



DEGREE PROGRAM LISTING

Bachelor of Science in Business Management

Length of Program: 4 years

Program Description

The Bachelor in Science in Business Management will prepare students for entry-level positions in business, industry, and non-profit organizations. The program is designed for students who seek to acquire a complete framework in basic business concepts and skills in order to contribute and create solutions for contemporary business problems. Students will acquire the knowledge and skills to apply management, marketing, and accounting concepts to improve operational performance and aid in decision-making skills. The emphasis in this program is placed on marketable skills.

Program Outcomes:

- 🍎 Describe what management is (its functions) and explain the role of a manager
- 🍎 Describe what human resource management is (its functions) and challenges
- 🍎 Analyze motivation theories and the relationship between motivation and performance
- 🍎 Define marketing and its role in relation to the organization's business plan
- 🍎 Describe operations in management, designing performance measures and how they are used in decision making
- 🍎 Demonstrate a basic understanding of accounting principles including the interpretation of common financial statements
- 🍎 Identify an organization's stakeholders, its ethical issues and define the concept of social responsibility
- 🍎 Describe technology trends and specifically how computers are used in the workplace
- 🍎 Explore the myths of entrepreneurship and identify types of innovation
- 🍎 Demonstrate language fundamentals necessary to communicate effectively with an emphasis on workplace oral and written communication
- 🍎 Demonstrate basic math skills as related to algebraic equations and practical personal finance

Revised 9/4/20

Roadmap: Business Management - Bachelor of Science

Lakewood University

Online learning

This roadmap is a recommended semester-by-semester plan of study for this major. A course with an "*" denotes its status as a general education course.

Course Code	Course subject and Title	Prerequisite	Credit Hours
Semester One			
	Lakewood University Orientation		0
BUS100	Introduction to Business		3
COMM100	Interpersonal Communication*		3
COMP100	Introduction to Computers*		3
GOVT100	American Government*		3
Semester Two			
ENG101	Introduction to English*		3
PNMG200	Principles of Management		3
ORGB200	Organizational Behavior		3
ALG100	College Algebra*		3
Semester Three			
PSY100	Introduction to Psychology*		3
BSLW100	Business Law		3
OPMG200	Operations Management		3
HRSM100	Human Resources Management		3
Semester Four			
ACCT100	Principles of Accounting I		3
SPCH100	Introduction to Speech*		3
BUSE200	Business Ethics		3
MKTP200	Marketing Principles		3
Semester Five			
PRFN100	Personal Finance*		3
MCRE200	Microeconomics		3
ACCTII200	Principles of Accounting II	Principles of Accounting I	3
ENTP200	Entrepreneurship		3
Semester Six			
FSA400	Financial Statement Analysis	Principles of Accounting II	3
ENVS100	Environmental Science		3
AMLIT100	American Literature		3

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MKTM300	Marketing Management	Marketing Principles	3
Semester Seven			
BIO100	Principles of Biology*		3
ORGL400	Organizational Leadership		3
STAT200	Statistics *		3
FMGT300	Financial Management	Personal Finance	3
Semester Eight			
PHL100	Introduction to Philosophy*		3
MACE200	Macroeconomics		3
IBUS400	International Business		3
STBM400	Strategic Brand Management		3
Semester Nine			
STMG300	Strategic Management		3
WPPM400	Workplace Policy and Performance Management		3
MGDM400	Managerial Decision Making		3
RSKM400	Risk Management		3
Semester Ten			
OPRS300	Operation Research		3
	Capstone		3
	Core Elective		3
	General Elective		3
Total:			120

GE = 39

General Electives:

1. Money & Banking- MONB400
2. Financial Market and Institutions- FMKT400
3. Project Management: Principles and Strategies- PJMGPS400
4. College Mathematics II- MATHII200

Core Electives:

1. Digital Marketing- DMKT400
2. Taxation and Auditing- TAXA300

BACHELOR DEGREE COURSE DESCRIPTIONS

American Government

3 Credit Hours

The course provides a survey of the organization of American government, which includes an overview of the historical significance and provisions of the Constitution; the Bill of Rights; Congress; the Supreme Court; the Presidency; political parties and interest groups. The objective of the course is to lay the proper foundation for informed citizenship and more specialized study in political science.

American Literature

3 Credit Hours

This course is composed of a survey of American literature from the period of exploration and settlement to the present. Students will study works of prose, poetry, drama, and fiction in relation to their historical and cultural contexts. Texts will be selected from among a diverse group of authors for what they reflect and reveal about the evolving American experience and character.

Business Ethics

3 Credit Hours

This course focuses on the importance of sound business ethics in today's workplace and the overarching concept of social responsibility. The course provides students with a conceptual framework with which to analyze ethical decision making from the standpoint of the organizations as well as the perspective of the employee.

