Business and Management

Siena Heights University offers a Bachelor of Business Administration (BBA) degree in the areas of Accounting, Business Administration, Management and Marketing. A Bachelor of Arts (BA) degree is offered in Sport Management. An Associate of Arts (AA) degree is offered in Accounting and Business Administration.

Concentrations
Concentrations are a series of courses in a particular business field. They are designed to allow the student further study in one or more areas of interest. Students majoring in business administration may concentrate in one or more of the following areas: accounting, computer and information systems, finance, international business, management, and marketing. Concentrations are only offered to students majoring in business administration.

GPA Minimums for the Major
Accounting, Business Administration, Marketing and Sport Management majors require a 2.5 GPA. Students earning a “D” grade cannot count this towards any major if it is transferred from another institution. Otherwise, “D” grades satisfy Accounting, Business Administration, Marketing and Sport Management major requirements provided the minimum GPA is maintained.

Management majors apply a different rule. The Management major simply does-not apply “D” grades to the major requirements, even courses completed at Siena Heights. Management majors can earn “D” cognate grades; however, they must average 2.0 or better for all cognates.

Transfer Credit
1. “D” transfer grades do not apply at all to Division majors, minors or concentrations.

2. After initial enrollment at Siena Heights University, subsequent courses taken elsewhere become “guest courses”. Only guest courses with prior written approval from the program chairperson may apply to the major. The appropriate site director or chairperson must approve, in writing, departures from the student’s approved major degree plan.

3. Accounting and Business Administration majors may transfer in the equivalents of MGT 302 and MKT 310 provided they are junior or senior level courses. Otherwise, to apply either of these courses, the student must earn a “C” or better in a specified Management or Marketing validator at Siena Heights University. Not all courses qualify as validators.
   a. Siena Heights University Management Validators: MGT 357, MGT 360, MGT 361, MGT 450 & MGT 452
   b. Siena Heights University Marketing Validators: MKT 350, MKT 351, MKT 455 & MKT 470
   c. Management majors need to validate the transfer of MKT 310 and Marketing majors validate MGT 302.

4. For any business major, a minimum of 24 credits in the major must be completed at Siena Heights University. These can include cognate requirements, core requirements, major requirements or major electives. For Accounting majors, at least 12 of these 24 hours must be “ACC” courses. For Sport Management majors, at least 12 of these 24 hours must be “SMG” courses excluding SMG 280 and SMG 480. The Management and Marketing majors require 24 credits completed at Siena Heights University. See your advisor for details.

5. For many business minors, a 12 semester hour minimum must be taken with Siena Heights University at the 300-400 level.

Applying Credits
Unless it is a cognate, in one or both instances, the same course does not apply to two majors or to both a major and a minor. Courses that are part of an AA degree, however, do apply towards a BA or BBA. See your advisor for details.
## Business Administration
### Bachelor of Business Administration Degree

#### I. Course Requirements for Major

##### A. Program Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>BAM 101</td>
<td>Introduction to Business</td>
</tr>
<tr>
<td>or</td>
<td>MGT 440</td>
<td>Entrepreneurship &amp; Small Business Management</td>
</tr>
<tr>
<td>2.</td>
<td>BAM 201</td>
<td>Business Communications</td>
</tr>
<tr>
<td>or</td>
<td>BAM 441</td>
<td>Managerial Communications</td>
</tr>
<tr>
<td>3.</td>
<td>BAM 479</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>4.</td>
<td>FIN 340</td>
<td>Managerial Finance</td>
</tr>
<tr>
<td>5.</td>
<td>MGT 302</td>
<td>Management: Principles and Cases</td>
</tr>
<tr>
<td>6.</td>
<td>MKT 310</td>
<td>Marketing: Principles and Cases</td>
</tr>
<tr>
<td>7.</td>
<td>Elective Requirements:</td>
<td></td>
</tr>
</tbody>
</table>

Any approved BAM, ECO, FIN, MGT or MKT electives. Twelve of these hours must be at the 300/400 level.

