Introduction

The mission of the Business Management Department is to create a learning environment for students to acquire the knowledge, skills, and experiences necessary to make an immediate contribution in the workplace, and to rapidly grow into leadership positions in their organizations. We will do this by partnering with industry and non-profit organizations to provide mentoring, seminars, consulting projects, and internships to allow the students to apply what they have learned via case study and classroom discussion. Graduating students will emerge with an innovative and entrepreneurial spirit, technological and global literacy, and key communication and problem-solving skills.

General Advisement questions should be directed to the College of Business and Communication Advisement Center, Smith 296, (208) 496-1415.

Graduation Requirements

To receive a BS in Business Management, a student will need to complete the prescribed course of study with a minimum of 120 credits and a GPA of 2.5 or higher. No grade less than C- will be allowed in pre-core, core and emphasis courses. A pre-professional internship experience, between the sophomore and junior year, as well as a professional internship experience, to be completed following the junior year, is required for graduation.

Central Aims - Students who successfully complete the degree will demonstrate the following skills:

1. Technological Literacy: graduates will understand how technology is used in all functions of business to improve productivity, communication, and customer service.
2. Global Literacy: graduates will understand international trade and financial systems. Core courses in marketing and organizational behavior will address cross-cultural issues.
3. Quantitative Analysis: all appropriate upper division courses will develop quantitative reasoning skills by utilizing business software and web-based applications to solve finance, marketing, and operational problems addressed in the curriculum.
4. Problem Solving and Project Management: all upper-division students will participate in business case studies, internships, and consulting projects to develop skills in these areas.
5. Written and Oral Communication: students will complete three courses in written communication, and will utilize presentation software in upper division oral reports.
6. Teamwork and Leadership Skills: Organizational Effectiveness course will teach team-building principles that will be applied in study groups during the integrated junior core. Selected emphasis courses will include consulting projects executed in teams.
7. Entrepreneurial Spirit: students will be educated, encouraged, and supported in operating and growing business ventures in appropriate courses, guest seminars, and practicums.
8. Business Ethics: students will be given the opportunity to identify and eliminate any incongruities between their personal ethical tendencies and the Gospel of Jesus Christ.

Major Requirements

1. Successfully complete the Pre-Business Management Core (during freshman and sophomore years) by completing all 29 credit hours (2.5 GPA overall, no grade less than a C-).
3. Complete a Pre-professional (B 298) Internship prior to the Integrated Business Core (IBC) and a Professional (B 398) Internship after the Integrated Business Core (IBC).
4. Select and complete the requirements for integrated emphasis from those listed.
5. Complete a Senior Capstone course (B 499B).
6. Select and complete a 12-credit complementary cluster approved by your Faculty Advisor.
7. The Professional Internship (B 398) should be completed before the final semester. Students are encouraged to complete their last semester on campus and not offsite at an internship.

Introduction

The mission of the Business Management Department is to create a learning environment for students to acquire the knowledge, skills, and experiences necessary to make an immediate contribution in the workplace, and to rapidly grow into leadership positions in their organizations. We will do this by partnering with industry and non-profit organizations to provide mentoring, seminars, consulting projects, and internships to allow the students to apply what they have learned via case study and classroom discussion. Graduating students will emerge with an innovative and entrepreneurial spirit, technological and global literacy, and key communication and problem-solving skills.

General Advisement questions should be directed to the College of Business and Communication Advisement Center, Smith 296, (208) 496-1415.

Graduation Requirements

To receive a BS in Business Management, a student will need to complete the prescribed course of study with a minimum of 120 credits and a GPA of 2.5 or higher. No grade less than C- will be allowed in pre-core, core and emphasis courses. A pre-professional internship experience, between the sophomore and junior year, as well as a professional internship experience, to be completed following the junior year, is required for graduation.

Central Aims - Students who successfully complete the degree will demonstrate the following skills:

1. Technological Literacy: graduates will understand how technology is used in all functions of business to improve productivity, communication, and customer service.
2. Global Literacy: graduates will understand international trade and financial systems. Core courses in marketing and organizational behavior will address cross-cultural issues.
3. Quantitative Analysis: all appropriate upper division courses will develop quantitative reasoning skills by utilizing business software and web-based applications to solve finance, marketing, and operational problems addressed in the curriculum.
4. Problem Solving and Project Management: all upper-division students will participate in business case studies, internships, and consulting projects to develop skills in these areas.
5. Written and Oral Communication: students will complete three courses in written communication, and will utilize presentation software in upper division oral reports.
6. Teamwork and Leadership Skills: Organizational Effectiveness course will teach team-building principles that will be applied in study groups during the integrated junior core. Selected emphasis courses will include consulting projects executed in teams.
7. Entrepreneurial Spirit: students will be educated, encouraged, and supported in operating and growing business ventures in appropriate courses, guest seminars, and practicums.
8. Business Ethics: students will be given the opportunity to identify and eliminate any incongruities between their personal ethical tendencies and the Gospel of Jesus Christ.

Major Requirements

1. Successfully complete the Pre-Business Management Core (during freshman and sophomore years) by completing all 29 credit hours (2.5 GPA overall, no grade less than a C-).
3. Complete a Pre-professional (B 298) Internship prior to the Integrated Business Core (IBC) and a Professional (B 398) Internship after the Integrated Business Core (IBC).
4. Select and complete the requirements for integrated emphasis from those listed.
5. Complete a Senior Capstone course (B 499B).
6. Select and complete a 12-credit complementary cluster approved by your Faculty Advisor.
7. The Professional Internship (B 398) should be completed before the final semester. Students are encouraged to complete their last semester on campus and not offsite at an internship.
Accessibility of Business Management Courses

1. B 101 and all B 200-level courses available to all students.
2. B 279R, 370, and 380 are available to all students who have completed proper prerequisite courses.
3. All other Business Management courses are limited to students majoring, minoring, or getting a cluster in business. Exceptions require approval from the Instructor and/or Department Chair.
4. Business Management students must take B 220 before taking Eng 312.