Business Law

3 Credit Hours

The "bread and butter" of many law firms comes from organizing small business entities and advising them of their duties and rights. When is partnership better than a corporation? What procedure is followed in setting up a corporation? What must be included in the articles of incorporation? How are corporate minutes drafted? These questions are important to most business in your community and your knowledge in this specialty will help you assist a lawyer in answering them for their clients.

College Algebra

3 Credit Hours

College Algebra is the introductory course in algebra. The course is designed to familiarize learners with fundamental mathematical concepts such as inequalities, polynomials, linear and quadratic equations, and logarithmic and exponential functions.

Digital Marketing

3 Credit Hours

This one of a kind course will help students build fundamental understanding of the tactics behind online media use including learning the rules imposed by institutions, government, and society.

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Introduction to English

3 Credit Hours

This course is designed to develop your ability to write clearly. Emphasis is on effective writing and revising techniques including purpose, organization, and mechanics. Various modes and strategies of descriptive, narrative and illustrative essays are covered. The culminating assignment is a research paper.

Entrepreneurship

3 Credit Hours

The course focuses on the early development of independent ventures as well as those within established organizations. Individual and organizational level issues will be addressed. Entrepreneurial thinking will explore the thought processes that challenge existing norms and pave the way for novel solutions to problems in any field.

Environmental Science

3 Credit Hours

Environmental science is the study of patterns and processes in the natural world and their modification by human activity. This course will give you the skills necessary to address the environmental issues we are facing today by examining scientific principles and the application of those principles to natural systems. This course will survey some of the many environmental science topics at an introductory level, ultimately considering the sustainability of human activities on the planet.

Financial Management

3 Credit Hours

This course will help learn the efficient and effective management of money (funds) in a manner to accomplish the objectives of the organization. It is the specialized function directly associated with the top management.

Financial Market and Institutions

3 Credit Hours

This course will help to learn the basics of the investing in the stock market where students will learn when to buy and when to sell a stock; Students will learn to manage a portfolio of stocks and other asset classes.

Financial Statement Analysis

3 Credit Hours

In this course students will learn financial analysis and be a complete analyst by analyzing the income statement, vertical and horizontal analysis, benchmarking performance, the balance sheet, efficiency ratios, asset turnover, working capital, cash flow, trend analysis, the pyramid of ratios etc.

Human Resource Management

3 Credit Hours

An introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management as we know it today. Emphasis is placed on the modern-day importance of HRM and the new “corporate view” of the function.

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International Business

3 Credit Hours

This course will introduce students to a fundamental understanding of the socioeconomic political, cultural, and linguistic environment in which Multinational companies operates. This course utilizes an inquiry-based approach to understanding country level relationships in the Global Business Environment.

Interpersonal Communications

3 Credit Hours

This course teaches the basics of communication principles and concepts. Topics include: Intercultural issues, conflict management, and communicating in groups and in public.

Introduction to Business

3 Credit Hours

Present the fundamentals of business organization and procedures to acquaint you with management principles, business terminology, types of business organizations and their control.

Introduction to Computers

3 Credit Hours

This course introduces productivity software within the framework of business applications. It involves hands-on assignments including Windows operating system, computer components, word processing, spreadsheets, presentation graphics, the Internet, and e-mail.

Introduction to Philosophy

3 Credit Hours

An introductory survey course of philosophy, introducing learners to the fields of ethics, epistemology, meta- physics, logic, the history of philosophy, and philosophical writing. Learners will also read works by Plato and Descartes among other philosophers.

Introduction to Psychology

3 Credit Hours

Presents the theories and principles of modern psychology. You will learn about the different branches of psychology and the practical application of psychological tenets to functional behavior.

Introduction to Speech

3 Credit Hours

This course is designed as an introduction to the study of the human communication process with an emphasis on effective public communication. The course includes intensive practice in public speaking, reasoning, critical thinking, and critical listening. Speech 100 is an essential general education course teaching effective use and understanding of written and spoken forms of communication.

Macroeconomics

3 Credit Hours

In this economics course, you will learn some of the major concepts of macroeconomics, such as gross domestic product, price level, inflation, unemployment, economic growth and the balance of payments. You will get the fundamentals of how a country's trade policies work as a whole.

Managerial Decision Making

3 Credit Hours

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This course is designed as a business decision simulation which offers students the opportunity to apply the knowledge efficiently they have acquired in previous courses (i.e. accounting, finance, marketing, human resource management) to face and solve real business problems in a competitive industry environment.

Marketing Management

3 Credit Hours

This course will introduce students will the management process of marketing. They will be introduced to the development of strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment and create a brand positioning.

Marketing Principles

3 Credit Hours

This course is designed to introduce you to the basic principles of Marketing including, but not limited to, fundamental business, management, and entrepreneurial concepts that affect business decision making; economic principles and concepts fundamental to marketing; marketing career exploration, development and growth; and the basic functions of marketing (e.g. distribution, financing, marketing information systems, pricing, product/service management, promotions, and selling).

