

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 Capstone Senior Seminar - Internship or BUS 760 BUS SR SEM - Research Project) in residence at UNH Manchester.

Code	Title	Credits
Introductory Business Core Courses		
BUS 400	Introduction to Business	4
BUS 405	Introduction to Business Computer Applications	4
BUS 430	Introduction to Business Statistics	4
BUS 532	Introduction to Financial Accounting	4
BUS 533	Introduction to Managerial Accounting	4
ECN 411	Introduction to Macroeconomic Principles	4
ECN 412	Introduction to Microeconomic Principles	4
ENGL 401	First-Year Writing	4
MATH 420	Finite Mathematics	4
or MATH 422	Mathematics for Business Applications	
or MATH 425	Calculus I	
PTC 500	Business Communication	4
Select one of the following:		
COMP 405	Introduction to Web Design and Development	4
COMP 415	Mobile Computing First and For Most	4

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 ¹	1-4
Capstone		
BUS 705	Business Ethics ²	4
BUS 750	Business Capstone Senior Seminar - Internship ²	4
or BUS 760	BUS SR SEM - Research Project	
Area of Study		
Select an area of study		16
Total Credits		81-84

- ¹ 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 Capstone Senior Seminar - Internship.)
- ² Business Capstone Experience (two courses: BUS 705 Business Ethics and one senior business seminar [BUS 750 Business Capstone Senior Seminar - Internship or BUS 760 BUS SR SEM - Research 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):		
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	
Total Credits		16

Management

Code	Title	Credits
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	
Total Credits		16

Marketing

Code	Title	Credits
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 675	Special Topics in Business Administration	4

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

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

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

Student Learning Outcomes

At the conclusion of the Business program, students should be able to demonstrate:

- Breadth and depth of knowledge about business and economic concepts, theories and methodologies, especially in the sub-field concentrations of: accounting/finance (full option), management/organizational behavior/ human relations, marketing/sales, and business economics, and how these varying fields are inter-related and complementary.
- Ability to analyze the effects of economic, social and political forces on changing local, national and global business by employing a multidisciplinary and interdisciplinary approach rooted in the social sciences and ethics.
- Ability to apply business and economic social science research to real-world, case based, situations in order to craft workable solutions that will yield to increased success and profit.
- Information literacy (ability to find, retrieve and analyze information) in the fields of business, economics, accounting/finance, marketing through use of proven and reliable private and public sector resources, including: articles, studies and research reports using UNH library resources such as ebscohost.
- Ability to lead discussion groups and project teams to effective conclusions – written and oral, delivered in or out of the classroom.
- Adeptness at multiple kinds of qualitative and quantitative analysis of data, particularly data found in, but not limited to, private and public sector reports.
- Effective writing skills in all types of business and professional writing: memoranda, case studies, analytical and project reports.
- Essential grasp of cogent presentation methods and techniques in the classroom, in front of visitors and peers.
- Sensitivity to cultural differences and an appreciation for the diversity of human experience and perspectives.
- An understanding of the importance of engaged citizenship in building healthy communities at every level (local, national and global).
- Display professionalism in the workplace, in both service learning and internship contexts.