Career Opportunities

Students graduating from this major will be prepared for entry-level management positions in finance, marketing, supply chain management/operations and management. They will also receive sufficient knowledge to be able to pursue entrepreneurial opportunities in the industry of their choice after gaining relevant experience. Within the finance area, students will be particularly suited for opportunities in financial services, banking and corporate finance. Within the marketing area, students will be well prepared for careers in sales, supply chain management/operations, marketing research, marketing services or business-to-business/business-to-consumer marketing.

Minor for Non-Business Related Majors

<table>
<thead>
<tr>
<th>Minor Requirements</th>
<th>No-Credit, Low-Threat - Accepted for Minor Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCTG 180</td>
<td>ECON 111</td>
</tr>
<tr>
<td>BCTG 201</td>
<td>ECON 112</td>
</tr>
<tr>
<td>BCTG 201R</td>
<td>ECON 300</td>
</tr>
<tr>
<td>B 101</td>
<td>ECON 358</td>
</tr>
<tr>
<td>B 275</td>
<td>MATH 253</td>
</tr>
<tr>
<td>IT 350</td>
<td></td>
</tr>
<tr>
<td>Minor must apply and be accepted to the IBC Program before enrolling three courses. These cannot be below aAsh-where classes. They must be below the 12 Crd IBC course.</td>
<td></td>
</tr>
</tbody>
</table>

Total Minor Credits=24

This minor is available on the following tracks:
- All-Written - YES
- Written Spoken - YES
- Instructor Feedback - YES

Minor for Non-Business Related Majors

<table>
<thead>
<tr>
<th>Minor Requirements</th>
<th>No-Credit, Low-Threat - Accepted for Minor Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCTG 180</td>
<td>ECON 111</td>
</tr>
<tr>
<td>BCTG 201</td>
<td>ECON 112</td>
</tr>
<tr>
<td>BCTG 201R</td>
<td>ECON 300</td>
</tr>
<tr>
<td>B 101</td>
<td>ECON 358</td>
</tr>
<tr>
<td>B 275</td>
<td>MATH 253</td>
</tr>
<tr>
<td>IT 350</td>
<td></td>
</tr>
<tr>
<td>Minor must apply and be accepted to the IBC Program before enrolling three courses. These cannot be below aAsh-where classes. They must be below the 12 Crd IBC course.</td>
<td></td>
</tr>
</tbody>
</table>

Total Minor Credits=24

This minor is available on the following tracks:
- All-Written - YES
- Written Spoken - YES
- Instructor Feedback - YES
**Minor for Business Related Majors**

*(Accounting, Economics, Information Systems)*

### Minor Requirements

#### Finance Emphasis Area

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>B 361</td>
<td>3</td>
</tr>
<tr>
<td>B 420</td>
<td>3</td>
</tr>
<tr>
<td>B 341</td>
<td>3</td>
</tr>
<tr>
<td>B 301</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Marketing Emphasis Area

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>B 421</td>
<td>3</td>
</tr>
<tr>
<td>B 427B</td>
<td>1</td>
</tr>
<tr>
<td>B 426</td>
<td>2</td>
</tr>
<tr>
<td>B 425B</td>
<td>1</td>
</tr>
<tr>
<td>B 424B</td>
<td>1</td>
</tr>
<tr>
<td>B 422B</td>
<td>1</td>
</tr>
<tr>
<td>(Choose One of the Following Courses)</td>
<td></td>
</tr>
<tr>
<td>B 454</td>
<td>1</td>
</tr>
<tr>
<td>OR:</td>
<td></td>
</tr>
<tr>
<td>B 424A</td>
<td>2</td>
</tr>
<tr>
<td>B 451</td>
<td>2</td>
</tr>
<tr>
<td>B 423A</td>
<td>2</td>
</tr>
<tr>
<td>B 443</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Supply Chain Management

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>B 441</td>
<td>2</td>
</tr>
<tr>
<td>B 461</td>
<td>3</td>
</tr>
<tr>
<td>B 424</td>
<td>1</td>
</tr>
<tr>
<td>B 423</td>
<td>1</td>
</tr>
<tr>
<td>B 422</td>
<td>1</td>
</tr>
<tr>
<td>ACC 135</td>
<td>3</td>
</tr>
</tbody>
</table>

##### Program Notes:

- No Grade reas:
  - Minors for the Business Area:
  - Supply Chain Management:
    - Course:
      - B 441 (2 credits)
      - B 461 (3 credits)
      - B 424 (1 credit)
      - B 423 (1 credit)
      - B 422 (1 credit)
    - ACC 135 (3 credits)

### Total Minor Credits: 24

This minor is available on the following tracks:

<table>
<thead>
<tr>
<th>Winter</th>
<th>Fall</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>YES</td>
</tr>
</tbody>
</table>

---

### Minor Requirements

#### Finance Emphasis Area

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>B 361</td>
<td>3</td>
</tr>
<tr>
<td>B 420</td>
<td>3</td>
</tr>
<tr>
<td>B 341</td>
<td>3</td>
</tr>
<tr>
<td>B 301</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Marketing Emphasis Area

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>B 421</td>
<td>3</td>
</tr>
<tr>
<td>B 427B</td>
<td>1</td>
</tr>
<tr>
<td>B 426</td>
<td>2</td>
</tr>
<tr>
<td>B 425B</td>
<td>1</td>
</tr>
<tr>
<td>B 424B</td>
<td>1</td>
</tr>
<tr>
<td>B 422B</td>
<td>1</td>
</tr>
<tr>
<td>(Choose One of the Following Courses)</td>
<td></td>
</tr>
<tr>
<td>B 454</td>
<td>1</td>
</tr>
<tr>
<td>OR:</td>
<td></td>
</tr>
<tr>
<td>B 424A</td>
<td>2</td>
</tr>
<tr>
<td>B 451</td>
<td>2</td>
</tr>
<tr>
<td>B 423A</td>
<td>2</td>
</tr>
<tr>
<td>B 443</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Supply Chain Management

