St. Thomas University School of Business

Bachelor of Business Administration in Management/Business Management

		Course Requirements	(120 credits)
General Education Requirements (GER)			(42 credits)
Bachelor of Business Administration (BBA)			(54 credits)
ACC	201	Principles of Accounting I	3
ACC	202	Principles of Accounting II or	3
ACC	204	Principles of Managerial Accounting	3
SPO	104	Introduction to Sports Administration	3
SPO	309	Legal Aspects of Sports Administration	3
BUS	309	Management Information Systems	3
BUS	316	International & Multinational Management	3
BUS	326	Quantitative Analysis for Decision Making	3
BUS	327	Organizational Behavior	3
BUS	332	Principles of Marketing	3
BUS	490	Business Policy	3
CIS	205	Microcomputer Applications	3
COM	400	Business Communication & Reports Writing	3
ECO	201	Principles of Macroeconomics	3
ECO	202	Principles of Microeconomics or	3
ECO	203	Principles of Micro and Environmental Economics	3
FIN	311	Financial Administration	3
MAT	181	Pre-Calculus Algebra	3
MAT	212	Calculus for Business, Economics, and Finance	3
MAT	205	Applied Statistics	3
Management Required Core Courses			(12 credits)
BUS	325	Operations Management	3
BUS	423	Marketing Management	3
BUS	451	International Marketing Analysis	3
ECO	301	Managerial Economics	3
Business Mana Take four of the		pecialization Requirements og courses:	(6 credits)
BUS	322	Business Law II	3
BUS	323	Human Resource Management	3
BUS	360	Small Business Management	3
BUS	457	Special Topics in Management	3
BUS	499	Internship in Business	3

Course Descriptions

BBA IN MANAGEMENT/BUSINESS MANAGEMENT

REQUIRED CORE COURSES

BUS 325: Operations Management

Concepts and practices of managing productive activity; resource allocation; analysis of methods and facilities; research and product development; production planning; organization and control; production accounting; inventory management; and quality control. Prerequisites: BUS 326 and FIN 311

BUS 423: Marketing Management

Management of the marketing function of firms. Marketing management accounting. Fundamentals procedures of decision-making in areas such as promotion, product research, channel selection, and pricing. Emphasis on quantitative techniques and coordination with other major functional areas using the case study approach. Prerequisite: BUS 332

BUS 451: International Marketing Analysis

Analysis of the structure of international markets. Study of the environmental factors affecting international marketing opportunities, threats and strategies. Application of the principles of marketing and marketing management on an international scale. Impact of environmental factors on management of the elements and functions of marketing international . Investigation of international market potential of major world areas. Examination of global changes and their impact on international marketing including export marketing. Analysis of each of the elements of the marketing mix applicable to international marketing, contrasting these to domestic marketing. Prerequisites: BUS 332, BUS 316D recommended

ECO 301: Managerial Economics

A study of managerial decision making by the application of economic analysis and the integration of concepts from accounting, finance, mathematics and statistics. Prerequisites: ECO 201, ECO 202 or 203

BUSINESS MANAGEMENT SPECIALIZATION REQUIRMENTS:

BUS 322: Business Law II

Bailments; commercial paper; security transactions; partnerships and corporations; property and real estate transactions; wills, estates and trusts; insurance' suretyship; guaranty; and bankruptcy. Prerequisite: BUS 220

BUS 323: Human Resource Management

A survey course covering modern human resource management practices, including: human resource management in dynamic legal and competitive environments; job analysis; human resource planning, recruitment, selection and placement; performance evaluation, compensation administration; employee benefits training and development; organizational development; labor-management relations; and safety and health. Prerequisite: BUS 120

BUS 360: Small Business Management

An integrative course for studying and putting together the diverse components of small organization activity. Using case and project study methods, in term and individual investigative modes, the students study and experience the management process involved in starting up, developing and maintaining continuing progress in small businesses. Prerequisites: ACC 201, ACC 202, BUS 220, BUS 322 or permission of instructor.

BUS 457: Special Topics in Management

The course will focus on selected area of Marketing, International Business, or Management. The area of study may include current issues/events or may be determined at the discretion of the instructor. Prerequisites: At the discretion of the instructor

BUS 499: Internship in Business

A supervised program designed to offer an on-the-job experience to qualified students in the fields of finance, international business, management, and marketing. Each internship is individually prearranged. The course is graded on a pass/no pass basis. Prerequisite: Permission of Department Chair