BUSINESS MAJOR (B.A.)
MANCHESTER

https://manchester.unh.edu/program/ba/business-major

Description

The bachelor of arts in business has a strong interdisciplinary focus. The curriculum adheres to a philosophy that effective decision making requires a broad understanding of the institutional and cultural climate within which businesses are operating. The program uses the resources of Manchester’s business community and its economic strengths to provide students with skills, knowledge, and opportunities.

The business program offers areas of focus in accounting, business economics, management (including human resources), and marketing/sales. Students with a unique interest can create a self-designed concentration with approval of their advisor and the coordinator of the business program.

The culminating capstone experience enables students to apply their knowledge in the form of an internship or applied senior project. Because this is a bachelor of arts program, students fulfill the foreign language requirement. Students have the opportunity to enhance their knowledge through community experiences and internships. Graduates of UNH Manchester’s business program are in demand because they offer future employers a portfolio of practical skills and theoretical knowledge, coupled with applied experiences through internships, leading to effective communication and leadership.

Requirements

Students must complete 128 credits to graduate. Each required course must be completed with a minimum grade of C-. Students must attain a minimum GPA of 2.0 in major courses required for graduation. Majors cannot use BUS 430 Introduction to Business Statistics, ECN 411 Introduction to Macroeconomic Principles, or ECN 412 Introduction to Microeconomic Principles to satisfy both Discovery Program and major requirements. Transfer students must complete at least half of their credits in the major and the 8-credit capstone experience (BUS 705 Business Ethics and either BUS 750 Business Program Internship or BUS 760 BUS SR SEM - Research Project) in residence at UNH Manchester.

Areas of Study

Business Economics

- Select four of the following courses (including at least one course at 600 level or above):
  - BUS 635 Entrepreneurial Application through Enactus
  - BUS 690 Business Program Internship
  - BUS 695 Independent Study in Business
  - DATA 557 Introduction to Data Science and Analytics
  - ECN #635 Money, Banking and Macroeconomic Activity
  - ECN 640 Business Law and Economics
  - ECN 650 Economics for Managers

Management

- Select four of the following courses:
  - BUS 453 Leadership for Managers
  - BUS 455 Management of Human Resources
  - BUS 520 Training and Development
  - BUS 640 Business Communication and Conflict
  - BUS 690 Business Program Internship
  - BUS 695 Independent Study in Business
  - ECN 640 Business Law and Economics
  - ECN 650 Economics for Managers

Marketing

- Select three of the following courses:
  - BUS 565 Selling and Sales Management
  - BUS 661 Integrated Marketing Communication
  - BUS 662 Digital Marketing Applications
  - BUS 663 Services Marketing and Operations Management
  - BUS 665 International Marketing Strategy Management

Select one of the following courses or one course not taken from the list above:

- BUS 676 Special Topics in Business Administration

For further information, please visit the University of New Hampshire website.
BUS 685  Applications in Business Management
BUS 690  Business Program Internship (in Marketing or Communication)
BUS 695  Independent Study in Business (Marketing/Communication Project)
COMP 405  Introduction to Web Design and Development
COMP 415  Mobile Computing First and For Most

Total Credits 16

**Self Designed**

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<td>Select four courses (or 16 credit hours)</td>
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<td>one course at 500 level or above</td>
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Total Credits 16

For more information, contact Kelly Kilcrease, program coordinator, at Kelly.Kilcrease@unh.edu (kelly.kilcrease@unh.edu), or contact the Office of Admissions (unhm.admissions@unh.edu), (603) 641-4150.