BUSINESS MAJOR (B.A.)

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 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.

For more information, contact Yvette Lazdowski (yvette.lazdowski@unh.edu), program coordinator or the Office of Admissions (unhm.admissions@unh.edu), (603) 641-4150.

Requirements

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: Yes

All Major, Option and Elective Requirements as indicated.

*Major GPA requirements as indicated.

Major 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, ECN 411, or ECN 412 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 and either BUS 750 or BUS 760) in residence at UNH Manchester.
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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUS 690</td>
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Total Credits  16

Self-Designed
Select four courses (or 16 credit hours) with faculty approval, including at least one course at 500 level or above  16

Total Credits  16

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.

Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH Manchester undergraduate students will develop individual academic plans with their professional advisor during the first year at UNH.

Sample Course Sequence

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>First Year</td>
<td></td>
<td></td>
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<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UMST 401</td>
<td>First Year Seminar or Transfer Seminar</td>
<td>1-2</td>
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<tr>
<td>ENGL 401</td>
<td>First-Year Writing</td>
<td>4</td>
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<tr>
<td>BUS 400</td>
<td>Introduction to Business</td>
<td>4</td>
</tr>
<tr>
<td>Discovery Course</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
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<td>4</td>
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Credits  17-18

Spring

MATH 422  Mathematics for Business Applications  4
ECN 411  Introduction to Macroeconomic Principles  4
Discovery Course  4
BUS 405  Introduction to Business Computer Applications  4

Credits  16

Second Year |                                                                 |         |
| Fall |                                                                 |         |
| Foreign Language |                                                              | 4       |
| ECN 412 | Introduction to Microeconomic Principles                          | 4       |
| BUS 430 | Introduction to Business Statistics                               | 4       |
| BUS 532 | Introduction to Financial Accounting                             | 4       |

Credits  16

Spring

Foreign Language  4
BUS 533  Introduction to Managerial Accounting  4
PTC 500  Business Communication  4
Discovery Course  4

Credits  16

Third Year

Fall

COMP 405 or COMP 415  Introduction to Web Design and Development or Mobile Computing First and For Most  4
BUS 601  Financial Management  4
BUS 610  Marketing Principles and Applications  4
Discovery Course  4

Credits  16

Spring

BUS 620  Organizational Behavior  4
BUS 690  Business Program Internship  4
Discovery Course  4
Major Area of Study Course  4

Credits  16

Fourth Year

Fall

BUS 705  Business Ethics  4
Discovery Course  4
Major Area of Study Course  4
Major Area of Study Course  4

Credits  16

Spring

BUS 750 or BUS 760  Business Capstone Senior Seminar - Internship or BUS SR SEM - Research Project  4
Major Area of Study Course  4
Elective  4

Credits  16

Total Credits  129-130

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.