Bachelor of Science in Business Management

Program Description

The Bachelor of Science in Business Management program prepares students to lead teams, manage projects, and address complex business challenges in a variety of professional settings. Through coursework in finance, marketing, operations, entrepreneurship, data analytics, and strategic leadership, students gain both practical skills and theoretical knowledge across key business functions. The curriculum emphasizes real-world problem-solving, ethical decision-making, effective communication, and leadership within diverse, global organizations. Students also develop proficiency in project and change management and learn to strategically leverage technology and data, particularly artificial intelligence (AI), to drive organizational success. Graduates are equipped to contribute meaningfully across diverse industries and dynamic business environments.

Coursework in this program provides a foundation for select industry certifications. These certifications enhance employment opportunities but are not a state specific requirement.

Program Outcomes

Upon completion of this program, the student should be able to:

1. Apply financial, accounting, and economic principles to support sound business decision-making.
2. Integrate effective communication, leadership, and people management skills in diverse organizational, global, and professional business contexts.
3. Create data-informed solutions to business problems using statistics, artificial intelligence (AI) tools, and emerging technologies.
4. Evaluate ethical, legal, and cultural factors that influence organizational practices and stakeholder relationships.
5. Design customer-focused marketing strategies that integrate digital tools, artificial intelligence (AI) applications, and market research insights.
6. Manage projects, operations, and organizational change using best practices in planning, analytics, and people operations.

Program Content

A minimum of 120.00 semester credit hours is required for graduation.

Required Courses

All courses, 66.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
AC 231 Financial Management	AC 236	3.00
AC 236 Managerial Accounting	EC 101	3.00
BU 106 Introduction to Business	None	3.00
BU 217 Business Ethics and the Legal Environment	BU 106	3.00
BU 231 Global Business Environment	None	3.00
BU 242 Creating Customer Value in the Digital Age	None	3.00
BU 245 Business Communication	None	3.00
BU 321 Business Statistics	None	3.00
BU 331 Managing Information Systems	None	3.00
BU 345 Project Management	None	3.00

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
or BU 631 Project Management for Business Leaders		
BU 351 Introduction to Business Analytics or BU 683 Foundations of Business Analytics for Leaders	None	3.00
BU 380 Strategic Leadership or BU 531 Strategic and Risk Management for Business Success	None	3.00
BU 421 Operations Management	None	3.00
BU 423 Entrepreneurial Strategy	None	3.00
BU 427 Change Management	None	3.00
BU 447 Marketing Research	BU 242	3.00
BU 448 Agile Project Management	BU 345	3.00
BU 453 Database Management or BU 512 Data Management for Analysis	None	3.00
BU 454 Data Visualization or BU 678 Communicating with Data Visualization	BU 321 or BU 512	3.00
EC 101 Principles of Economics or BU 520 Integrated Economics and Decision-Making	None	3.00
HR 321 Human Capital in Organizations or BU 525 Strategic Human Capital	None	3.00
HR 420 Strategic Sourcing and Recruitment	None	3.00

Open Elective Courses

A minimum of 12.00 semester credit hours is required. Eligible students can take approved dual credit graduate level courses to complete a portion of the open electives requirement.

Dual Credit Courses

Eligible students can replace up to 12.00 semester credit hours of the core program requirements with approved dual credit graduate level coursework. A total of 12.00 graduate semester credit hours can be taken throughout the student's program.

Graduate Program	Applicable Dual Credit Courses
Master of Business Administration Master of Business Administration in Healthcare Management Master of Business Administration in Project Management	BU 520 Integrated Economics and Decision-Making BU 525 Strategic Human Capital BU 531 Strategic and Risk Management for Business Success BU 631 Project Management for Business Leaders
Master of Business Administration in Business Analytics	Choose 4: BU 520 Integrated Economics and Decision-Making BU 525 Strategic Human Capital BU 531 Strategic and Risk Management for Business Success BU 631 Project Management for Business Leaders BU 683 Foundations of Business Analytics for Leaders
Master of Science in Business Analytics	BU 512 Data Management for Analysis BU 678 Communicating with Data Visualization BU 683 Foundations of Business Analytics for Leaders

Required Capstone or Internship

4.00 semester credit hours are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
BU 490 Capstone Project	Final Semester.	4.00
BU 494* Internship	Final Semester.	4.00

* Online students in some states may not be allowed to take this internship due to state restrictions.

Required Courses in General Education

Students enrolled in this bachelor's degree must complete a minimum of 36.00 semester credit hours in general education distributed among the following disciplines. Refer to the General Education section of the catalog for specific information about courses within each discipline. Courses transferred from other accredited colleges may also be used to meet these requirements.