##### B. Cognate Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ACC 203</td>
<td>Principles of Accounting I</td>
</tr>
<tr>
<td>2.</td>
<td>ACC 240</td>
<td>Principles of Accounting II</td>
</tr>
<tr>
<td>3.</td>
<td>BAM 218</td>
<td>Introduction to Information Systems</td>
</tr>
<tr>
<td>or</td>
<td>ITM 365</td>
<td>Management of Information Technology*</td>
</tr>
<tr>
<td>(*Approved for CPS students only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>BAM 465</td>
<td>Management Information Systems</td>
</tr>
<tr>
<td>4.</td>
<td>#ECO 221</td>
<td>Microeconomics</td>
</tr>
<tr>
<td>5.</td>
<td>ECO 222</td>
<td>Macroeconomics</td>
</tr>
<tr>
<td>6.</td>
<td>#MAT 143</td>
<td>Introduction to Statistics</td>
</tr>
<tr>
<td>or</td>
<td>#MAT 174</td>
<td>Data Analysis and Statistics</td>
</tr>
</tbody>
</table>

##### C. Total for Major

53 semester hours

#### II. Liberal Arts

29 semester hours

# May be double counted toward Major and Liberal Arts Requirements.

#### III. General Electives

38 semester hours

#### IV. Total for Degree

120 semester hours

#### V. Other Requirements

1. Students may satisfy all elective requirements by completing any concentrations below, or by simply completing any 5, three credit BAM, ECO, FIN, MGT or MKT electives (4 of the 5 program electives must be 300/400 level).

2. Students must earn a 2.5 minimum G.P.A. in the major program requirements (cognates excluded).
Concentrations
(12 semester hours required at the 300/400 level)

Accounting  15 semester hours
ACC 341 Intermediate Accounting I  3
ACC 342 Intermediate Accounting II  3
Two approved accounting electives  6
One approved business elective  3

Computer Information Systems  15 semester hours
CIS 119 Visual Basic Programming  3
CIS 252 Introduction to C++  3
or
CIS 340 Java Programming  3
CIS 353 Systems Analysis  3
CIS 363 Database Management Systems  3
CIS ___ Elective (300/400 Level)  3

MAT 260 is a prerequisite to CIS 340 and 353.

CIS 465 Management Information Systems is recommended and satisfies a BAM Major Cognate requirement.

Entrepreneurship  15 semester hours
MGT 440 Entrepreneurship & Small Business Management  3
BAM 311 Business Ethics  3
or
BAM 411 Business and Society  3
BAM 480 Cooperative Internship Experience (with small business firm)  3
FIN 440 Financing New Ventures  3
___ ___ One Approved BAM, ECO, FIN, MGT or MKT Elective  3

Finance  15 semester hours
Three of the following:  9
FIN 348 Money & Capital Markets
FIN 209 Personal Finance
or
FIN 309 Personal Financial Planning
FIN 322 Investments
FIN 440 Financing New Ventures
FIN 463 Financial Statement Analysis
FIN 485 Special Topics: International Finance
Two approved business electives  6

International Business  16 semester hours
One of the following:
BAM 470 International Business  3
or
ECO 342 Comparative Economic Systems  3
or
MKT 470 Global Marketing  3
1 semester of a language  4
BAM 329 Managing Cultural Differences  3
FIN 450 International Finance  3
One approved business electives  3
Management  
15 semester hours
Three management courses above MGT 302  
9
Two approved business electives (at least one at 300/400 level)  
6

Marketing  
15 semester hours
Three marketing courses above MKT310  
9
Two approved business electives (at least one at 300/400 level)  
6

Transfer students must complete at least 24 credits of Business Administration at Siena Heights University including FIN 340 and BAM 479.

Approved Management and Marketing Validators:
MGT357, MGT360, MGT361, MGT450, MGT452, MKT350, MKT351, MKT455, MKT470.

