

# BUSINESS

## BUSINESS ADMINISTRATION

### TRANSFER

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Business administration has been among the most popular college courses of study for several years. Employment opportunities have been excellent and possibilities for career advancement are generally good. Students have successfully transferred to a number of bachelor degree programs after taking the two-year BSC program in business administration. Business courses have also proven useful for students in other curricula.

Business administration students will obtain a basic understanding of the world of business and commerce, and how it relates to individual businesses. Accounting, economics, statistics and law are among the areas studied. Students who complete the requirements earn an Associate in Arts degree.

Since business administration programs at four-year colleges vary somewhat, catalogs of transfer colleges should be consulted in planning schedules.

**Career Possibilities:** Accountant, Adjuster, Administrative Assistant, Advertising Assistant, Appraiser, Bank Examiner, Budget Analyst, Claims Representative, Economist, Financial Analyst, Labor Relations Assistant, Management Trainee, Marketing Researcher, Personnel Administrator, Purchasing Agent, Sales Representative.

### SUGGESTED CURRICULUM FOR ASSOCIATE IN ARTS:

#### FRESHMAN

#### CREDITS

College Composition I-II, Intro. to Professional Writing (ENGL 110 and 120 or 125) .....	6
Elements of Accounting (ACCT 200, 201).....	6
Computer Applications in Business (ACCT 218).....	3
American Government (POLS 115) .....	3
Principles of Microeconomics (ECON 201).....	3
Principles of Macroeconomics (ECON 202) .....	3
Algebra (MATH 103) or Finite Mathematics (MATH 104)**.....	3
Elementary Statistics (MATH 210).....	3
Management Information Systems (BADM 224).....	3
Arts and Humanities Elective .....	3
Enrichment.....	2
Total credits.....	38

#### SOPHOMORE

#### CREDITS

Laboratory Science Elective .....	4
Speech (COMM 110) .....	3
Business in the Legal Environment (ACCT 215).....	3
Business Law I (ACCT 225).....	3
Arts and Humanities Electives.....	6
Income Tax Procedures* (ACCT 231).....	3
Electives.....	4
Total credits.....	26

\*Accounting majors should take this course. Other business majors may select it as an elective.

\*\*Economics and accounting majors should take MATH 104 or 146.

## MANAGEMENT

### TECHNICAL AND/OR TRANSFER

#### ONLINE OPTION

The management curriculum affords students the opportunity to obtain rewarding employment upon the completion of a two-year Associate in Applied Science degree in management. The curriculum is available online as well as in the classroom. This option provides a combination of business and general education courses, many of which may be transferable to a four-year curriculum if the student decides to pursue a higher degree at a later time. Students who complete the curriculum for the degree in management are typically employed in areas such as: Advertising Account Managers, Sales Representatives, Real Estate Sales, Insurance, Management, Banking, Management Trainee, Purchasing Agent and Private Business Owner.

<b>FRESHMAN</b>	<b>CREDITS</b>
College Composition I-II, Intro. to Professional Writing (ENGL 110 and 120 or 125) .....	6
Accounting (ACCT 102 or 200).....	3
Principles of Marketing (BADM 201).....	3
Sales (BADM 240) .....	3
Introduction to Computers (CSCI 101).....	3
Electronic Commerce (BUSN 224) .....	3
Organizational Behavior (BADM 281).....	3
Principles of Retailing (BADM 260).....	3
*General Electives .....	3
Total credits.....	30

<b>SOPHOMORE</b>	<b>CREDITS</b>
Human Resource Management (BADM 282) .....	3
Small Business Management (BADM 270) .....	3
Project Management (BADM 274).....	3
Sales Management (BADM 241).....	3
Advertising (BADM 210).....	3
Economics (ECON 201) .....	3
Business Math or Algebra (BOTE 108 or MATH 102 or 103) 3-4	
Principles of Management (BADM 202).....	3
*General Electives .....	6
Total credits.....	30-31

\*See page 51 for general education requirements for Associate in Applied Science degree.

## **MANAGEMENT ENTREPRENEURSHIP OPTION TECHNICAL**

Completion of the Entrepreneurship option leads to an Associate in Applied Science degree in Management. Students will obtain the skills, tools and experiences necessary to successfully assist in creation and management of new business ventures.

