

# BUSINESS STUDIES

Bachelor of Science in Business Studies

SCHOOL OF BUSINESS



Southern<sup>1</sup>  
New Hampshire  
University

# Go for the Top Notch Business Degree

## Bachelor of Science in Business Studies

Get a top-notch business education with the opportunity to specialize in Southern New Hampshire University's business studies program.

This degree is ideal for traditional undergraduates who wish to transfer college credits, switch to business from another discipline or supplement a technical degree or background with a bachelor's degree in business.

The program includes concentrations in a number of disciplines, enabling students to further tailor their studies. Students may choose more than one concentration, giving them even more of an edge in the job market.

### Accounting Concentration

Accounting, sometimes called "the language of business," is one of the nation's fastest-growing professions. Professional accountants are in demand. Their influence and prestige is increasing. Businesses recognize employees who have sound financial, accounting and management knowledge as well as language and computer skills. Professionals with adequate accounting knowledge work with middle and upper management and in public accounting, where complex financial transactions are analyzed and reported.

#### Major Courses

ACC 207	Cost Accounting
ACC 307	Intermediate Accounting I
ACC 308	Intermediate Accounting II
ACC 330	Federal Taxation I
ACC/TAX	Two accounting or taxation electives

#### Allied Course

OL 215	Principles of Management
	Nine free electives

### Business Administration Concentration

Students graduating with a major in business administration have a wide range of career options available to them. Businesses of all sizes and types look for students with the knowledge and skills to move into entry-level and mid-level managerial and supervisory positions. The demand for trained managers and leaders already is very high and will intensify as businesses and society continue to become increasingly more complex.

#### Major Courses

OL 211	Human Resource Management
OL 215	Principles of Management
OL 342	Organizational Behavior
QSO 331	Introduction to Operations Management
OL	Two 300- or 400-level organizational leadership electives

Ten free electives

### Business Finance Concentration

Finance students develop the analytical and quantitative skills needed for corporate and individual financial management. Graduates are prepared for careers in industry, financial organizations and government.

The outlook for employment in the finance field is exceptional, as the economy and financial markets are becoming increasingly global and more complex. Corporations of all kinds seek employees who understand the complexity of economic activity and the demands facing all firms to take a bottom-line, financial perspective.

#### Major Courses

ECO 301	Managerial Economics
ECO 402	Business Cycles and Forecasting
FIN 330	Corporate Finance
FIN 340	Fundamentals of Investments
OL 215	Principles of Management
FIN	One finance/economics elective

#### Allied Course

MAT 121	Math Concepts and Techniques for Business
	Nine free electives

## Human Resource Management Concentration

Professionals with human resource knowledge are essential to a variety of for-profit and nonprofit organizations, businesses and industries. Students who complete this program have the skills for a large number of career options and are able to obtain entry- and mid-level positions in a number of organizations.

### Major Courses

OL	211	Human Resource Management
OL	215	Principles of Management
OL	325	Total Rewards
OL	342	Organizational Behavior
OL	442	Human Resource Strategy and Development
OL		Two 300- or 400-level organizational leadership electives

Nine free electives

## Computer Information Technology Concentration

Information technology graduates are employed in nearly every type of industry and business, in functional areas and in general management. They are systems analysts and programmers, telecommunications specialists, database designers, information technology managers and more.

### Major Courses

IT	201	Computer Platform Technologies
IT	330	Database Design and Management
IT	340	Network and Telecommunication Management
OL	215	Principles of Management
IT		Three IT electives (as recommended by an advisor)

### Allied Course

MAT	230	Discrete Mathematics
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Eight free electives

## International Management Concentration

The world is becoming an economic marketplace without boundaries. Multinational and transnational corporations conduct business worldwide while smaller domestic companies look for ways to tap into the growing markets of Europe, Asia and Third World countries. Successful managers must be able to work with a variety of people who use different currencies and systems to achieve their own personal and economic goals.