Business Administration Minor
I. Course Requirements for Minor
A. Program Requirements  
9 semester hours
1. BAM 201 Business Communication  
3
2. MGT 302 Management: Principles and Cases  
3
3. MKT 310 Marketing: Principles and Cases  
3
B. Cognate Requirements  
17 semester hours
1. ACC 203 Principles of Accounting I  
4
2. ACC 240 Principles of Accounting II  
4
3. BAM 218 Introduction to Information Systems  
3
4. #ECO 221 Microeconomics  
3
5. ECO 222 Macroeconomics  
3
C. Total for Minor  
26 semester hours
# May be double counted toward Minor and Liberal Arts Requirements.

II. Other Requirements
1. Cognates may double count towards a BAM minor and other Business and Management majors.
2. 12 credits must be completed at Siena Heights University.
3. Only 2.0 G.P.A. or higher transfer credits apply.
4. Students must earn a 2.0 minimum G.P.A. for all minor course work at Siena Heights University.

Minor in Finance
I. Course Requirements for Minor
A. Program Requirements  
12 semester hours
1. Any four of the following:
   ACC 361 Managerial Cost Accounting
   FIN 209 Personal Finance
   or
   FIN 309 Personal Financial Planning
   FIN 322 Investments
   FIN 348 Money and Capital Markets
   FIN 485 Special Topics: International Finance
B. Cognate Requirements  
14 semester hours
1. ACC 203 Principles of Accounting I  
4
2. ACC 240 Principles of Accounting II  
4
3.  #ECO 221  Microeconomics  3  
4.  ECO 222  Macroeconomics  3  

C. Total for Minor  
   # May be double counted toward Minor and Liberal Arts Requirements  
   26 semester hours

II. Other Requirements  
   1. Accounting Majors applying ACC 361 must add 3 credits of ACC approved electives to their major.  
   2. Students may take FIN 209 or FIN 309, but not both.  
   3. FIN 340, Managerial Finance, is a prerequisite for FIN 463.  
   4. If you are NOT a BBA in Business Administration Major, you may petition to apply FIN 340, Managerial Finance. Your program coordinator will seek to avoid duplicating credit in Accounting, Sport Management or Information Technology Management before granting approval.  
   5. Cognates may double count towards a Finance Minor and towards other Business and Management majors.

Business Administration Associate of Arts  
I. Course Requirements  
   A. Program Requirements  
      32 semester hours  
      1. ACC 203  Principles of Accounting I  
      2. ACC 240  Principles of Accounting II  
      3. BAM 201  Business Communication  
      4. BAM 218  Introduction to Information Systems  
      5. #ECO 221  Microeconomics  
      6. ECO 222  Macroeconomics  
      7. MGT 302  Management: Principles and Cases  
      8. MKT 310  Marketing: Principles and Cases  
      9. ----- -----  Approved Electives  
         Any approved BAM, ECO, FIN, MGT or MKT electives  

   B. Total for Major  
      32 semester hours

II. Liberal Arts  
   13-14 semester hours  
   # May be double counted toward Major and Liberal Arts Requirements.

III. General Electives  
   14-15 semester hours

IV. Total for Degree  
   60 semester hours

V. Other Requirements  
   1. Student should complete any 12 credits in residence among the following: BAM 201, MGT 302, MKT 310, and 6-credits of approved electives.
Program Learning Outcomes
The business program prepares students for management positions in a wide variety of organizational settings. Business students will achieve the following competencies:

Communication – the ability to express ideas – in writing, verbally and visually

Creativity – the ability to develop original ideas or use common solutions in unique ways.

Analytical ability – the skill to effectively separate a complex problem into its component parts in order to identify solutions.

Integrative thinking – the ability to detect interrelationships among component parts and assess their importance in creating solutions.

Ethics — the ability to examine decisions in light of ethical and corporate social responsibility principles as well as their effects on stakeholders worldwide.

The business learning outcomes are skills employers seek, and therefore cornerstones of the program.