends courses in BAN, BUS, ENT, IT, HR, MKT, PM or SPM.

## Concentrations

### E-Commerce

The advent of the World Wide Web has revolutionized the process of domestic and international commerce in business-to-business and business-to-consumer relationships. The E-Commerce concentration is a multidisciplinary program that integrates courses from Information Technology and Marketing to introduce students to this new way of doing business and help them master skills that are used in its conduct.

Code	Title	Hours
FIN-2001	E-Finance	3
IT-3410	E-Commerce Integration	3
Select two of the following courses:		6
BAN-3310	Production and Operations Management	
ENT-1001	Introduction to Entrepreneurship	
IT-1106	Introduction to App Development for Mobile Devices	
IT-2410	Web Design	
IT-2510	Database Management Systems	
IT-3400	HTML & CSS for Web Design	
MKT-3440	Digital Marketing	
<b>Total Hours</b>		<b>12</b>

### Entrepreneurship

The Entrepreneurship concentration provides an opportunity for students to focus on entrepreneurship – the process of creating value through recognizing, developing opportunities and centers on developing the students' entrepreneurial mindset.

The entrepreneurial mindset complements all management and IT course studies by offering a means of putting theory and science into practice.

Code	Title	Hours
ENT-1001	Introduction to Entrepreneurship	3
ENT-2001	Entrepreneurial Marketing & New Product Innovation	3
Select one of the following courses:		3
ENT-3001	Entrepreneurial Finance	
FIN-2001	E-Finance	
Select one of the following courses:		3
BUS/PHI-3342	Business Ethics	
ENT-1777	Design Thinking and Innovation	
ENT-3002	Social Entrepreneurship & Sustainable New Businesses	
<b>Total Hours</b>		<b>12</b>

## Finance and Risk Management

The Finance concentration introduces students to several areas within the finance field. After successfully completing FIN-3301 Principles of Finance, students can select from several courses that provide exposure to various professions such as investment analysis, managerial finance, personal finance, and international finance.

Code	Title	Hours
Select four of the following courses:		12
BUS/PHI-3342	Business Ethics	
FIN-3302	Managerial Finance <sup>1</sup>	
FIN-3312	Investment Analysis <sup>1</sup>	
FIN/ECO-3334	Public Finance <sup>1</sup>	
FIN-3316	Personal Finance	
FIN-3317	Principles of Real Estate Finance	
FIN-3340	Insurance and Risk Management	
FIN-3420	International Finance	
FIN-3422	Financial Institutions Management	
FIN-4412	Portfolio Management <sup>1</sup>	
<b>Total Hours</b>		<b>12</b>

<sup>1</sup> May be taken as a Liberal Arts/Economics elective if registered with the corresponding ECO course.

## Human Resources Management

Human Resources Management introduces students to the full spectrum of personnel management, including employee relations, organizational structure, compensation and benefit plan, appraisals, and labor relations.

Code	Title	Hours
HR-2201	Management Theory and Practice	3
Select three of the following courses:		9
BUS-2003	Changes in Corporate Culture & Your Career	
BUS 4001-4099	Special Topics in Business	
BUS-4990	Internship in Business	
BUS-4995	Independent Study in Business	
HR-3310	Organizational Behavior	
HR-3409	Indust Rel & Collect Bargain	
HR-3410	Compensation	

PM-4030	Optimizing Project Management Teams	
<b>Total Hours</b>		<b>12</b>

## International Business

The International Business concentration is a highly interdisciplinary program that takes elements from economics, finance, human resources, information technology, marketing and international cultural studies. The program prepares students for international careers in business firms, financial institutions, or government agencies that require flexible thinking, strong analytical skills, and refined communication skills.

Code	Title	Hours
BUS-2001	Global Business	3
Select three of the following courses:		9
BUS-1204	Business and Society	
ECO/ICS-3305	European Economies	
ECO-4403	"International Economics, Trade, and Finance"	
ENT-1777	Design Thinking and Innovation	
ENT-2001	Entrepreneurial Marketing & New Product Innovation	
FIN-3420	International Finance	
MKT-3330	International Marketing	
MKT-3370	Travel and Tourism Management	
PM-4010	Project Risk Management	
PM-4020	Finance for Project Managers	
PM-4030	Optimizing Project Management Teams	
<b>Total Hours</b>		<b>12</b>

## Marketing

Marketing concentration enables the individual student to pursue courses that would be most consistent with his/her interests in career paths in marketing. A focused program of study in a marketing area allows students to explore the array of subjects associated with the marketing profession: marketing research, consumer behavior, advertising, strategic marketing communication, professional selling, logistics and supply chain management, digital marketing product management and pricing strategies. The department encourages students to consider taking internships and engaging in an in-depth research or creative project as part of the independent study.

Code	Title	Hours
Select four of the following courses:		12
BUS-4990	Internship in Business	
BUS-4995	Independent Study in Business	
ENT-2001	Entrepreneurial Marketing & New Product Innovation	
MKT-3304	Marketing Management	
MKT-3307	Advertising and Sales Promotion	
MKT-3309	Relationship Management	
MKT-3315	Public Relations	
MKT-3316	Merchandising	
MKT-3317	Consumer Behavior	
MKT-3330	International Marketing	
MKT-3340	Direct Marketing	

MKT-3777 Brand Management

**Total Hours** 12

## Operations Research and Management

The Operations Management concentration applies mathematical and analytical concepts to solve business problems and acquire skills in such areas as forecasting, probability, quality control, production scheduling, transportation and logistics, project management, and inventory control.

Code	Title	Hours
BAN-2301	Spreadsheet Analytics	3
BAN-3301	Descriptive Analytics and Visualization	3
Select two of the following courses:		6
BAN-3308	Data Analytics for Business	
BAN-3309	Business Forecasting	
BAN-3310	Production and Operations Management	
BAN-3311	Adv Analytics & Business Intelligence	

**Total Hours** 12

The General Education Program is the academic cornerstone of St. Francis College and affirms its mission to graduate educated, well-rounded students to enter and participate in a changing and culturally diverse world.

As an integrated program of studies, it focuses on developing the skills expected of a liberally educated person. It provides students with a broadly-based foundation outside their areas of specialization, an understanding of how various disciplines intersect and differ, and assists in cultivating a disposition for lifelong learning.

## Institutional Learning Outcomes:

1. Demonstrate sensitivity to creative expression
2. Communicate ideas and information through written, oral, visual and digital media
3. Employ critical and analytical skills
4. Value diverse perspectives of the human experience
5. Implement information, technology and media literacy
6. Demonstrate quantitative literacy

## Foundation Courses- First Year College (18 credits)

To ensure refinement of basic reasoning and cognitive skills needed for successful completion of any college degree program, the general education program requires 18 credits in foundational courses targeting student learning outcomes (SLOs) in writing; quantitative reasoning; oral communications; information, technology, and media literacy; fitness or health; religious studies; and the Freshman Seminar. Each student is required to successfully complete one course in each of the areas of the First Year College.

## Bodies of Knowledge (30 credits)

A selection of 30 credits in broad areas of inquiry, designated as Bodies of Knowledge, allow students the flexibility to gain breadth and depth in a field outside of a major. Each student is required to successfully complete two different courses in each of the five Bodies of Knowledge.