

## **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		33 semester hours
1.	BAM 101	Introduction to Business	
	or		3
	MGT 440	Entrepreneurship & Small Business Management	
2.	BAM 201	Business Communications	
	or		3
	BAM 441	Managerial Communications	
3.	BAM 479	Strategic Management	3
4.	FIN 340	Managerial Finance	3
5.	MGT 302	Management: Principles and Cases	3
6.	MKT 310	Marketing: Principles and Cases	3
7.	Elective Requirements:		15
	Any approved BAM, ECO, FIN, MGT or MKT electives.		
	Twelve of these hours must be at the 300/400 level.		
B.	Cognate Requirements		20 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	
	or		
	ITM 365	Management of Information Technology*	3
		(*Approved for CPS students only)	
	or		
	BAM 465	Management Information Systems	
4.	#ECO 221	Microeconomics	3
5.	ECO 222	Macroeconomics	3
6.	#MAT 143	Introduction to Statistics	
	or		3
	#MAT 174	Data Analysis and Statistics	
C.	Total for Major		<b>53 semester hours</b>
II.	Liberal Arts		<b>29 semester hours</b>
	# May be double counted toward Major and Liberal Arts Requirements.		
III.	General Electives		<b>38 semester hours</b>
IV.	Total for Degree		<b>120 semester hours</b>
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++	
	or	3
CIS 340	Java Programming	
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	
	or	3
BAM 411	Business and Society	
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	
	or	
ECO 342	Comparative Economic Systems	3
	or	
MKT 470	Global Marketing	
	1 semester of a language	4
BAM 329	Managing Cultural Differences	3
FIN 450	International Finance	3
	One approved business electives	3

<b>Management</b>	<b>15 semester hours</b>
Three management courses above MGT 302	9
Two approved business electives (at least one at 300/400 level)	6

<b>Marketing</b>	<b>15 semester hours</b>
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	<b>26 semester hours</b>
	# 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			<b>26 semester hours</b>
# May be double counted toward Minor and Liberal Arts Requirements			

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	4
2.	ACC 240	Principles of Accounting II	4
3.	BAM 201	Business Communication	3
4.	BAM 218	Introduction to Information Systems	3
5.	#ECO 221	Microeconomics	3
6.	ECO 222	Macroeconomics	3
7.	MGT 302	Management: Principles and Cases	3
8.	MKT 310	Marketing: Principles and Cases	3
9.	— —	Approved Electives	6
			Any approved BAM, ECO, FIN, MGT or MKT electives

B.	Total for Major	<b>32 semester hours</b>
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II.	Liberal Arts	<b>13-14 semester hours</b>
# May be double counted toward Major and Liberal Arts Requirements.		

III.	General Electives	<b>14-15 semester hours</b>
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IV.	Total for Degree	<b>60 semester hours</b>
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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.