<b>FRESHMAN</b>	<b>CREDITS</b>
College Composition 1 (English 110).....	3
Intro to Professional Writing (English 125).....	3
Speech (Communications 110) .....	3
Micro Economics (ECON 201) .....	3
Intro to Computers (CSCI 101).....	3
Principles of Marketing (BADM 201).....	3
Sales (BADM 240) .....	3
Accounting (ACCT 102 or 200) .....	3
Electives.....	6
Total credits.....	30

<b>SOPHOMORE</b>	<b>CREDITS</b>
E-Commerce (BUSN 224).....	3
Small Business Management (BADM 270) .....	3
Business and Legal Environment (ACCT 215) .....	3
Human Resource Management (BADM 282) .....	3
Entrepreneurship (BUSN 170).....	3
Web Design (CIS 180) .....	3
Computer Applications in Business (ACCT 218).....	3
Advertising (BADM 210).....	3
Electives.....	6
Total credits.....	30

### **SUGGESTED ELECTIVES**

- Accounting (ACCT 201)
- Organizational Behavior (BADM 281)
- Management Information Systems (BADM 224)
- Sociology (SOC 110)
- Retailing (BADM 260)
- Project Management (BADM 274)

# MANAGEMENT AMERICAN INSTITUTE OF BANKING TECHNICAL

Students may transfer accredited American Institute of Banking courses into the Bismarck State College Management Program. With the addition of specific BSC course work listed below, the student will receive an Associate in Applied Science degree in management. This curriculum will provide an excellent background for those wishing to pursue careers in the banking and finance industry.

<b>REQUIRED CURRICULUM</b>	<b>CREDITS</b>
College Composition I-II, Intro. to Professional Writing (ENGL 110 and 120 or 125) .....	6
Accounting (ACCT 102-201) .....	6
Economics (ECON 201-202) .....	6
Math (Above MATH 102) .....	3
Organizational Behavior (BADM 281).....	3
Principles of Management (BADM 202).....	3
Principles of Marketing (BADM 201).....	3
Human Resource Management (BADM 282) .....	3
Cooperative Education (BADM 197-297).....	2
Introduction to Computers (CSCI 101).....	3
Total credits.....	38

<b>AMERICAN INSTITUTE OF BANKING ELECTIVES</b>	<b>CREDITS</b>
Students should complete a minimum of 21 hours of American Institute of Banking certified material. The following courses are among those that will be accepted.	
Law and Banking (Principle).....	3
Law and Banking (Application).....	3
Money and Banking .....	3
Commercial Lending .....	3
Principles of Banking.....	3
Analyzing Financial Statements .....	3
Bank Management .....	3
Real Estate Finance.....	3
Agricultural Lending.....	3

# MANAGEMENT EMERGENCY RESPONDERS TECHNICAL ONLINE ONLY

Completion of this management curriculum leads to a Certificate of Completion in Management. The online curriculum is designed for workers employed in emergency response careers, such as firefighters, EMT-paramedics, and criminal justice personnel.

The sequence of five eight-week management courses begins each year in fall semester, and continues through spring semester and summer session. The curriculum was developed through a partnership with the N.D. Firefighters Association. By enrolling, firefighters will be preparing for fire officer training.

<b>FALL SEMESTER</b>	<b>CREDITS</b>
Principles of Management (BADM 202).....	3
Organizational Behavior (BADM 281).....	3

<b>SPRING SEMESTER</b>	<b>CREDITS</b>
Management Information Systems (BADM 224).....	3
Human Resource Management (BADM 282) .....	3

<b>SUMMER SESSION</b>	<b>CREDITS</b>
Project Management (BADM 274).....	3
Total credits.....	15

# **BUSINESS (BADM, BUSN)**

## **BUSINESS ADMINISTRATION (BADM)**

**BADM 201 Principles of Marketing** **F&S** **3 credits**  
 An introductory course designed to cover the basic marketing concepts. Discussion focuses on market segmentation, consumer behavior and marketing mix strategy of products or services.

**BADM 202 Principles of Management** **F&S** **3 credits**  
 The study of management is approached from a system basis. It ensures the student will receive a thorough understanding of the environment, problems and duties that confront the manager. Topics include planning and decision making, organizing, controlling, and leadership.

**BADM 210 Advertising I** **F&S** **3 credits**  
 This course covers advertising from a marketing perspective. The focus is on planning and strategy development of an advertising program. Topics covered are campaign planning and development, marketing mix relationships, media options and buying and creative strategy.

