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.

Areas of Study

Select an area of study

Total Credits: 81-84

Business Economics

**BUS 690** Business Program Internship

Business Program Internship

**BUS 695** Independent Study in Business

Independent Study in Business

**DATA 557** Introduction to Data Science and Analytics

Introduction to Data Science and Analytics

**ECN 640** Business Law and Economics

Business Law and Economics

**ECN 650** Economics for Managers

Economics for Managers

Total Credits: 16

Management

Select four of the following courses:

**BUS 453** Leadership for Managers

Leadership for Managers

**BUS 455** Management of Human Resources

Management of Human Resources

**BUS 520** Training and Development

Training and Development

**BUS 575** Students Consulting Organizations

Students Consulting Organizations

**BUS 640** Business Communication and Conflict

Business Communication and Conflict

**BUS 690** Business Program Internship

Business Program Internship

**BUS 695** Independent Study in Business

Independent Study in Business

**ECN 640** Business Law and Economics

Business Law and Economics

**ECN 650** Economics for Managers

Economics for Managers

Total Credits: 16

Marketing

Select three of the following courses:

**BUS 565** Selling and Sales Management

Selling and Sales Management

**BUS 661** Integrated Marketing Communication

Integrated Marketing Communication

**BUS 662** Digital Marketing Applications

Digital Marketing Applications

Total Credits: 12
BUS 663 Services Marketing and Operations Management
BUS 466 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
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

Code Title Credits
Self-Designed 16

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

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

#### First Year

**Fall**
- **Credits**
- UMST 401 or UMST 402 First Year Seminar or Transfer Seminar 1-2
- ENGL 401 First-Year Writing 4
- BUS 400 Introduction to Business 4

Discovery Course
- Elective 4

**Spring**
- **Credits**
- MATH 422 Mathematics for Business Applications 4

#### Second Year

**Fall**
- **Credits**
- ECN 412 Introduction to Microeconomic Principles 4
- BUS 430 Introduction to Business Statistics 4
- BUS 532 Introduction to Financial Accounting 4

**Spring**
- Foreign Language 4
- BUS 533 Introduction to Managerial Accounting 4
- PTC 500 Business Communication 4

Discovery Course
- **Credits**

#### 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
- **Credits**

#### Fourth Year

**Fall**
- **Credits**
- BUS 705 Business Ethics 4
- Discovery Course 4
- Major Area of Study Course 4

**Credits**

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### Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUS 750 or BUS 760</td>
<td>4</td>
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<tr>
<td>Business Capstone</td>
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<td>Senior Seminar -</td>
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<td>Internship</td>
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<td>or BUS SR SEM -</td>
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<td>Research Project</td>
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<td><strong>Total Credits</strong></td>
<td><strong>16</strong></td>
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#### Student Learning Outcomes

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

- Apply breadth and depth of knowledge about business and economic concepts, theories and methodologies, especially in the sub-field concentrations of accounting, finance, management, business ethics, leadership, organizational behavior, human resources, marketing/sales, statistics, business computer/software applications, and business data analytics, and how these varying fields are inter-related and complementary.

- Apply critical thinking skills to the qualitative and quantitative analysis of data through working knowledge of office suite products such as Microsoft Word, Excel, and PowerPoint, PowerBI or Tableau, including analysis of the data's impact on business decision making in local, national, and global business situations.

- Information literacy, including the ability to find, retrieve, analyze, and communicate information from online or traditional venues in the fields of business, economics, accounting, finance, management, human resources, entrepreneurship, leadership, organizational behavior, marketing, and business ethics.

- Effective interpersonal writing and presentation skills in all types of business and professional communications: memoranda, case studies, analytical reports, data visualizations, slide presentations, and project reports, along with the ability to convey this information with audiences in the private and public sectors, including the ability to lead discussion groups and multi-task project teams.

- Professionalism in the workplace, including sensitivity to cultural differences and an appreciation for the diversity of human experience and perspectives, as well as an understanding of the meaning of engaged citizenship as members of an ethical business community.