

Business Management

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 prerequisites 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.

Why Guilford College?

Consistently rated nationally by *The Princeton Review* as well as being one of the 40 colleges in *Colleges that Change Lives* by Loren Pope, Guilford College inspires each student to achieve excellence through an engaging community, rooted in Quaker values, which nurtures creativity and social responsibility.

What can a Guilford education offer you?

- An urban setting near other colleges & universities with an area student population of over 27,000 students
- A consortium agreement with University of North Carolina at Greensboro, Greensboro College, Bennett College, North Carolina A&T State University, Elon University and High Point University provides students with access to courses free of charge
- A college mission statement & core values based on, and consistent with, Quaker testimonies. Guilford's core values are: Community, Diversity, Equality, Excellence, Integrity, Justice & Stewardship.
- A challenging academic program which emphasizes not only academic tracks and the learning process, but also the interconnection between curricular and co-curricular pursuits
- A diverse student population providing a stimulating peer environment
- Excellent study abroad programs in China, England, France, Germany, Ghana, Ireland, Italy, Japan, Mexico, Netherlands, Scotland, Spain, and Wales

The academic program in Business Management

The Bachelor of Science degree is offered Business Management.

Minors are offered in Business (non-business majors only), Business Law, Human Resource Management, Money and Finance, Non-Profit Management, and International Business Management.

Required courses for the Business Management major

The major consists of 12 courses (48 credit hours)

- Bus 215 Business Law
- Bus 241 Computers and Management
- Bus 249 Principles of Management
- Bus 324 Principles of Marketing
- Bus 332 Financial Management
- Bus 449 Policy Formulation and Strategy
- Acct 311 Cost Accounting
- One elective business course at the 300 or 400 level
- Acct 201 Introduction to Accounting with a grade of C or better
- Econ 221 Macro: US in World Econ with a grade of C- or better
- Econ 222 Micro: Public with a grade Policy C- or better
- MATH 112 Elementary Statistics with a grade of C- or better or MATH 121 Calculus I with a grade of C- or better

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
- Bus 310 Professional Communications
- Bus 320 Organizational Behavior

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

Internship Opportunities

A management internship is strongly recommended. Such internships give majors the “hands-on” experience which is so necessary in this field. Among locations where Business Management majors have completed internships are the following:

- Dean Witter Investments
- Vantage Marketing
- Goodwill Industries
- Carolina Monarchs
- Southern Community Bank and Trust

Faculty

Deena Burris, Assistant Professor, Chair; dburris@guilford.edu

Peter B. Bobko, Associate Professor

Alvin Gibson, Assistant Professor

Betty T. Kane, Assistant Professor

Richard Hackworth, Assistant Professor

Darryl Samsell, Assistant Professor

Vicki Foust, Visiting Instructor

Mini Ranganathan, Visiting Instructor

Ernest Green, Visiting Instructor

For additional information about Business Management at Guilford College visit www.guilford.edu/academics