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>B 441</td>
<td>2</td>
</tr>
<tr>
<td>B 461</td>
<td>3</td>
</tr>
<tr>
<td>B 424</td>
<td>1</td>
</tr>
<tr>
<td>B 423</td>
<td>1</td>
</tr>
<tr>
<td>B 422</td>
<td>1</td>
</tr>
<tr>
<td>ACC 135</td>
<td>3</td>
</tr>
</tbody>
</table>

##### Program Notes:

- No Grade reas:
  - Minors for the Business Area:
  - Supply Chain Management:
    - Course:
      - B 441 (2 credits)
      - B 461 (3 credits)
      - B 424 (1 credit)
      - B 423 (1 credit)
      - B 422 (1 credit)
    - ACC 135 (3 credits)

### Total Minor Credits: 24

This minor is available on the following tracks:

<table>
<thead>
<tr>
<th>Winter</th>
<th>Fall</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>YES</td>
</tr>
</tbody>
</table>
BS in Applied Management

General Education Requirements

I. Reading and Writing
- Take these courses:
  - ENG 111
  - CHN 137
  - CHN 237
  - CHN 238
- Take 1 course:
  - ENG 130
  - ENG 231
  - ENG 232
  - ENG 332
  - ENG 334
- Take 4 courses:
  - GEOG 103
  - GEOG 104
  - GEOG 105
  - GEOG 106
- Take these courses:
  - REL 121
  - REL 122
  - REL 123
  - REL 124
  - REL 125
  - REL 126
  - REL 127
  - REL 128

II. American Institution
- Take these courses:
  - ECON 101
  - ECON 201
  - ECON 202
  - ECON 203
  - ECON 204
  - ECON 205
  - ECON 206
  - ECON 207
- Take 1 course:
  - ECON 301
  - ECON 302
  - ECON 303
  - ECON 304
  - ECON 305
  - ECON 306
  - ECON 307
  - ECON 308
- Take 4 courses:
  - GEOG 103
  - GEOG 104
  - GEOG 105
  - GEOG 106
- Take these courses:
  - REL 121
  - REL 122
  - REL 123
  - REL 124
  - REL 125
  - REL 126
  - REL 127
  - REL 128

III. Historical and Cultural Studies
- Take these courses:
  - HIS 111
  - HIS 112
  - HIS 211
  - HIS 212
- Take 1 course:
  - HIS 311
  - HIS 312
  - HIS 313
  - HIS 314
  - HIS 315
  - HIS 316
  - HIS 317
  - HIS 318
- Take 4 courses:
  - GEOG 103
  - GEOG 104
  - GEOG 105
  - GEOG 106
- Take these courses:
  - REL 121
  - REL 122
  - REL 123
  - REL 124
  - REL 125
  - REL 126
  - REL 127
  - REL 128

Total GE Credits: 46

Major Requirements

No Double Counting of Major Courses - No Grade Less Than C

Take 1 course:
- AAS 40

Core Areas:
- AA:...
- AGR 250
- AGR 251
- AGR 252
- AGR 253

Take these courses:
- AA:...
- AGR 250
- AGR 251
- AGR 252
- AGR 253

Take these courses prior to the following:
- AGR 250
- AGR 251
- AGR 252
- AGR 253

Total Major Credits: 70

The major is comprised of the following: AA
### BS in Business Management

#### Marketing Emphasis

**General Education Requirements**

<table>
<thead>
<tr>
<th>Area</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>ENGL 110, 111, 221</td>
</tr>
<tr>
<td>Social Science</td>
<td>HUMN 200, 300, 300</td>
</tr>
<tr>
<td>History</td>
<td>HIST 110, 120</td>
</tr>
<tr>
<td>Art</td>
<td>ARTS 101, 102</td>
</tr>
<tr>
<td>Math</td>
<td>MATH 100, 101</td>
</tr>
</tbody>
</table>

**III. Basic Skills: Reading and Writing**

- Take these courses: ENG 101, 102, 103, 104
- Take these courses: BI 202, 203, 204
- Take these courses: BI 302, 303, 304

**IV. Social Science**

- Take these courses: BI 100, 101, 102
- Take these courses: BI 200, 201, 202

**V. Biological Science**

- Take these courses: BI 300, 301, 302

**VI. Mathematics**

- Take these courses: BI 400, 401, 402
- Take these courses: BI 500, 501, 502

**VII. Physical Science**

- Take these courses: BI 600, 601, 602

**VIII. Biological Science**

- Take these courses: BI 700, 701, 702

**IX. American Institutions**

- Take these courses: BI 800, 801, 802

**X. Physical Science**

- Take these courses: BI 900, 901, 902

**Religion Requirement**

- Take these courses: BI 100, 101, 102

---

**Total GI: Credits=46**

---

**Major Requirements**

- Take these courses: ACCTG 201, 202, 203
- Take these courses: BI 201, 202, 203
- Take these courses: ECO 100, 101, 102
- Take these courses: FIN 200, 201, 202
- Take these courses: MKT 200, 201, 202
- Take these courses: MGT 200, 201, 202
- Take these courses: ORG 200, 201, 202
- Take these courses: STR 200, 201, 202

**Total Major Credits=55**

---

**Business Brigham Young University-Idaho 2007-2008**

### BS in Business Management

#### Marketing Emphasis

**General Education Requirements**

<table>
<thead>
<tr>
<th>Area</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>ENGL 110, 111, 221</td>
</tr>
<tr>
<td>Social Science</td>
<td>HUMN 200, 300, 300</td>
</tr>
<tr>
<td>History</td>
<td>HIST 110, 120</td>
</tr>
<tr>
<td>Art</td>
<td>ARTS 101, 102</td>
</tr>
<tr>
<td>Math</td>
<td>MATH 100, 101</td>
</tr>
</tbody>
</table>