**BADM 224 Management Information Systems** **Spring** **3 credits**  
 Prerequisite: Principles of Management 202. An introduction to management information systems, microcomputer applications in business, office information systems and systems analysis and design. Hand-on experience with microcomputer applications will be provided in the lab.

**BADM 240 Sales** **F&S** **3 credits**  
 An introductory study of salesmanship. All aspects of selling are introduced including the psychology of selling and recommended personality traits for sales people.

**BADM 241 Sales Management** **F&S** **3 credits**  
 This course is a study of sales management with contemporary business firms. The course focuses on the development of managerial knowledge and skills including: developing sales strategies, organizing sales activities, developing leadership and supervision, motivation, evaluation techniques and development of sales forecasts. This is intended to be a capstone course for the business management program.

**BADM 260 Principles of Retailing** **F&S** **3 credits**  
 Covers retail store operations—the independent retailer, the chain store, the specialty shop, the department store, etc. The operations of buying, selling, selecting personnel, pricing, markup, and markdowns are all covered. Also retail stores promotion, window display, and credit, selection of business location, layout, control and methods of computing various ratios.

**BADM 270 Small Business Management** **F&S** **3 credits**  
 This course emphasizes strategies and aspects of management that are uniquely important to small firms. Studies include the planning, organizing, implementing and controlling of a small business operation. It may include the development of a business plan for a hypothetical business.

**BADM 274 Project Management** **F&S** **3 credits**  
 This course is designed to familiarize individuals with how project management differs from general management. Additional topics include project phases/steps, the role of the project manager. A variety of project tools such as, PERT/CPM/Gantt Charts, Precedence Diagram, Scheduling, Scope Control, Cost Control, Change Control and Resource Planning. A review of project management software is also included. People are a vital element of a project therefore selecting the right team members, building the team, gaining commitment, organizational structures, power and politics in project management will be discussed.

**BADM 281 Organizational Behavior** **F&S** **3 credits**  
 This course covers principles, concepts and processes involved in interpersonal relationships in an organization. Discussion focuses on individual, group and organizational situations through case studies and role plays.

**BADM 282 Human Resource Management** **F&S** **3 credits**  
 The course covers the various processes of personnel management such as recruiting, training, motivating, and counseling. Discussion centers around the tools, techniques, and methods that can be utilized in the management of personnel in any organization.

**BADM 299 Special Topics** **BD** **1-3 credits**  
 Variable instructional topics under the broad umbrella of management. Repeatable as long as content varies. Consent of department chairperson. BSC-ENR.

**BADM 195-295 Service Learning** **1-3 credits**  
 Service learning may be accomplished by one of three methods: Joining a club that has a public service component, doing volunteer work at a non-profit organization, or taking a course that links public service with its curriculum.

**BADM 197 Cooperative Education/Internship** **F&S SM** **1-3 credits each**  
 Work hours are arranged by employer, adviser and student. Progress is checked by oral and written reports from the employer. Periodic student-adviser conferences are required to discuss progress or problems. Students are required to submit an accounting of their experiences to their instructor. All co-op experiences are based on a satisfactory/unsatisfactory basis. Department chair approval is required.

# **BUSINESS (BUSN)**

## **BUSN 120 Fundamentals of Business**

**F&S**

**3 credits**

Fundamentals of business management from the point of view of the business as a whole including basic management concepts and principles, forms of business organizations, organizations for administration, and major functions of management.

## **BUSN 170 Entrepreneurship**

**BD**

**3 credits**

This course is designed to provide training for students who want to plan and organize their own business idea. It will provide information, resources and methods used in the development of a market research study, a feasibility study and a business plan.

## **BUSN 224 Electronic Commerce (E-Commerce)**

**F&S**

**3 credits**

This course is designed to familiarize individuals with current and emerging electronic commerce technologies using the Internet. Topics include Internet technology for business advantage, managing electronic commerce funds transfer, reinventing the future of business through electronic commerce, business opportunities in electronic commerce, electronic commerce Web site design, social, political and ethical issues associated with electronic commerce, and business plans for technology ventures. The purpose of this course is to educate a new generation of managers, planners, analysts, and programmers of the realities and potential for electronic commerce.

## **BUSN 294 Independent Study**

**1-3 credits**

Independent or directed study of special topics in business. Department chairperson approval is required.

## **BUSN 299 Special Topics in Business Administration**

**BD**

**1-3 credits**

Repeatable up to six semester hours. An examination of special topics in business administration.