

DEPARTMENT OF BUSINESS
SCHOOL OF BUSINESS AND TECHNOLOGY

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DEPARTMENT MISSION STATEMENT AND GOALS

The mission of the Department of Business is to provide quality programs to support the School of Business and Technology mission to prepare students to achieve professional and personal goals in the dynamic local and global communities. Specifically, the Department of Business provides the students with four program options: Associate in Arts in Accounting, Associate in Arts in Business Administration, a Bachelor of Science in Business Administration with options in Accounting, Entrepreneurship, Human Resources Management, Management, and Marketing, and a Bachelor of Science in Organizational Leadership. Additionally, the Department of Business provides the general business course support for the Associate in Science in Computer Science and the Associate in Applied Science in Applied Technology degrees, as well as the Bachelor of Science in Business Information Technology and the Bachelor of Technology in Applied Technology for the Department of Applied Technology. The courses are taught using a large array of innovative methods, including regular classes, asynchronous and synchronous online courses, telecourses, and compressed video.

PROGRAMS OF STUDY

Bachelor of Science

Business Administration
Option: Accounting
Option: Entrepreneurship
Option: Human Resources Management
Option: Management
Option: Marketing

Organizational Leadership

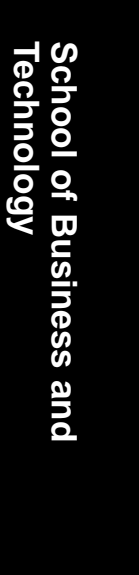
Focus Area: Business Studies
Focus Area: Communication Strategies
Focus Area: Liberal Studies
Focus Area: Social Studies

Minor

Business Administration

Associate in Arts

Accounting
Business Administration



BACHELOR OF SCIENCE

BUSINESS ADMINISTRATION (113)

- OPTION: ACCOUNTING (113A)
 OPTION: ENTREPRENEURSHIP (113E)
 OPTION: HUMAN RESOURCES MANAGEMENT (113H)
 OPTION: MANAGEMENT (113M)
 OPTION: MARKETING (113K)

The Bachelor of Science in Business Administration is designed to meet the continuing demand for business administration majors who understand the function of business and can utilize those functions in an increasingly competitive, global economy. Students may choose from options in Accounting, Entrepreneurship, Human Resources Management, Management, or Marketing. This business administration program is responsive to students choosing the business administration curriculum at the beginning of their college studies or to students who have completed an associate's degree in business.

REQUIRED HOURS 124

Communications 9

- ENGL 1113 Composition I
- ENGL 1213 Composition II
- SPCH 1113 Speech Communication

Social and Behavioral Sciences 9

History 3

Select from the following:

- HIST 2483 American History to 1877
- HIST 2493 American History since 1877

POLS 1113 American Federal Government 3

Social Science 3

Select from the following:

- *ECON 2113 Principles of Macroeconomics**
- ECON 2123 Principles of Microeconomics
- PSY 1113 Introduction to Psychology
- SOC 1113 Introduction to Sociology

Science and Mathematics 11

Biological Science 4

Select from the following:

- BIOL 1114 General Biology
- BIOL 1134 General Environmental Biology
- BIOL 1144 General Cellular Biology

Physical Science 4

Select from the following:

- CHEM 1315 General Chemistry I
- GEOL 1014 Earth Science
- GEOL 1114 Physical Geology

- GEOL 1124 Physical Geography
- GEOL 1224 Historical Geology
- GEOL 2124 Astronomy
- PHYS 1014 General Physical Science
- PHYS 1114 General Physics I

Mathematics 3

Select from the following:

- MATH 1503 Mathematics for Critical Thinking
- *MATH 1513 College Algebra**
- MATH 1613 Trigonometry
- MATH 1715 Pre-Calculus
- MATH 2264 Analytical Geometry and Calculus I

Humanities 6

Select from the following:

- ART (HUM) 1113 Art Appreciation
- COMM (HUM) 2413 Theatre Appreciation
- ENGL 2613 Introduction to Literature
- HUM 2113 Humanities I
- HUM 2223 Humanities II
- HUM 2893 Cinema
- MUSC (HUM) 2573 Music Appreciation
- PHIL 1113 Introduction to Philosophy