**III. Basic Skills: Reading and Writing**

- Take these courses: ENG 101, 102, 103, 104
- Take these courses: BI 202, 203, 204
- Take these courses: BI 300, 301, 302

**IV. Social Science**

- Take these courses: BI 100, 101, 102
- Take these courses: BI 200, 201, 202

**V. Biological Science**

- Take these courses: BI 300, 301, 302

**VI. Mathematics**

- Take these courses: BI 400, 401, 402
- Take these courses: BI 500, 501, 502

**VII. Physical Science**

- Take these courses: BI 600, 601, 602

**VIII. Biological Science**

- Take these courses: BI 700, 701, 702

**IX. American Institutions**

- Take these courses: BI 800, 801, 802

**X. Physical Science**

- Take these courses: BI 900, 901, 902

**Religion Requirement**

- Take these courses: BI 100, 101, 102

---

**Total GI: Credits=46**

---

**Major Requirements**

- Take these courses: ACCTG 201, 202, 203
- Take these courses: BI 201, 202, 203
- Take these courses: ECO 100, 101, 102
- Take these courses: FIN 200, 201, 202
- Take these courses: MKT 200, 201, 202
- Take these courses: MGT 200, 201, 202
- Take these courses: ORG 200, 201, 202
- Take these courses: STR 200, 201, 202

**Total Major Credits=55**

---
## BS in Business Management

### Finance Emphasis

#### General Education Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Preparatory Skills

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Core Skills

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Additional Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

### Total GE Credits: 46

---

#### Major Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Preparatory Skills</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Core Skills</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Additional Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Preparatory Skills</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Core Skills</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Total Major Credits: 136

---

#### General Education Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Preparatory Skills

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Core Skills

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Additional Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Total GE Credits: 46

---

#### Major Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Preparatory Skills</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Core Skills</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Additional Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Preparatory Skills</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Core Skills</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Total Major Credits: 136

---

#### General Education Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Preparatory Skills

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Core Skills

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Additional Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Reading and Writing</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Mathematics</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Total GE Credits: 46

---

#### Major Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Preparatory Skills</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Core Skills</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Additional Requirements

<table>
<thead>
<tr>
<th>Type</th>
<th>Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Preparatory Skills</td>
<td>TALE 101: American Literature</td>
<td>3</td>
</tr>
<tr>
<td>II. Core Skills</td>
<td>MATH 230: Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>III. Basic Skills</td>
<td>BIOL 101: General Biology</td>
<td>4</td>
</tr>
<tr>
<td>IV. Arts</td>
<td>ARTS 104: Fine Arts</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Total Major Credits: 136
### BS in Business Management

#### Supply Chain Management

<table>
<thead>
<tr>
<th>General Education Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take 1 course:</td>
</tr>
<tr>
<td>ENG 111</td>
</tr>
<tr>
<td>ENG 111C</td>
</tr>
<tr>
<td>AND</td>
</tr>
<tr>
<td>Take 1 course:</td>
</tr>
<tr>
<td>CN 110</td>
</tr>
<tr>
<td>CN 112</td>
</tr>
<tr>
<td>AND</td>
</tr>
</tbody>
</table>

### Major Requirements

#### Required Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSCI 201</td>
<td>Introduction to Computer Science</td>
<td>3</td>
</tr>
<tr>
<td>CSCI 202</td>
<td>Introduction to Programming</td>
<td>3</td>
</tr>
<tr>
<td>CSCI 203</td>
<td>Programming Techniques</td>
<td>3</td>
</tr>
<tr>
<td>MATH 201</td>
<td>Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>MATH 202</td>
<td>Calculus II</td>
<td>4</td>
</tr>
<tr>
<td>MATH 203</td>
<td>Calculus III</td>
<td>4</td>
</tr>
<tr>
<td>MATH 204</td>
<td>Linear Algebra</td>
<td>3</td>
</tr>
</tbody>
</table>

### Total Credits: 46

---

Please note that this program could require additional courses depending on specific major requirements within the College of Business at Brigham Young University-Idaho.
Course Descriptions

**B 298R Beginning Internship (1-5:0:0)**
Fee: $9.00
Required for all business management majors. Recommended also for non-business majors in gaining an overview of business management, marketing, accounting, human resource management, and small business entrepreneurship.

**B 279R Business Discovery Series (1:1:0)**
Fee: $9.00
This is an introductory course to familiarize non-business majors with the basic vocabulary and substantive knowledge of personal finance, financial institutions, and business finance. The class will provide an opportunity to develop skills in effective communication, financial analysis, and problem solving. Ethics in the area of finance will be discussed.

**B 220 Business Communication (3:3:0)**
Fee: $18.00
Prerequisite: English 111 and 22 credit hours.
This course includes learning proper grammar, punctuation, and format of documents, analyzing, composing, and drafting business letters and memos; producing job application documents; researching and creating business reports; interviewing, and giving oral presentations. Business majors must take this class prior to Eng 112.

**B 247 Principles of Marketing (3:3:0)**
Fee: $9.00
An introduction to the fundamental principles of marketing for non-business majors. Such topics as: the marketing environment, product development, pricing-strategy, distribution, and promotion will be discussed.

**B 275 Business Law and the Legal Environment (3:3:0)**
Fee: $9.00
An introduction to legal aspects of establishing and operating a business. Topics covered include legal procedures, contracts, commercial paper, and business organizations.

**B 298R Business Communication (3:3:0)**
Fee: $18.00
This course consists of a weekly one-hour lecture by successful entrepreneurs, business persons, and faculty. Individuals in differing stages of their careers, from small and large companies, and from various industries will be invited to speak.

**B 283 Entrepreneurship Skills (3:3:0)**
Fee: $9.00
This course offers an introductory level overview of the major elements of entrepreneurship and small business management. This course is especially good for students who plan to launch a business while going to school or plan to have their own business in the future.