Students learn about the different cultural, monetary, marketing and management systems that they will encounter while conducting international business activities.

### Major Courses

OL	215	Principles of Management
INT		Five 300- or 400-level international business electives

### Allied Course

MAT	121	Mathematical Concepts and Techniques for Business
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Nine free electives

## Marketing Concentration

Marketing is a broad field that includes activities related to selecting, designing, packaging, pricing, advertising, selling, distributing and servicing products in the domestic and/or international marketplaces. It is the driving force in business. The degree to which companies respond to customer demands largely determines their success. This is the underlying note of all marketing activities.

Graduates are prepared to work in various areas of marketing, including retail management, professional sales, purchasing, advertising, research, product/brand management, product distribution and customer relations. Marketing positions exist in a wide variety of corporate settings, including multinational corporations, independently owned local businesses and non-profit organizations.

### Major Courses

ADV/MKT	229	Principles of Advertising
MKT	222	Principles of Retailing
MKT	337	Marketing Research
MKT	345	Consumer Behavior
OL	215	Principles of Management

### Select one of the following:

MKT	320	Sales Management
MKT	335	Professional Selling

### Allied Course

MAT	121	Mathematical Concepts and Techniques for Business
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Nine free electives

## Organizational Leadership Concentration

Graduates of this program develop effective management tools for survival, growth, increased productivity and conflict management in the complex and volatile business environment of today and the future. The program incorporates a global perspective and emphasizes the development and understanding of leadership skills, group and intergroup dynamics, organizational structure, design, change, culture and power.

### Major Courses

OL	215	Principles of Management
OL	322	Managing Organizational Change
OL	324	Managing Quality
OL	328	Leadership
OL	342	Organizational Behavior
OL		One 300- or 400-level organizational leadership elective

Ten free electives

## Small Business Management Concentration

Small businesses are the backbone of the economy in the United States. There is great demand for individuals who have the knowledge and skills to initiate, manage and grow these organizations.

### Major Courses

OL 215	Principles of Management
OL 317	Small Business Management
OL 320	Entrepreneurship
OL 324	Managing Quality
OL	Two 300- or 400-level organizational leadership electives

### Allied Course

BUS 307	Business Law II
	Nine free electives

## Sport Management Concentration (Available only in the undergraduate day program)

Sport is the sixth leading industry in the United States, with annual revenue of about \$252 billion. Industry growth has increased the need and opportunity for well-trained professional managers. A well-rounded business education with a focus on sport management is essential.

The industry encompasses an array of professions, including players, officials, athletic directors, athletic trainers, fitness instructors, professional managers, facilities managers, sporting goods manufacturers, club managers and sports card retailers.

### Major Courses

SPT 111	Introduction to Sport Management
SPT 201	Governance & Management of Sport Organizations
SPT 208	Sport Marketing
SPT 333	Sport, Society, and Ethics

### Select one of the following:

SPT 307	Sport Law
SPT 310	Sponsorship
SPT 319	Sport Sales and Promotions
SPT 320	Media & Public Relations in Sport
SPT 321	Fitness Management
SPT 323	Golf Club Management
SPT 340	Practicum in Sport Management
SPT 364	Private Club Management
SPT 375	The Economics of Professional Sports in the United States
SPT 401	Sport Facilities Management
SPT 402	Sport Revenue
SPT 415	Event Management & Marketing
SPT 425	Sport Licensing & Strategic Alliances
SPT 430	Front Office Management
SPT 465	Global Sport Business

### Allied Course

OL 215	Principles of Management
	Eight free electives

## Accreditation

Accreditation Commission for Programs in Hospitality Administration

Association of Collegiate Business Schools and Programs

European Council for Business Education

New England Association of Schools and Colleges

New Hampshire Postsecondary Education Commission

New Hampshire State Department of Education for Teacher Certification

North American Society for Sport Management

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