

BUSINESS MAJOR (B.A.)

UNHM

<http://manchester.unh.edu/academics/degree-programs/business>

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 adviser and the coordinator of the business program.

A culminating capstone experience enables students to apply their knowledge in the form of an internship, applied senior project, or special topics seminar. Because this is a bachelor of arts program, students fulfill the foreign language requirement. Students have the opportunity to enhance fluency 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 Internship Seminar or BUS 760 Applied Senior Project) in residence at UNH Manchester.

| Code | Title | Credits |
|---|---|---------|
| Introductory Business Core Courses | | |
| ENGL 401 | First-Year Writing | 4 |
| ENGL 595 | Literary Topics (Business Communications) ¹ | 4 |
| BUS 400 | Introduction to Business | 4 |
| BUS 430 | Introduction to Business Statistics | 4 |
| BUS 532 | Introduction to Financial Accounting | 4 |
| BUS 533 | Introduction to Managerial Accounting | 4 |
| BUS 675 | Special Topics in Business Administration (Microsoft Business Applications) | 4 |
| ECN 411 | Introduction to Macroeconomic Principles | 4 |
| ECN 412 | Introduction to Microeconomic Principles | 4 |
| MATH 420 | Finite Mathematics | 4 |
| or MATH 425 | Calculus I | |

| Select one of the following: | | 4 |
|-------------------------------------|--|---|
| COMP 405 | Introduction to Internet and Web Authoring | |
| COMP 415 | Mobile Computing First and For Most | |
| COMP 425 | Introduction to Programming | |
| COMP 430 | Systems Fundamentals | |

Intermediate Business Core

| | | |
|---------|--|-----|
| BUS 601 | Financial Management | 4 |
| BUS 610 | Marketing Principles and Applications | 4 |
| BUS 620 | Organizational Behavior | 4 |
| BUS 690 | Business Program Internship ² | 1-4 |

Capstone

| | | |
|------------|--|---|
| BUS 705 | Business Ethics ³ | 4 |
| BUS 750 | Business Internship Seminar ³ | 4 |
| or BUS 760 | Applied Senior Project | |

Area of Study

| | |
|-------------------------|-------|
| Select an area of study | 16 |
| Total Credits | 81-84 |

- ¹ Prerequisite is ENGL 401 First-Year Writing or equivalent
- ² Experiential learning is required prior to the last semester at the University. BUS 690 Business Program Internship as an internship course satisfies this requirement. Most students will take two internships at UNH Manchester - (BUS 690 Business Program Internship and BUS 750 Business Internship Seminar.)
- ³ Business Capstone Experience (two courses: BUS 705 Business Ethics and one senior business seminar [BUS 750 Business Internship Seminar or BUS 760 Applied Senior Project]), fulfills the Discovery Program capstone requirement for business majors and is taken during the senior year.
Note: Because this is a bachelor of arts program, students must fulfill a language requirement. Efforts will be made to enhance fluency through subsequent courses and community experiences.

Areas of Study

Business Economics

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

Total Credits 16

Management

| Code | Title | Credits |
|---------------------------------------|--|---------|
| Select four of the following courses: | | |
| BUS 453 | Leadership for Managers | |
| BUS 455 | Management of Human Resources Management | |
| BUS 520 | Training and Development | |
| BUS #630 | International Management | |
| BUS 640 | Business Communication and Conflict | |

| | | |
|---------------|--|----|
| BUS 663 | Services Marketing and Operations Management | |
| ECN 640 | Business Law and Economics | |
| ECN 650 | Economics for Managers | |
| BUS 690 | Business Program Internship | |
| BUS 695 | Independent Study in Business | |
| <hr/> | | |
| Total Credits | | 16 |

Marketing

| Code | Title | Credits |
|--|---|---------|
| Select three of the following courses: | | 12 |
| BUS 565 | Selling and Sales Management | |
| BUS 661 | Integrated Marketing Communication | |
| 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: | | 4 |
| BUS 675 | Special Topics in Business Administration | |
| BUS 685 | Applications in Business Management | |
| BUS 695 | Independent Study in Business (Marketing/Communication Project) | |
| BUS 690 | Business Program Internship (in Marketing or Communication) | |
| COMP 405 | Introduction to Internet and Web Authoring | |
| COMP 415 | Mobile Computing First and For Most | |
| <hr/> | | |
| Total Credits | | 16 |

Self Designed

| Code | Title | Credits |
|---|-------|---------|
| Select four courses (or 16 credit hours) with faculty approval, including at least one course at 500 level or above | | 16 |
| <hr/> | | |
| Total Credits | | 16 |

For more information, contact Bill Troy, program coordinator, at (603) 641-4345 or Bill.Troy@unh.edu, or contact the Office of Admissions (unhm.admissions@unh.edu), (603) 641-4150.