BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
WITH A CONCENTRATION IN BUSINESS MANAGEMENT (BSBABM)

PROGRAM DESCRIPTION
This program prepares students with the necessary skills and academic knowledge for entry-level or management training positions in various business enterprises. These career opportunities may be in areas such as accounting, accounts payable, accounts receivable, business administration, sales, marketing, human resources, legal office administration, or health care management.

PROGRAM OBJECTIVES
Upon completion of their program, the student should be able to:

1. Demonstrate the ability to utilize industry standard accounting principles, accounting-based software, databases, and principles to analyze financial information in order to support and evaluate managerial decision-making.

2. Demonstrate the ability to formulate strategic and operational business solutions typically encountered during normal operation of a small- or mid-sized entity utilizing a range of management tools within an ethical environment.

3. Demonstrate the ability to define and articulate organizational, operational, ethical, legal, and managerial issues impacting his/her major area of study.

4. Demonstrate the ability to implement a strategic marketing plan within the organization.

5. Think critically at a conceptual level and by using mathematical analysis as well as the scientific method; write and speak effectively; use basic computer applications; and understand human behavior in the context of the greater society in a culturally diverse world.

POTENTIAL JOB POSITION TITLES
Potential entry-level and management training position titles include account representative, accounting assistant, marketing representative, human resources representative, client services representative, and office manager.

PROGRAM LENGTH
The average length of time for a student taking a full course load is 9 semesters.

PROGRAM CONTENT
A minimum of 123 semester credit hours is required for graduation.

REQUIRED MANAGEMENT CORE COURSES
All courses, 33 semester credit hours, are required.

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Name</th>
<th>Prerequisite</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC 107</td>
<td>Accounting I</td>
<td>IS 102</td>
<td>3.0</td>
</tr>
<tr>
<td>AC 220</td>
<td>Finance</td>
<td>AC 107</td>
<td>3.0</td>
</tr>
<tr>
<td>BU 106</td>
<td>Introduction to Management</td>
<td>None</td>
<td>3.0</td>
</tr>
<tr>
<td>BU 204</td>
<td>The Digital Firm and Business Communications</td>
<td>BU 106</td>
<td>3.0</td>
</tr>
<tr>
<td>BU 206</td>
<td>Business Law I</td>
<td>None</td>
<td>3.0</td>
</tr>
<tr>
<td>BU 209</td>
<td>Leadership and Team Dynamics</td>
<td>BU 106</td>
<td>3.0</td>
</tr>
<tr>
<td>BU 220</td>
<td>Principles of Marketing</td>
<td>BU 106</td>
<td>3.0</td>
</tr>
<tr>
<td>BU 301</td>
<td>Organizational Behavior and Human Relations</td>
<td>BU 106</td>
<td>3.0</td>
</tr>
</tbody>
</table>
Course Number | Course Name                          | Prerequisite               | Credit Hours |
---------------|--------------------------------------|---------------------------|--------------|
BU 407         | Quantitative Decision-Making         | MA 204 or MA 225 or MA 320| 3.0          |
EC 111         | Principles of Microeconomics         | None                      | 3.0          |
EC 121         | Principles of Macroeconomics         | None                      | 3.0          |

REQUIRED COURSES IN BUSINESS MANAGEMENT

All courses, 21 semester credit hours, are required.

Course Number | Course Name                          | Prerequisite               | Credit Hours |
---------------|--------------------------------------|---------------------------|--------------|
AC 216         | Accounting II                        | AC 107                    | 3.0          |
BU 247         | Advertising and Public Relations     | BU 220                    | 3.0          |
BU 307         | Organizational Change                | BU 106                    | 3.0          |
BU 331         | Managing Information Systems         | IS 102                    | 3.0          |
BU 406         | International Business               | BU 106                    | 3.0          |
BU 461         | Human Resource Management            | BU 106                    | 3.0          |
BU 482         | Strategic Management                 | BU 220                    | 3.0          |

OPEN ELECTIVE COURSES

A minimum of 24 semester credit hours of open electives is required.

REQUIRED PROJECT MANAGEMENT

3 semester credit hours are required.

Course Number | Course Name                          | Prerequisite               | Credit Hours |
---------------|--------------------------------------|---------------------------|--------------|
BU 345         | Project Management                   | None                      | 3.0          |

REQUIRED CAPSTONE OR INTERNSHIP

3 semester credit hours are required.

Course Number | Course Name                          | Prerequisite               | Credit Hours |
---------------|--------------------------------------|---------------------------|--------------|
BU 491         | Capstone Project                     | Senior year               | 3.0          |
BU 495         | Internship                           | Senior year and PD 214    | 3.0          |

REQUIRED COURSES IN GENERAL EDUCATION

Students enrolled in bachelor degrees must complete a minimum of 37 semester credit hours in general education distributed among the following disciplines. A minimum of 9 semester credit hours must be upper level (300-400 level courses). Refer to the General Education section of the catalog for Herzing University courses that would satisfy these requirements. *

1 Semester Credit Hour in Information Literacy
6 Semester Credit Hours in English Composition or Literature
3 Semester Credit Hours in Speech
4 Semester Credit Hours in Computer Applications ♦
7 Semester Credit Hours in Mathematics (College Algebra or Above)
4 Semester Credit Hours of Natural Science With a Lab Component
3 Semester Credit Hours in Social or Behavioral Science
3 Semester Credit Hours in Humanities With a Critical Thinking Focus ** ♦
3 Semester Credit Hours in Cultural Diversity

3 Semester Credit Hours of General Education Electives ♦

* Transfer students may transfer courses that are within 1 semester credit hour of the courses listed above to meet these discipline requirements. Any resulting deficiency in the total of 37 semester credit hours required in general education may be made up with general education electives from any of the listed disciplines.

** A course with a critical thinking focus would be a course that addresses the theories and application of critical analysis with an emphasis on developing sequential reasoning skills. Examples may be courses in critical thinking, philosophy, logic, or science.

♦ The state of Minnesota requires a minimum of 30 semester credit hours of general education for bachelor degrees, not counting computer applications. However, all Herzing University students in the BSBABM program must complete a minimum of 37 semester credit hours in general education, including computer applications, to complete the requirement for graduation from this bachelor degree program. Minnesota students must complete at least 4 semester credit hours of general education in the humanities.

PERSONAL DEVELOPMENT COURSES

A minimum of 2 semester credit hours is required. Students taking the BU 495 Internship must also take PD 214.

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<tbody>
<tr>
<td>PD 120</td>
<td>Personal Financial Management</td>
<td>None</td>
<td>1.0</td>
</tr>
<tr>
<td>PD 155</td>
<td>Customer Services</td>
<td>None</td>
<td>1.0</td>
</tr>
<tr>
<td>PD 200</td>
<td>Career Development Seminar</td>
<td>None</td>
<td>1.0</td>
</tr>
<tr>
<td>PD 214</td>
<td>AS/AAS/BS Internship Preparation</td>
<td>None</td>
<td>0.0</td>
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</tbody>
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For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit our website at http://www.herging.edu/academics/business-administration.