

# BUSINESS MAJOR

## Business Major Information:

The Business major prepares students academically and professionally, allowing them to complete their degree in three years through a structured format of 8-week course sessions, totaling 120 credits. Students are required to choose a specialization or minor for this major.

Students build a strong foundation in core business knowledge and develop transferable skills for today's workforce. The curriculum supports career-centered learning outcomes and promoting academic success and professional development.

## Business Department Mission:

To deliver a transformative business education cultivating ethical, skilled, and forward-thinking leaders prepared to make a meaningful impact in an ever-evolving global economy.

## Business Learning Outcomes:

1. Apply business learning to analyze how organizations function and how individuals contribute to team, individual, and company value creation (systems thinking and analysis).
2. Business learning to apply critical thinking, creativity, and self-awareness to confidently deliver ideas, products, or services within an organization, meeting the needs of stakeholders (innovative, problem-solving).
3. Business learning to authentically communicate, build inclusive relationships, and cultivate ethical environments (collaborating, leading).

## Specializations:

There are five specializations for the Business Major; at least one must be chosen\*\*. These specializations offer targeted learning in high-demand fields, as informed by the research on employment trends and discussions with local Business and Community leaders from various industries and organizations.

- Business specializations comprise 12 credits - 4 courses, three credits each.
- Each specialization course is offered in an 8-week format.
- Students choose and begin their specialized path of study in their second year of the program.

\*\*Business students not interested in any of the five Business specializations can choose another specialization or minor of interest from any program. If the specialization or minor exceeds 12 credits, the student is informed it may lengthen their degree beyond three years.

The specialization courses offered are crafted and taught by full-time and adjunct faculty, industry professionals, who bring a wealth of academic and industry expertise and experience to the classroom. This ensures students benefit from the latest insights, industry knowledge, and academic rigor. This dynamic approach allows students to adapt to evolving landscape of education, offering students a well-rounded and personalized learning experience preparing them for success in their chosen fields.

These Specializations are available to non-Business majors, who must complete BU100 prior to enrolling in Specialization courses.

## Specializations' Learning Outcomes:

### Accounting (ACCTG)

Accounting is the universal language of business, equipping professionals with the ability to decode financial narratives and unleash the true potential of organizations while skillfully keeping the business score to drive success.

### Learning Outcomes:

- Uses accounting learning to advance financial knowledge, leveraging technology to solve real-world organizational problems in accordance with Generally Accepted Accounting Principles (GAAP)
- Uses accounting learning to develop data story-telling techniques to effectively communicate financial information at all levels of an organization.
- Uses accounting learning to apply financial analysis skills necessary for ethical decision-making.

### Digital Marketing Campaign Development (DMKTG)

Digital marketing blends creativity with analytics, empowering businesses to optimize their strategies, uncover valuable insights into consumer behavior, and showcase products or services on a global scale, making it an indispensable lifeline for success in the ever-evolving digital landscape.

### Learning Outcomes:

- Uses digital marketing learning to develop knowledge of industry terminology to effectively communicate with various stakeholders.
- Uses digital marketing learning to effectively identify, evaluate, and use appropriate technology platforms to meet complex business requirements.
- Uses digital marketing learning to analyze campaign data that drives decision-making to maximize business goals.

### Entrepreneurship Studies (ENTRP)

Entrepreneurship studies explores the principles, strategies, and practical skills necessary for conceiving, launching, and managing innovative and sustainable business ventures. It focuses on the evolving landscape of startups and small businesses, fostering creativity, adaptability, and a proactive mindset.

### Learning Outcomes:

- Uses entrepreneurship learning to confidently develop, launch, and manage business venture.
- Uses entrepreneurship learning to successfully perform idea generation, market analysis, business planning, and identify diverse funding strategies.
- Uses entrepreneurship learning acting as an intrapreneur in established organizations, leveraging an entrepreneurial mindset to identify growth opportunities and contribute to the overall strategic direction.

### Human Resource Management (HRMGT)

Human Resources (HR) prepares professionals for employment in global settings, including for-profit and non-profit businesses. Participants expand their experience and specific skill sets within the HR global context to be equipped to pursue various HR positions in any organization.

**Learning Outcomes:**

- Uses human resources learning to develop a comprehensive understanding of the talent acquisition process to contribute to organizational staffing needs effectively.
- Uses human resources learning to develop proficiency in designing and implementing employee engagement and retention strategies to foster a positive workplace culture and enhance organizational performance.
- Uses human resources learning to develop, communicate, and enforce a comprehensive code of conduct and ensure compliance with relevant laws and regulations, fostering ethical behavior and legal adherence within organizations.

**Operations & Supply Chain Management (OPSUP)**

Operations and Supply Chain Management relies on the importance of digital technologies to connect the world, enabling collaboration across industries to ensure supply chains positively impact life and communities while maximizing wealth creation for the global common good.

**Learning Outcomes:**

- Uses operations and supply chain management learning to effectively analyze and explain how any organization produces goods/services to meet customer demand.
- Uses operations and supply chain management learning to advance the understanding and application of supply chain principles, models, and terminology.
- Uses operations and supply chain management learning to effectively improve business processes, leveraging industry technologies to solve complex problems and support critical decisions.