**B 298R Beginning Internship (1-5:0:0)**
Fee: $9.00
This course is designed to prepare and familiarize the student with an introductory business experience. Course aims to help students make the association between academics and the workplace at an elementary level - initiating concepts. Course prepares the student to be better equipped and prepared for upper level course and for the B 398 Advanced Internship, which prepares the student for the workplace or graduate school.

The B 298R Introductory Internship requires minimum of 13 hours work per week for 7 weeks. If registered for more than 1 credit, 90 hours per credit with a minimum of 20 work hours per week. This may be completed Fall, Winter or Summer, on or off track, preferably off track.

**B 298R Business Communication (3:3:0)**
Fee: $18.00
Prerequisite: Successful completion of Pre-Business Core (B 220, B 275, CIT 140, Econ 111, Econ 112, Acct 201, Acct 202, and Math 221) or Instructor approval.
Part of the junior core for business majors.
Covers financial statement analysis, cash management, capital structure, capital budgeting, short and long-term financial management, sources of financing, risk/return, dividend policy, and international finance. Basic mathematics of finance and spreadsheet software will be taught and used in the course.

**B 321 Organizational Effectiveness (3:3:0)**
Fee: $18.00
Prerequisite: Successful completion of the Pre-Business Core (B 101, B 220, B 275, CIT 140, Econ 111, Econ 112, Acct 201, Acct 202, and Math 221) or Instructor approval.
Part of the junior core for business majors.
Organizational behavior at three levels: individual, group, and organizations. Examination of areas: motivation, team, group behavior, organizational design, structure, culture, communication, leadership, decision making, and managing change.

**B 341 Marketing Management (3:3:0)**
Fee: $18.00
Prerequisite: Successful completion of the Pre-Business Core (B 101, B 220, B 275, CIT 140, Econ 111, Econ 112, Acct 201, Acct 202, and Math 221) or Instructor approval.
Part of the junior core for business majors.
Designed to provide students with a comprehensive introduction to marketing principles.

**B 342 Operations Management (3:3:0)**
Fee: $28.00
Prerequisite: Successful completion of the Pre-Business Core (B 101, B 220, B 275, CIT 140, Econ 111, Econ 112, Acct 201, Acct 202, and Math 221) or Instructor approval.
Part of the junior core for business majors.
This course will focus on operational issues common to all businesses with increased emphasis on service businesses. Regular quantitative assignments using spreadsheet-based operations management software will be included.

**B 344 Automotive Sales and Service (3:3:0)**
Fee: $18.00
A management class as it relates to the operations of an automotive dealership or aftermarket business. The course will cover basic management skills pertaining to the automotive industry as well as human resource skills such as hiring, recruiting and managing employees. Strategies for customer retention, promotion, advertising and marketing will also be addressed. Finally, an overview of financial statement analysis pertaining to an automotive repair business will be presented.

**B 298R Beginning Internship (1-5:0:0)**
Fee: $9.00
Required for all business management majors. Recommended also for non-business majors interested in gaining an overview of business management, marketing, accounting, human resource management, and small business entrepreneurship.

**B 298R Beginning Internship (1-5:0:0)**
Fee: $9.00
This is an introductory course to familiarize non-business majors with the basic vocabulary and substantive knowledge of personal finance, financial institutions, and business finance. The class will provide an opportunity to develop skills in effective communication, financial analysis, and problem solving. Ethics in the area of finance will be discussed.

**B 220 Business Communication (3:3:0)**
Fee: $9.00
Prerequisite: English 111 and 22 credit hours.
This course includes learning proper grammar, punctuation, and format of documents, analyzing, composing, and drafting business letters and memos; producing job application documents; researching and creating business reports; interviewing, and giving oral presentations. Business majors must take this class prior to Eng 112.

**B 283 Entrepreneurship Skills (3:3:0)**
Fee: $9.00
This course offers an introductory level overview of the major elements of entrepreneurship and small business management. This course is especially good for students who plan to launch a business while going to school or plan to have their own business in the future.

**B 298R Beginning Internship (1-5:0:0)**
Fee: $9.00
This course is designed to prepare and familiarize the student with an introductory business experience. Course aims to help students make the association between academics and the workplace at an elementary level – initiating concepts. Course prepares the student to be better equipped and prepared for upper level course and for the B 398 Advanced Internship, which prepares the student for the workplace or graduate school.

The B 298R Introductory Internship requires minimum of 13 hours work per week for 7 weeks. If registered for more than 1 credit, 90 hours per credit with a minimum of 20 work hours per week. This may be completed Fall, Winter or Summer, on or off track, preferably off track.

**B 301 Financial Management (3:3:0)**
Fee: $18.00
Prerequisite: Successful completion of Pre-Business Core (B 220, B 275, CIT 140, Econ 111, Econ 112, Acct 201, Acct 202, and Math 221) or Instructor approval.
Part of the junior core for business majors.
Covers financial statement analysis, cash management, capital structure, capital budgeting, short and long-term financial management, sources of financing, risk/return, dividend policy, and international finance. Basic mathematics of finance and spreadsheet software will be taught and used in the course.

**B 298R Business Communication (3:3:0)**
Fee: $18.00
Prerequisite: English 111 and 22 credit hours.
This course includes learning proper grammar, punctuation, and format of documents, analyzing, composing, and drafting business letters and memos; producing job application documents; researching and creating business reports; interviewing, and giving oral presentations. Business majors must take this class prior to Eng 112.

**B 283 Entrepreneurship Skills (3:3:0)**
Fee: $9.00
This course offers an introductory level overview of the major elements of entrepreneurship and small business management. This course is especially good for students who plan to launch a business while going to school or plan to have their own business in the future.

**B 298R Beginning Internship (1-5:0:0)**
Fee: $9.00
This course is designed to prepare and familiarize the student with an introductory business experience. Course aims to help students make the association between academics and the workplace at an elementary level – initiating concepts. Course prepares the student to be better equipped and prepared for upper level course and for the B 398 Advanced Internship, which prepares the student for the workplace or graduate school.
### Business

**B 370 Human Resource Management**

Fees: $18.00

An overview of all facets of Human Resource including strategies and environment, diversity, Equal Employment Opportunity laws and the Americans with Disabilities Act. Recruiting, selection, training, and development; performance appraisals, compensation and benefits, employee and labor relations, and OSHA regula-
tions. This course will include writing case studies, and students will design presentations and conduct Human Resource activities.