Global Studies 3

Select from the following:

- BIOL 3104 Plants and Civilization
- *ECON 3003 International Economic Issues and Policies**
- GEOG 2243 Human Geography
- HIST 2013 World Civilization I
- HIST 2023 World Civilization II
- HUM 3633 Comparative Religion
- LANG 1113 Foundations of World Languages
- NAMS 1143 Native Americans of North America
- NAMS 2503 Cherokee I
- PHIL 1313 Values and Ethics
- POLS 3053 International Relations
- SOC 3213 Minority Groups
- SPAN 1113 Beginning Spanish I

Elective 3

Select three hours from courses not selected above.

***Required**

Basic Business 15

ACCT	2103	Accounting I-Financial
ACCT	2203	Accounting II-Managerial
BADM	2843	Business Statistics
BADM	3113	Business Communications
ECON	2123	Principles of Microeconomics

Upper-Division Business Core 27

BADM	3323	Legal Environment of Business
BADM	3333	Business and Professional Ethics
FINA	3503	Principles of Finance
MGMT	3013	Principles of Management
MGMT	3413	Production/Operations Mgmt
MGMT	3423	Management Information Systems
MGMT	4033	Entrepreneurship
MGMT	4813	Strategies and Policies
MKTG	3113	Principles of Marketing

Accounting Option 21

ACCT	3113	Intermediate Accounting I
ACCT	3123	Intermediate Accounting II
ACCT	3133	Cost Accounting
ACCT	3143	Individual Income Tax Accounting
ACCT	3243	Accounting Information Systems
ACCT	4123	Internal Auditing
ACCT	4323	Not-For-Profit and Governmental Accounting

Entrepreneurship Option 21

ACCT	3133	Cost Accounting
BADM	4793	Business Internship
ENTR	3233	Marketing for the Entrepreneur
ENTR	3303	Entrepreneurial Finance
ENTR	4013	New Venture Development
ENTR	4323	Managing the Growing Business
MGMT	3313	Human Resources Management

Human Resources Management Option 21

MGMT	3233	Human Resources Development
MGMT	3303	Organizational Behavior
MGMT	3313	Human Resources Management
MGMT	3323	Compensation and Benefits
MGMT	3333	Employment and Labor
MGMT	4333	Selection and Evaluation
TECH	3203	Introduction to Risk Management

Management Option 21

ACCT	3133	Cost Accounting
MGMT	3303	Organizational Behavior
MGMT	3313	Human Resources Management
MGMT	4413	Quantitative Methods
TECH	3013	Leadership and Decision-Making Skills for Managers and Professionals

With advisor approval, student will select 6 upper-division hours from ACCT, BADM, ECON, MGMT, MKTG, or TECH.

Marketing Option 21

MKTG	3313	E-Marketing
MKTG	3323	Consumer Behavior
MKTG	4333	Marketing Research
MKTG	4343	Marketing Management

Select nine hours from the following:

ACCT	3133	Cost Accounting
BADM	4793	Business Internship
COMM	3113	Public Relations Strategies
ENTR	3233	Marketing for the Entrepreneur
MKTG	3453	Sales and Sales Management
MKTG	4153	Integrated Marketing Communication (IMC)
MKTG	4223	Supply Chain Management

Electives or Minor 20

Students may select a University-approved minor from outside the business department or 20 hours of free electives, 9 hours of which must be upper-division.

Total Credit Hours 124

If a lower-level course is substituted for an upper-level business core or option course, an additional upper-level course must be taken from ACCT, BADM, ECON, MGMT, MKTG or TECH.

BACHELOR OF SCIENCE

ORGANIZATIONAL LEADERSHIP (775)

FOCUS AREA: BUSINESS STUDIES (775B)

FOCUS AREA: COMMUNICATION STRATEGIES (775C)

FOCUS AREA: LIBERAL STUDIES (775L)

FOCUS AREA: SOCIAL STUDIES (775S)

The Bachelor of Science in Organizational Leadership makes available to nontraditional, adult learners, a multidisciplinary undergraduate degree alternative that is flexible, individualized, and relevant to the student's learning and career needs, while fulfilling traditional University requirements and meeting the student's specific goals for a college degree.

