

BUSINESS STUDIES

Bachelor of Science in Business Studies

SCHOOL OF BUSINESS



Photo courtesy of Lance Cpl. Daniel Boothe

Southern
New Hampshire
University

Go for the Top Notch Business Degree

Bachelor of Science in Business Studies

If you're serving in the military, we know that you have the drive for success. Why not take the next step in your career and get a degree that will command attention?

SNHU is proud to offer all active duty service members a 34% discount off the regular undergraduate tuition.

Southern New Hampshire University has been a leader in military education since 2001 and now offers more than 50 accredited undergraduate and graduate degree and certificate programs online or at one of our continuing education centers in New Hampshire and Brunswick, Maine. SNHU is also a member/partner in the following programs:

- GoArmyEd / eArmyU
- AU-ABC (Air University – Associates to Bachelors to Completion)
- Navy College Distance Learning Partnership

SNHU Online is proud of its long service to military students and has been ranked among the Top 15% of "Military Friendly" schools as determined by GIJobs.com.

No matter which branch of the military you serve in, a B.S. in business studies with concentrations ranging from human resource management to small business management, can give you the edge to advance in your MOS.

Navy- AZ, LN, LS, SH, YN

Army-14Z, 15P, 36B, 38B, 42A

Coast Guard-PA, SK, YN

Marines-0121, 0143, 0147, 0151, 0161, 0171, 0193, 3051, 3052

Air Force-6FOX1, 3S0X1, 3S1X1, 3M0X1

As a member of Servicemembers Opportunity Colleges (SOC, SOCAD, SOCNAV, SOCCOAST), we are committed to serving military personnel and their families. We accept military tuition and veteran's educational assistance and offer federal and private loans.

Why Southern New Hampshire University?

- More than 50 accredited undergraduate and graduate degree and certificate programs
- Convenient and flexible
- Maximum transfer of credits and military training-DANTES, CLEP and Excelsior College Examinations
- Free preliminary and official transfer credit evaluation

- Six undergraduate terms of 8 weeks
- Four graduate terms of 11 weeks
- Cost Effective – NO undergraduate application fee; Accept all military tuition assistance, and veteran's educational assistance
- Reduced tuition for all active-duty service members
- No on-campus residency requirement

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
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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
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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

MKT 337	Marketing Research
MKT 345	Consumer Behavior
MKT/INT 433	Multinational Marketing

Select four of the following:

MKT 222	Principles of Retailing
MKT 229	Principles of Integrated Marketing Communications
MKT 230	Retail Sales Promotion
MKT 320	Sales Management
MKT 350	Ethical Issues in Marketing
MKT 360	Direct Marketing
MKT 378	Brand Communication

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
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Nine free electives

Sport Management Concentration

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 two 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 Management
SPT 340	Practicum in Sport Management
SPT 364	Private Club Management
SPT 375	The Economics of Professional Sports in the U.S.
SPT 401	Sport Facilities Management
SPT 402	Sport Revenue
SPT 415	Event Management & Marketing (6 credits)
SPT 425	Sport Licensing & Strategic Alliances
SPT 430	Front Office Management
SPT 465	Global Sport Business

Accreditation

Accreditation Commission for Programs in Hospitality Administration

American Culinary Federation Educational Institute

Association of Collegiate Business Schools and Programs

European Council for Business Education

National Association for Sport and Physical 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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