(Fall, Winter, Summer)

**B 418 Financial Planning**

Fees: $18.00

Prerequisite: B 201, B 301, Acct 301

Emphasizes the tools and techniques of financial planning for individuals. Subject areas include personal and family budgeting, investments, insurance, estate planning including estate and inheritance tax, retirement planning, and individual income tax consid-

ers. The role of the financial planner will be discussed.

(Fall, Winter, Summer)

**B 420 Advanced Financial Management Skills**

Fees: $18.00

Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.

Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

(Fall, Winter, Summer)

**B 422 Advanced Investments: Banking and Capital Markets**

Fees: $18.00

Prerequisite: B 301 or Acct 301

Investors and the investment process, financial instruments, how securities are traded, mutual fund investments, risk, and security rating agencies. The role of the investment banker, risk and capital market investments. The role of the investment analyst and how securities are traded. Investment strategies and planning.

(Fall, Winter, Summer)

**B 423 Real Estate**

Fees: $18.00

Prerequisite: B 201 or B 301

A one-semester course in real estate practices and finance. Topics include basic forms of real estate ownership, investments, fund-mentals, appraisals, transactions, acquisition, brokerage, land use planning and financing. Financial aspects of the real estate business are covered including the mortgage market, real estate lending poli-

ers and foreclosure practices.

(Fall, Winter, Summer)

**B 424 Economic Forecasting and Financial Management**

Fees: $18.00

Prerequisite: B 201, B 321, B 341, and CIT 350.

Economic forecasting, budgeting and financial management principles applied to the corporate organization, in-\n
vestment and the financial planning and management of financial resources. Investments and financial manage-

ments. An overview of all facets of Human Resource including strategies and environment, diversity, Equal Employment Opportunity laws and the Americans with Disabilities Act. Recruiting, selection,
Financial Institutions: Banking and Capital Markets (1-2-0)
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Fee: $6.00
Apply online on the Business Management homepage. If they are accepted to the program, the department will register the student for the class.
This course covers management of credit institutions including banks, savings and loans, mutual funds, commercial and consumer finance companies and investment banks. The course deals with regulation of institutions, balance sheet management, loan policy, investments, domestic and international banking institutions. (Fall, Winter, Summer)

Legal Aspects of Finance: Retail Finance and Financial Planning (1-3:0:0)
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Fee: $6.00
Apply online on the Business Management homepage. If they are accepted to the program, the department will register the student for the class.
This course is designed to be a review of legal issues affecting finance including estate planning, securities, and business entities. (Fall, Winter, Summer)

Legal Aspects of Finance: Corporate Financial Management (1-3:0:0)
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Fee: $6.00
Apply online on the Business Management homepage. If they are accepted to the program, the department will register the student for the class.
This course covers risk management for individuals as well as for business entities through the use of various insurance products is covered. Risk management strategies for interest rate, currency, and commercial risk management through the use of derivatives and other tools is discussed. (Fall, Winter, Summer)

Legal Aspects of Finance: Retail Finance and Financial Planning (1-3:0:0)
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Fee: $6.00
Apply online on the Business Management homepage. If they are accepted to the program, the department will register the student for the class.
This course is designed to review legal issues affecting finance including corporate law, securities and the Sarbanes-Oxley Act. The course deals with regulation of institutions, balance sheet management, loan policy, investments, domestic and international banking institutions. (Fall, Winter, Summer)

Management of Financial Institutions: Banking and Capital Markets (2-2-0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341 B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage. If they are accepted to the program, the department will register the student for the class.
The course covers management of credit institutions including banks, savings and loans, mutual funds, commercial and consumer finance companies and investment banks. The course deals with regulation of institutions, balance sheet management, loan policy, investments, domestic and international banking institutions. (Fall, Winter, Summer)

Management of Financial Institutions: Corporate Financial Management (2-1-0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341 B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage. If they are accepted to the program, the department will register the student for the class.
The course covers management of credit institutions including banks, savings and loans, mutual funds, commercial and consumer finance companies and investment banks. The course deals with regulation of institutions, balance sheet management, loan policy, investments, domestic and international banking institutions. (Fall, Winter, Summer)

Risk and Insurance: Retail Finance and Financial Planning (1-3:0:0)
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Fee: $6.00
Apply online on the Business Management homepage. If they are accepted to the program, the department will register the student for the class.
This is a practical course in risk management and insurance. Business professionals and to prepare students to recognize legal issues in the finance field and to work confidently with legal advisors. (Fall, Winter, Summer)

Risk and Insurance: Corporate Financial Management (2-1-0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage. If they are accepted to the program, the department will register the student for the class.
This course is designed to provide students with a basic understanding of legal issues that are commonly encountered by finance professionals and to prepare students to recognize legal issues in the finance field and to work confidently with legal advisors. (Fall, Winter, Summer)
B 426 Financial Planning Skills (2:2:0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage.
This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.
This course will familiarize the students with financial planning for individuals. Subject areas include personal and family budgeting, investment planning, individual income tax planning, and the role of a financial planner.

B 428C Real Estate: Corporate Financial Management (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage.
This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. It they are accepted to the program, the department will register the student for the class.
This course will examine the role of real estate in the larger context of business and society. It will acquaint the students with the principles and practices which are used in Real Estate. The student will develop analytical skills in the application of real estate principles and practices to real estate investment. It will provide the students with a foundational frame of reference for the exercise of judgment in approaching real estate finance and investment.

B 428B Real Estate: Retail Finance and Financial Planning (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage.
This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. It they are accepted to the program, the department will register the student for the class.
This course provides an overview of options available to successfully finance new ventures. Debt, equity, and self-funding financing alternatives will be explored. The roles of effective business planning, forecasting, and team building will be discussed within the context of new venture financing.