REQUIRED HOURS 124

Communications 9

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Social and Behavioral Sciences 9

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Social Science 3

Select from the following:

- ECON 2113 Principles of Macroeconomics
- ECON 2123 Principles of Microeconomics
- PSY 1113 Introduction to Psychology
- SOC 1113 Introduction to Sociology

Science and Mathematics 11

Biological Science 4

Select from the following:

- BIOL 1114 General Biology
- BIOL 1134 General Environmental Biology
- BIOL 1144 General Cellular Biology

Physical Science 4

Select from the following:

- CHEM 1315 General Chemistry I
- GEOL 1014 Earth Science
- GEOL 1114 Physical Geology
- GEOL 1124 Physical Geography
- GEOL 1224 Historical Geology
- GEOL 2124 Astronomy
- PHYS 1014 General Physical Science
- PHYS 1114 General Physics I

Mathematics 3

Select from the following:

- MATH 1503 Mathematics for Critical Thinking
- MATH 1513 College Algebra
- MATH 1613 Trigonometry
- MATH 1715 Pre-Calculus
- MATH 2264 Analytical Geometry and Calculus I

Humanities 6

Select from the following:

- ART (HUM) 1113 Art Appreciation
- COMM (HUM) 2413 Theatre Appreciation
- ENGL 2613 Introduction to Literature
- HUM 2113 Humanities I
- HUM 2223 Humanities II
- HUM 2893 Cinema
- MUSC (HUM) 2573 Music Appreciation
- PHIL 1113 Introduction to Philosophy

Global Studies 3

Select from the following:

- BIOL 3104 Plants and Civilization
- ECON 3003 International Economic Issues and Policies
- GEOG 2243 Human Geography
- HIST 2013 World Civilization I
- HIST 2023 World Civilization II
- HUM 3633 Comparative Religion
- LANG 1113 Foundations of World Languages
- NAMS 1143 Native Americans of North America
- NAMS 2503 Cherokee I
- PHIL 1313 Values and Ethics
- POLS 3053 International Relations
- SOC 3213 Minority Groups
- SPAN 1113 Beginning Spanish I

Elective 3

Select three hours from courses not selected above.

Program Core 27-30

- ORGL 3113 Foundations of Organizational Leadership and Personal Development
- ORGL 3223 Professional Communication
- ORGL 3333 Data Analysis and Interpretation
- ORGL 3443 Survey of Fiscal Management
- ORGL 4113 Ethics and Organizations
- ORGL 4223 The Individual, the Organization, and Society
- ORGL 4333 Leading and Managing
- ORGL 4443 Markets and Stakeholders
- ORGL 4553 Capstone
- ORGL 4993 Professional Internship (3 hour optional credit)

Business Studies Focus 12-15

Prerequisites for these courses must be adhered to by the student.

- ACCT 2103 Accounting I-Financial
- ACCT 2203 Accounting II-Managerial
- BADM 2843 Business Statistics
- BADM 3113 Business Communications
- BADM 3323 Legal Environment of Business
- ECON 2123 Principles of Microeconomics
- MGMT 3013 Principles of Management
- MKTG 3113 Principles of Marketing

Communication Strategies Focus 12-15

Prerequisites for these courses must be adhered to by the student.

- COMM 1123 Interpersonal Communication
- COMM 2723 Small Group Discussion
- COMM 3113 Public Relations Strategies
- COMM 3833 Communication Theory
- COMM 4223 Communication in Organizations

Liberal Studies Focus 12-15

Prerequisites for these courses must be adhered to by the student.

- ART 3013 Western Art History 1400-1850
- ENGL 3113 Advanced Technical Writing
- HUM 2113 Humanities I
- HUM 2223 Humanities II
- HUM 3633 Comparative Religion

Social Studies Focus 12-15

Prerequisites for these courses must be adhered to by the student.