- EN 104 English Composition I, Semester Credit Hours: 3.00
- EN 111 Information Literacy, Semester Credit Hours: 3.00
- EN 116 Speech, Semester Credit Hours: 3.00
- EN 304 English Composition II, Semester Credit Hours: 3.00
- HU 140 Cultural Diversity, Semester Credit Hours: 3.00
- HU 240 Introduction to Humanities, Semester Credit Hours: 3.00
- HU 340 Humanities and Contemporary Popular Culture, Semester Credit Hours: 3.00
- MA 109 College Algebra, Semester Credit Hours: 3.00
- MA 320 Statistics, Semester Credit Hours: 3.00
- SC 270 Environmental Literacy, Semester Credit Hours: 3.00
- PS 101 Psychology, Semester Credit Hours: 3.00
- SS 350 Social Issues and Technology, Semester Credit Hours: 3.00

Personal and Professional Development Courses

All courses, 2.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
PD 121 Professional Development I	None	1.00
PD 202 Professional Development II	None	1.00

Distribution of Contact Hours by Course					
Course	Lecture Hours	Lab Hours	Internship Hours	Total Contact Hours	Credits
AC 231	45.00	0.00	0.00	45.00	3.00
AC 236	45.00	0.00	0.00	45.00	3.00
BU 106	45.00	0.00	0.00	45.00	3.00
BU 217	45.00	0.00	0.00	45.00	3.00
BU 231	45.00	0.00	0.00	45.00	3.00
BU 242	45.00	0.00	0.00	45.00	3.00
BU 245	45.00	0.00	0.00	45.00	3.00
BU 321	45.00	0.00	0.00	45.00	3.00
BU 331	45.00	0.00	0.00	45.00	3.00
BU 345	45.00	0.00	0.00	45.00	3.00
BU 351	45.00	0.00	0.00	45.00	3.00
BU 380	45.00	0.00	0.00	45.00	3.00

BU 421	45.00	0.00	0.00	45.00	3.00
BU 423	45.00	0.00	0.00	45.00	3.00
BU 427	45.00	0.00	0.00	45.00	3.00
BU 447	45.00	0.00	0.00	45.00	3.00
BU 448	45.00	0.00	0.00	45.00	3.00
BU 453	45.00	0.00	0.00	45.00	3.00
BU 454	45.00	0.00	0.00	45.00	3.00
BU 490 (or BU 494*)	60.00	0.00	0.00	60.00	4.00
EC 101	45.00	0.00	0.00	45.00	3.00
HR 321	45.00	0.00	0.00	45.00	3.00
HR 420	45.00	0.00	0.00	45.00	3.00
PD 121	15.00	0.00	0.00	15.00	1.00
PD 202	15.00	0.00	0.00	15.00	1.00
Electives	180.00	0.00	0.00	180.00	12.00
Gen Ed - Communications	180.00	0.00	0.00	180.00	12.00
Gen Ed – Humanities	135.00	0.00	0.00	135.00	9.00
Gen Ed – Mathematics	90.00	0.00	0.00	90.00	6.00
Gen Ed - Science	45.00	0.00	0.00	45.00	3.00
Gen Ed – Social and Behavioral Sciences	90.00	0.00	0.00	90.00	6.00
Totals	**1800.00**	**0.00**	**0.00**	**1800.00**	**120.00**
*Totals with Internship BU 494 Internship: 0/0/180/180	1740.00	0.00	180.00	1920.00	120.00

New Courses

BU 423 Entrepreneurial Strategy	This course introduces students to the core principles and strategic frameworks essential for launching and sustaining successful entrepreneurial ventures. Students will explore the entrepreneurial mindset, opportunity identification, business model development, and strategic planning. Emphasis is placed on evaluating market potential, crafting a value proposition, securing resources, and formulating competitive strategies. Students will develop practical skills to navigate the challenges faced by startups and innovative enterprises.
BU 427 Change Management	This course explores the theories, models, and practical approaches to managing change within organizations. Students will examine the drivers of organizational change, resistance to change, and strategies for successful implementation. Emphasis is placed on understanding the human and strategic elements of change, including communication, leadership, stakeholder engagement, and organizational culture.
BU 448 Agile Project Management	This course introduces students to agile project management principles, frameworks, and practices. Students explore iterative development methodologies including Scrum, Kanban, and hybrid approaches. Topics include sprint planning, user story development, backlog management, daily standups, retrospectives, and agile estimation techniques. Students will learn to facilitate agile ceremonies, manage distributed teams, and adapt to changing requirements.
HR 420 Strategic Sourcing and Recruitment	This course provides an in-depth examination of modern sourcing and recruitment practices, emphasizing strategic alignment between talent acquisition and organizational goals. Students will learn to implement targeted sourcing strategies that prioritize both candidate fit and long-term organizational needs. The course explores digital employer branding, social outreach, and other visibility-enhancing methods to attract high-quality applicants in competitive markets. Students will analyze the full recruitment lifecycle while also examining the role of AI in enhancing recruitment efficiency, communication, and bias mitigation. Through recruitment metrics, students will assess quality of hire, measure process effectiveness, and improve cost-efficiency.