B 428 New Ventures: Corporate Financial Management (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage.
This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. It they are accepted to the program, the department will register the student for the class.
This course provides an overview of options available to successfully finance new ventures. Debt, equity, and self-funding financing alternatives will be explored. The roles of effective business planning, forecasting, and team building will be discussed within the context of new venture financing.

B 428 Real Estate: Retail Finance and Financial Planning (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage.
This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. It they are accepted to the program, the department will register the student for the class.
This course will familiarize the students with financial planning for individuals. Subject areas include personal and family budgeting, investment planning, individual income tax planning, and the role of a financial planner.

B 428 New Ventures: Retail Finance and Financial Planning (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage.
This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. It they are accepted to the program, the department will register the student for the class.
This course provides an overview of options available to successfully finance new ventures. Debt, equity, and self-funding financing alternatives will be explored. The roles of effective business planning, forecasting, and team building will be discussed within the context of new venture financing.

B 428 New Ventures: Corporate Financial Management (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage.
This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. It they are accepted to the program, the department will register the student for the class.
This course provides an overview of options available to successfully finance new ventures. Debt, equity, and self-funding financing alternatives will be explored. The roles of effective business planning, forecasting, and team building will be discussed within the context of new venture financing.

B 425 Global Markets (2:2:0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage.
This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. It they are accepted to the program, the department will register the student for the class.
This course will examine the role of real estate in the larger context of business and society. It will acquaint the students with the principles and practices which are used in Real Estate. The student will develop analytical skills in the application of real estate principles and practices to real estate investment. It will provide the students with a foundational frame of reference for the exercise of judgment in approaching real estate finance and investment. 

B 426 Real Estate: Corporate Financial Management (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program.
Apply online on the Business Management homepage.
This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. It they are accepted to the program, the department will register the student for the class.
This course will examine the role of real estate in the larger context of business and society. It will acquaint the students with the principles and practices which are used in Real Estate. The student will develop analytical skills in the application of real estate principles and practices to real estate investment. It will provide the students with a foundational frame of reference for the exercise of judgment in approaching real estate finance and investment.
B 443 Marketing Research Skills (2:2:0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

Concepts and methodology for conducting qualitative and quantitative marketing research will be discussed. Emphasis on solving problems faced by marketing managers. There will be a consulting research project required involving the use of statistical data-base software.

(Fall, Winter, Summer)

B 446 Consumer Behavior (2:2:0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

Explore how the customer’s culture and psychological make-up affect buying decisions. Students will develop the ability to apply consumer behavior concepts to marketing problems and opportunities. Students will also learn analytic tools that can be used to investigate buyer behavior and guide managerial decision making. Skills in qualitative/exploratory research and analysis, problem-solving, teamwork, and communication will be enhanced.

(Fall, Winter, Summer)

B 448 Marketing Law (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is a review of legal issues affecting marketing, including intellectual property, consumer protection, anti-trust regulations and merchandising math.

(Fall, Winter, Summer)

B 451 Database Tools for Business-to-Business and Business-to-Consumer (2:2:0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course will cover key issues in managing and developing marketing databases for segmenting markets, maximizing relationships with customers, and developing marketing tactics. Also focusing on data mining, CRM and other database tools to focus on developing analysis.

(Fall, Winter, Summer)

B 452 Negotiations and Buyer Behavior (2:2:0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

An introductory and highly-participatory course covering the fundamental principles of effective professional selling and negotiations. Students will understand how to develop customer needs through use of the SPIN Selling Model. Other topics to be addressed will include career opportunities, pricing, compensation plans, and sales management. Through active learning students will understand and practice principles governing professional negotiations through the use of role plays and a challenging simulation. Role plays, case studies, and a simulation will be primary methods of class activity.

(Fall, Winter, Summer)

B 453 Marketing Strategy and Research (2:2:0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course will cover key marketing and operations issues unique to retailing, including store location, layout, pricing policy, and merchandising math.

(Fall, Winter, Summer)

B 457 Retail Management (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course will cover key marketing and operations issues unique to retailing, including store location, layout, pricing policy, and merchandising math.

(Fall, Winter, Summer)

B 458 Principles of Supply Chain Management (1:1:0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

An introductory and highly-participatory course covering the fundamental principles of effective professional selling and negotiations. Students will understand how to develop customer needs through use of the SPIN Selling Model. Other topics to be addressed will include career opportunities, pricing, compensation plans, and sales management. Through active learning students will understand and practice principles governing professional negotiations through the use of role plays and a challenging simulation. Role plays, case studies, and a simulation will be primary methods of class activity.

(Fall, Winter, Summer)

B 443 Marketing Research Skills (2:2:0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

An introductory and highly-participatory course covering the fundamental principles of effective professional selling and negotiations. Students will understand how to develop customer needs through use of the SPIN Selling Model. Other topics to be addressed will include career opportunities, pricing, compensation plans, and sales management. Through active learning students will understand and practice principles governing professional negotiations through the use of role plays and a challenging simulation. Role plays, case studies, and a simulation will be primary methods of class activity.

(Fall, Winter, Summer)

B 446 Consumer Behavior (2:2:0)
Fee: $12.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

Explore how the customer’s culture and psychological make-up affect buying decisions. Students will develop the ability to apply consumer behavior concepts to marketing problems and opportunities. Students will also learn analytic tools that can be used to investigate buyer behavior and guide managerial decision making. Skills in qualitative/exploratory research and analysis, problem-solving, teamwork, and communication will be enhanced.

(Fall, Winter, Summer)

B 448 Marketing Law (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is a review of legal issues affecting marketing, including intellectual property, consumer protection, anti-trust regulations and merchandising math.

(Fall, Winter, Summer)

B 457 Retail Management (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is a review of legal issues affecting marketing, including intellectual property, consumer protection, anti-trust regulations and other related topics.

