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. Efforts will be made to enhance fluency through subsequent courses and community experiences.

Areas of Study

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 (major requirements). Transfer students must complete at least half of their major requirements. Transfer students must complete at least half of their major requirements.

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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 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) with faculty approval, including at least one course at 500 level or above</td>
<td>16</td>
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Total Credits  16

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