**Faculty**

- Warren, Sharyn, Dr. Ed.D., Department Chair, Associate Professor, Project Management Foundation, Strategic Planning and Visioning, Human Resources, General Business, sharyn.warren@alverno.edu
- Whitten, Baisha, MST, Assistant Professor, Accounting, Finance, General Business, baisha.whitten@alverno.edu (<https://catalog.alverno.edu/laps/buscomm/busprog/baisha.whitten@alverno.edu>)

**Major Req****Business Major Requirements (BU.D.BA) 25-26 Catalog<sup>1</sup>**

Code	Title	Credits
BU-100	Introduction to Business	3
BU-101	Career Seminar 1	1
BU-102	Career Seminar 2	1
BU-103	Career Sem 3: Brand What? Brand Me	1
BU-104	Career Seminar 4 Activating Your Network Network	1
BU-105	Career Seminar - V Know your (net) Worth	1
BU-106	Career Seminar 6 Own Your Career	1
BU-151	Personal Finance (General Education )	3
BU-201	Financial Accounting	3
BU-202	Managerial Accounting	3
BU-210	Macroeconomics	3

BU-211	Microeconomics	3
BU-216	Introduction to Information Technology	3
BU-221	Organizational Behavior	3
BU-225	Entrepreneurship	3
BU-250	Business Models & Quantitative Methods	3
BU-270	Business Ethics	3
BU-279	Business Communication (General Education )	3
BU-300	Marketing Management	3
BU-310	Managerial Finance	3
BU-370	Human Resource Management	3
BU-380	The Legal Environment of Business	3
BU-410	Business Strategy & Planning	3
BU-490A	Business Capstone I	3
BU-490B	Business Capstone II	3
INTERN-383	Internship Seminar	3
INTERN-383	Internship Seminar	3
MUST ADD A MINOR OR SPECIALIZATION		12
<b>Total Credits</b>		<b>81</b>

<sup>1</sup> Must complete a Minor or an Accounting, Digital Marketing Campaign Development, Entrepreneurship Studies, Human Resource Management or Operation & Supply Chain Management Specialization

**Major Map****Business (BU.D.BS) Map<sup>1</sup> 25-26 Catalog**

First Year			
	Fall	Credits Spring	Credits
	BU-100	3 ADV-299	0
	BU-101	1 BU-102	1
	BU-151 (General Education )	3 BU-201	3
	BU-210	3 BU-211	3
	BU-216	3 BU-221	3
	CM-120	4 BU-225	3
	FSS-125	2 CM-125	3
	ILA-100 or 200	0 BU-279	3
		<b>19</b>	<b>19</b>
Second Year			
Summer	Credits Fall	Credits Spring	Credits
INTERN-383	3 BU-250	3 BU-104	1
	BU-202	3 BU-279	3
	BU-103	1 BU-310	3
	BU-270	3 SC-112 & 112L	4
	BU-300	3 Specialization/Minor Course	3
	BSC-215	2 HUM-150	4
	FA-110	4 General Elective	1
	<b>3</b>	<b>19</b>	<b>19</b>
Third Year			
Summer	Credits Fall	Credits Spring	Credits
INTERN-383	3 BU-370	3 BU-380	3
	BU-490A	3 BU-105	1
	BU-105	1 BU-410	3
	BU-490B	3 Specialization/Minor Course	3

GLS-200, POL 225, PSY 110, or SW 200	3	Speicalization/Minor Course	3
HFA-210	2	Choose One Global Effective Citizen Course:	
Specialization/Minor Course	3	GEC 302, GEC 307, GEC 312, GEC 314, GEC 315, GEC 317, GEC 320, GEC 324, GEC 328, GEC 333, GEC 398	3
Genearl Elective	1	HFA-310	2
		General Elective	1
3	19		19

Total Credits 120

## Specialization Requirements

### Accounting Specialization (ACCTG.D.SPEC.2024) Requirements 25-26 Catalog

Code	Title	Credits
BU-215	Accounting Information Systems	3
BU-275	Tax Strategy and Planning	3
BU-375	Intermediate Financial Accounting	3
BU-425	Advanced Managerial Accounting	3
Total Credits		12

### Digital Marketing Campaign Development (DMKTG.D.SPEC.2024) Requirements 25-26 Catalog

Code	Title	Credits
BU-217	Digital Marketing & Media Buying Platforms	3
BU-276	Digital Marketing Research & Analytics	3
BU-376	Digital Marketing, Content Planning, Strategy & Creation	3
BU-426		3
Total Credits		12

### Entrepreneurship Studies (ENTRP.D.SPEC.2024) Requirements 25-26 Catalog

Code	Title	Credits
BU-218		3
BU-277		3
BU-377		3
BU-427		3
Total Credits		12

### Human Resources Management (HRMGT.D.SPEC.2024) Requirements 25-26 Catalog

Code	Title	Credits
BU-219	HR Talent Acquisition	3
BU-278	HR Employee Engagement & Retention	3
BU-378		3
BU-428		3
Total Credits		12

Operations & Supply Chain Management Requirements 25-26 Catalog (OPSUP.D.SPEC.2024)		
Code	Title	Credits
BU-214	Operations Management	3
Remaining Courses Not Yet Approved		9