Microeconomics

3 Credit Hours

This is a survey course in the theory and application of microeconomics. The course topics focus on microeconomic issues and problems, such as competition and monopoly, pricing, consumer demand, and producer supply. The course develops a theoretical framework for microeconomic analysis and applies this theory to practical domestic and international economic policy problems.

Money & Banking

3 Credit Hours

This course will help students understand role played by banks in modern monetary economies and financial markets, including issues arising from bank regulation, the role of banks in financial intermediation, and the significance of bank behavior in monetary policy which also includes analysis of monetary innovations through crypto-currencies such as "bit-coin".

Operation Research

3 Credit Hours

This course will help the learners understand how strategically important a role of an Operational Manager is and how they function by giving them an understanding of how to accomplish a task efficiently. The main task of the operation manager is the planning, directing operations and making improvement in productivity and efficiency.

Operations Management

3 Credit Hours

Operations Management (OM) is the science and art of ensuring that goods and services are created and delivered successfully to customers. This course focuses on what OM managers do, their functions and challenges. The course will also highlight concepts, trends and issues related to the field such as operations strategy, managing the design process, leveraging the use of technology to deliver product or service, quality assurance and project management.

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Organizational Behavior

3 Credit Hours

This course brings the insights into human behavior in organizations brought forth by psychology and sociology and centers them on their implications for business organizations. Issues pursued in this course include group dynamics, communications, motivation, leadership, and decision making as well as organizational design, culture, development and change. The discipline of Organizational Behavior is unique in its combined goals of seeking organizational success while advocating employee empowerment.

Organizational Leadership

3 Credit Hours

This course will equip students to successfully lead organizations through clarity of purpose and effective collaboration by different types of leadership activities such as the creation of effective teams and motivating them; designing and delivering powerful stories; development of strategies to properly influence the team; understanding underlying customer analytics and applying innovative approaches to deliver impact.

Personal Finance

3 Credit Hours

This course is designed to introduce students to the basic terminology, concepts, and practices of personal finance. It will introduce the concepts of managing personal finances; inflation and recession; tax problems; insurance; annuities; credit; budgeting; financial planning; home ownership; bank accounts; investments; and social insurance programs. Further it will provide the foundation needed to understand and discuss the "language" of routine financial activities and provide a solid foundation for future studies.

Principles of Accounting I

3 Credit Hours

An introduction to the preparation and analysis of financial statements. Specific topics include the accounting model, general purpose financial statements and accounting for assets, liabilities, and equity.

Principles of Accounting II

3 Credit Hours

A continuation of Principles of Accounting I and an introduction to the use of accounting information for management decision making. Specific topics include determining cash flows, international accounting, product costing, budgeting and other concepts of management accounting.

Principles of Biology

3 Credit Hours

This course introduces the student to the unifying principles to all levels of biological organization. Emphasis is at the cellular, organism, and population levels with inquiry into the nature of scientific investigation.

Principles of Management

3 Credit Hours

This is the introductory course in management. The course is designed to provide students an overview of the management function and its role in organizations and society.

Project Management: Principles and Strategies

3 Credit Hours

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The main objective of this course is to enable students to develop an understanding of the nature and functions of administrative information systems project management and its role in the corporate business environment, with particular emphasis on the practical learning experience in effectively managing.

Risk Management

3 Credit Hours

This course will help students to deal with anticipating, evaluating and addressing possible consequences of strategic actions within an organization. Students will give the necessary knowledge, skills and experience to identify and evaluate risk factors, and to implement strategy

Statistics I

3 Credit Hours

This course will introduce you to business statistics, or the application of statistics in the workplace. Statistics is a course in the methods for gathering, analyzing, and interpreting data for decision making and predicting future outcome. You will get the basic understanding of descriptive and inferential statistics including the base of Mean and probability distribution.

Statistics II

3 Credit Hours

This course will give you an advance knowledge of business statistics so that you can make futures decisions. You will get an advance understanding of different types of hypothesis testing methods including the use of different types of probability distribution charts.

Strategic Brand Management

3 Credit Hours

Brand building is a very difficult task and hence it requires a strategic plan in advance. This is where Strategic brand management steps in. In this course, students will learn to take the brand equity of the company to new heights through sequential steps which add value to the brand and ultimately.

Strategic Management

3 Credit Hours

In this course students will be given the knowledge to formulate and implement the major goals and initiatives taken by a company's top management on behalf of owners, based on consideration of available resources and an assessment of the company's internal and external environments in which the institute or company competes.

Taxation and Auditing

3 Credit Hours

Auditing and taxation are both essential elements of accounting. In this course students will learn the fundamentals of Auditing, financial reporting and corporate governance. Also, students will get the very basic idea of taxation implications in a country which is important in decision making processes.

Workplace Policy And Performance Management

3 Credit Hours

The purpose of this program is to provide students with a fundamental knowledge to plan the workplace policy and provide a resource to help them implement a performance management plan.