

## **Business Management Major (B.S. Degree)**

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The business management major provides students with basic concepts and tools to participate in public or private, for-profit or not-for-profit organizations. More specifically, students learn to analyze, plan, organize, lead and control the work of others so that the organization will achieve its goals. The program prepares our students to enter an increasingly global environment and also provides exposure to social, human, cultural, international, political and ethical issues. The major is both conceptually based and career oriented. As such, the department tries to provide curricula to meet the needs of students as revealed in studies and surveys of area and national demand for skills and capabilities. In the words of the Quaker George Fox, our program teaches matters that are "civil and useful." The major is particularly distinctive because it represents a strong professional program, effectively integrated with the more traditional liberal arts, that provides students with important marketable and life-long learning skills.

Business management students choose from one of two tracks: General Track or Pre-MBA Track. The general track is designed for students desiring a strong business education but who do not plan to attend an MBA program. The Pre-MBA track is designed to prepare students for graduate school, emphasizing those business courses that are often pre-requisites or basic requirements for graduate study in business administration. These courses are also designed to support students participating in the Guilford College-UNC Greensboro Bryan Accelerated MBA program available during a student's senior year.

In conjunction with an advisor, a student may choose to emphasize a particular area of study within the department while meeting major or minor course requirements. Areas of emphasis include banking and finance, international management, human resources management, non-profit management, business law and computers and information systems. Students preparing for careers or graduate work in the field of international business are encouraged to pursue a double major in business management and international studies. Students interested in banking or finance should consider a money and finance minor.

## Business Management Major Requirements

Note: business management majors may not use courses taken at other institutions to satisfy their 300- or 400- level requirements.

1. BUS 215 Business Law	4 credits
2. BUS 241 Computers and Management	4 credits
3. BUS 249 Principles of Management	4 credits
4. BUS 324 Principles of Marketing	4 credits
5. BUS 332 Financial Management	4 credits
6. BUS 449 Policy Formulation and Strategy	4 credits
7. ACCT 311 Cost Accounting	4 credits
8. One elective business course at the 300 or 400 level (not required for Pre-MBA Track)	4 credits

### The four prerequisite courses are:

9. ACCT 201 Introduction to Accounting with a grade of C- or better	4 credits
10. ECON 221 Macro: US in World Econ with a grade of C- or better	4 credits
11. ECON 222 Micro: Public with a grade Policy C- or better	4 credits
12. MATH 112 Elementary Statistics with a grade of C- or better or MATH 121 Calculus I with a grade of C- or better	4 credits

**Total credit hours required for B.S. degree in business management** 48 credits

### Additional requirements for students selecting the Pre-MBA Track

BUS 347 Production and Operations	4 credits
BUS 310 Professional Communications	4 credits
BUS 320 Organizational Behavior	4 credits

**Total credit hours required for B.S. degree in business management pre-MBA track** 56 credits

A management internship is strongly recommended.

Many aspects of the business management major must be completed sequentially.

Especially:

- ACCT 201 must be completed prior to ACCT 311 (both with grades of C- or higher)
- ACCT 311, ECON 221, ECON 222, MATH 112 or MATH 121 (with grades of C- or higher) must be completed prior to BUS 324
- ACCT 311, ECON 221, ECON 222, MATH 112 or 121 and BUS 241 (with grades of C- or higher) must be completed prior to BUS 332
- Students must complete all required business management courses (215, 241, 249, 324 and 332) with grades of C- or higher before taking the capstone BUS 449 course.