Required Courses:

- SBS 3033 Perspectives on Human Behavior
 - SBS 3053 Social Systems and Problems
- Select 6-9 credit hours from the following:*
- GEOG 2243 Human Geography
 - POSC 3053 International Relations
 - SOC 3053 Cultural Ecology

Selected Electives 41

Students may use these electives to select a University-approved minor from outside the department offering the focus area or 41 hours of free electives. Upper-level electives must be taken to complete the 40-hour upper-level requirement. Electives may include prior academic credit on transcript, up to 30 hours of extra-institutional credit through CLEP, DANTES, Military, or prior learning assessment (maximum of 15 hours in this category).

Total Credit Hours 124

A minor requires completion of at least 18-24 designated credit hours of course work outside the student's major field, including a minimum of 9 upper-division credit hours, and may have a required core. The same courses may not be used to fulfill the requirements for both a major and a minor.

MINOR IN BUSINESS ADMINISTRATION (004)

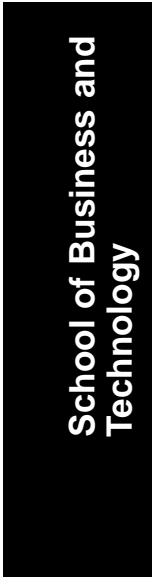
Requirements:

The Business Administration minor is intended for pre-professional preparation for graduate programs in business or related fields (including law school). The student is advised to contact the graduate school of his/her choice for specific requirements.

ACCT	2103	Accounting I - Financial
ACCT	2203	Accounting II - Managerial
BADM	3323	Legal Environment of Business
ECON	2113	Principles of Macroeconomics
ECON	2123	Principles of Microeconomics
FINA	3503	Principles of Finance
MGMT	3013	Principles of Management
MKTG	3113	Marketing

Total Credit Hours **24**

Not open to Bachelor of Science in Business Administration students.



ASSOCIATE IN ARTS

ACCOUNTING (043)

The Associate in Arts in Accounting degree is designed for those students who are interested in a career in accounting. The program provides the knowledge and skills preparing graduates to gain immediate entry-level employment in accounting, to advance in other business-related careers, or to transfer to a four-year program. Students study reconciling and balancing accounts, compiling reports, and managing accounts payable and accounts receivable. Numerous other financial and managerial accounting topics are included in this plan of study. The curriculum is designed to transfer to a four-year degree program.

REQUIRED HOURS 62

Communications 9

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- ENGL 1213 Composition II
- SPCH 1113 Speech Communication

Social and Behavioral Sciences 9

History 3

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POLS 1113 American Federal Government 3

Social Science 3

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Science and Mathematics 11

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Select from the following:

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- BIOL 1144 General Cellular Biology

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Select from the following:

- CHEM 1315 General Chemistry I
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- PHIL 1313 Values and Ethics
- POLS 3053 International Relations
- SOC 3213 Minority Groups
- SPAN 1113 Beginning Spanish I

Elective 3

Select three hours from courses not selected above.

Program Requirements 21

- ACCT 1113 Introduction to Accounting
- ACCT 2103 Accounting I – Financial
- ACCT 2203 Accounting II – Managerial
- BADM 3113 Business Communications
- CS 1133 Excel
- ECON 2113 Principles of Macroeconomics
- ECON 2123 Principles of Microeconomics

Total Credit Hours 62

ASSOCIATE IN ARTS

BUSINESS ADMINISTRATION (004)

This degree offered online at www.rsuonline.edu

The Associate in Arts in Business Administration is intended to provide a foundation in the functional areas of business. Knowledge gained in this program is applicable in industry, service, retail, and government employment. The curriculum is designed to transfer to a four-year degree program and satisfy part of the business administration core.

REQUIRED HOURS 65

Communications 9

- ENGL 1113 Composition I
- ENGL 1213 Composition II
- SPCH 1113 Speech Communication

Social and Behavioral Sciences 9

History 3

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Program Requirements 24

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- ECON 2113 Principles of Macroeconomics
- ECON 2123 Principles of Microeconomics
- MGMT 3013 Principles of Management
- MKTG 3113 Principles of Marketing

Total Credit Hours 65