(Fall, Winter, Summer)

B 458 Principles of Supply Chain Management (1:1:0)
Fee: $6.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage.

An introductory overview of the discipline of supply chain management and its impact on all functions within an enterprise. With a focus on basic concepts and principles of this integrated Emphasis program. This course will examine actions and values responsible for the continuous improvement of the design, development, and management of a supply system, and the efficacy of controlling and improving business operations and profitability for both customers and suppliers. The course will include focus on the SCOR Model, a supply chain management simulation, and solving a strategic supply chain problem.

(Fall, Winter, Summer)
B 461 Internal Supply Chain Management (3:3:0)
Fees: $18.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is one of the four core elements of the Integrated Supply Chain Emphasis. It addresses supply chain related activities, decisions, and concepts that exist within a manufacturing (or service provider). This course will be focused on topics that will be related to a single, internal organization. However, it is important to keep in mind that there is a great deal of overlap between internal supply chain management and buy-side/sell-side supply chain management.
(Fall, Winter, Summer)

B 466 Buy side Supply Chain Management (3:3:0)
Fees: $18.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course will focus on the buy-side aspects of supply chain management. Students will learn through case studies, scholarly articles, text books, and interaction with supply-chain professionals. Significant emphasis will be placed on learning through real-world application. Focus topics include supplier management strategies, supplier relationship management, procurement processes, vendor selection, negotiations, supplier development, E-procurement, and ethics.
(Fall, Winter, Summer)

B 488 Sell side Supply Chain Management (3:3:0)
Fees: $18.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

Focus on collaboration with customer-facing issues: demand management and forecasting; product development; lifecycle management and customer relationship management.
(Fall, Winter, Summer)

B 475 Financing New Ventures (3:3:0)
Fees: $18.00
Prerequisite: B 201, B 283 or B 383
An overview of all the options available to successfully finance new ventures. Financial instruments are explored including debt financing from venture banks, commercial banks, and SBCs, and equity financing from angels, private placements, venture capital firms, and public equity markets.
(Fall, Winter)

B 478 Supply Chain Analysis and Modeling (3:3:0)
Fees: $18.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is one of the four core elements of the Integrated Supply Chain Emphasis. It addresses supply chain related activities, decisions, and concepts that occur within a manufacturer (or service provider). This course will be focused on topics that will be related to a single, internal organization. However, it is important to keep in mind that there is a great deal of overlap between internal supply chain management and buy-side/sell-side supply chain management.
(Fall, Winter, Summer)

B 479 Business Strategy (3:3:0)
Fees: $18.00
Prerequisite: Completion of junior core (B 301, B 321, B 341, B 361, Econ 358, Eng 312, and CCT 350) or instructor approval. A senior capstone experience wherein students form integrated teams to solve strategy business consultancy cases. Cases will cover these areas: Establishing company direction, industry and competitive analysis, evaluating company resources and capabilities, establishing a competitive advantage, competing globally, new business models, corporate culture and leadership. Teams will be balanced to force each participant into an active role in their area of expertise. The class will utilize a textbook as a resource, but primary evaluation will come from written and oral case solutions and a team project, rather than examinations.
(Fall, Winter, Summer)

B 490H Innovative Business Lab - Leadership (1:1:2)
Fees: $18.00
Prerequisite: Note: Instructor’s approval required. Formal application required. See Business Management Department Office. A senior capstone experience wherein students act in leadership roles in student-run companies using innovative business models to address market. $18.00, textbook, problem solving skills, use of judgment, communication, commitment and trust. Course includes demanding physical activities and a 9-day back packing trip.
(Summer)

B 499D Business Outdoor Leadership Development (BOLD) (3:0:0)
Fees: $68.00
Prerequisite: Limited enrollment. Student must apply through Department of Business Management Office semester before anticipated enrollment.

Use an outdoor or natural setting to provide business students with a true experiential education in order to help them develop increased self-assurance, teamwork, problem solving skills, use of judgment, communication, commitment and trust. Course includes demanding physical activities and a 9-day backpacking trip.
(Summer)

B 499B Business Strategy (3:3:0)
Fees: $18.00
Prerequisite: Limited enrollment. Student must apply through Department of Business Management Office semester before anticipated enrollment.

Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is one of the four core elements of the Integrated Supply Chain Emphasis. It addresses supply chain related activities, decisions, and concepts that exist within a manufacturer (or service provider). This course will be focused on topics that will be related to a single, internal organization. However, it is important to keep in mind that there is a great deal of overlap between internal supply chain management and buy-side/sell-side supply chain management.
(Fall, Winter, Summer)

B 499 Business Strategy (3:3:0)
Fees: $18.00
Prerequisite: Note: Instructor’s approval required. Formal application required. See Business Management Department Office. A senior capstone experience wherein students act in leadership roles in student-run companies using innovative business models to address market. $18.00, textbook, problem solving skills, use of judgment, communication, commitment and trust. Course includes demanding physical activities and a 9-day back packing trip.
(Summer)

B 478 Supply Chain Analysis and Modeling (3:3:0)
Fees: $18.00
Prerequisite: B 301, B 321, B 341, B 361 with C- or higher and acceptance to Business Management Integrated Emphasis program. Apply online on the Business Management homepage. This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

This course is one of the four core elements of the Integrated Supply Chain Emphasis. It addresses supply chain related activities, decisions, and concepts that exist within a manufacturer (or service provider). This course will be focused on topics that will be related to a single, internal organization. However, it is important to keep in mind that there is a great deal of overlap between internal supply chain management and buy-side/sell-side supply chain management.
(Fall, Winter, Summer)

B 475 Financing New Ventures (3:3:0)
Fees: $18.00
Prerequisite: B 201, B 283 or B 383
An overview of all the options available to successfully finance new ventures. Financial instruments are explored including debt financing from venture banks, commercial banks, and SBCs, and equity financing from angels, private placements, venture capital firms, and public equity markets.
(Fall, Winter)