

## **Bachelor of Science—Business Administration**

The Bachelor of Science—Business Administration offers specializations in finance, interdisciplinary business, management, and marketing. The specializations share a common set of courses that provide students with the knowledge and skills to:

- Develop effective oral and written communication skills.
- Function effectively in the workplace using knowledge of the core principles of the major business disciplines.
- Understand the basic methods of problem-solving and decision making.
- Develop a sense of ethical and social responsibility.
- Utilize effective teamwork and leadership skills.
- Minors in business and society, finance, international business, management, human resource management, marketing, and professional selling are also available.

### **Global Business I & II: Business Depth & International Breadth**

Recognizing the increasingly connected global business environment, the School of Business offers Global Business I and Global Business II programs.

Global Business I combines a business major (accounting, finance, marketing, etc.) with a minor in International Studies (IS) offered through the School of Humanities and Social Sciences, and an international trip.

Global Business II combines a business major with a dual major in IS. Students who choose Global Business II will find the greatest synergy with the IS International Economics and Trade concentration. For more information, speak with your advisor, and visit: <https://business.pages.tcnj.edu/departments-programs/global-business/>.

### **Finance Specialization**

*Faculty:* Choi, Hume, Kim, Mayo, Patrick, Sorokina

The study of finance provides the student with the ability to analyze the allocation of financial resources within a corporate, individual, or government setting; to analyze sources of funding and the ramifications of financial decisions; and to allocate these sources of funds. Students who complete the finance program are employed by banks, financial institutions, brokerage houses, major corporations, investment management firms, and the government. Students are also prepared to continue their education in graduate school and through professional certification.

#### Required Courses

The required course units for a specialization in finance are:

- ECO 101, ECO 102
- MAT 125 or 127, STA 115 or STA 215, and a choice of FIN 360, FIN 380, ECO 231 or STA 305
- BUS 200
- ACC 201, ACC 202

- FIN 201, MGT 201, IST 201 and MKT 201 (.5 course units each)
- One breadth course in each area (Management, Information Systems & Technology, and Marketing)
- MGT 360 or MKT 360
- MGT 499
- Five courses in Finance (FIN 310, FIN 320, FIN 330, FIN 430 *or* FIN 495, and one Finance Elective)

Students must also satisfy an international business requirement, which should be met through Business Breadth or major options. Courses include: BUS 360, ECO 335, ECO 340, ECO 345, FIN 340 (or study abroad or FIN 495 with an international topic), INB 250, INB 260, INB 330/FIN 335, INB 365, MGT 310, MGT 380, MKT 340.

### Interdisciplinary Business Specialization

*Faculty:* Lasher, Michels, Monseau

The Interdisciplinary Business (IDB) specialization is for those students who evince a genuine commitment to interdisciplinarity. These are the students most likely to search for connections between business and non-business disciplines, and make the case about the value of their studies to future employers.

IDB is a unique specialization in the School of Business that allows students to combine their strong interest in business with their interests in non-business disciplines including the humanities, social sciences, math, or the sciences. It provides a unique option for students who have strong academic or career interests that bridge business and other disciplines. The specialization requires that students approach business questions in an interdisciplinary fashion—from a perspective that integrates concepts and skills from several areas of study— and to make deep connections between business and non-business disciplines. The specialization provides an opportunity for a student to combine two or more academic passions into something fascinating and relevant for them.

IDB is an appropriate specialization for students with a variety of interests who appreciate that business problems require business-discipline knowledge *and* capacities that are enhanced by studies in non-business subjects. Such students seek an understanding of society, government, politics, technology, language, and culture, as well as the capacity to understand and communicate with others. These students are flexible and will be of value to an organization in many different areas; they will remain engaged, lifelong learners who benefit from their exposure to a range of problem solving methods and ways of thinking.

In addition to allowing students to take advanced courses in a variety of business and non-business disciplines beyond the business common body of knowledge, rather than concentrating in one particular area of business, the specialization **requires that students have a secondary, identified focus of study beyond their IDB specialization.** This secondary focus of study may include an approved set of five courses from disciplines outside the School of Business that demonstrate a coherent, viable theme, a second major, or a minor that is not from either a Bachelor of Science in Business Administration (BSBA) or Bachelor of Science in Accountancy discipline. Students will work with their advisors to develop their career plan, which will include their choice of business option courses and their secondary focus of study relevant to their academic and career interests.

The approved set of five courses may include courses taken to fulfill the College's liberal learning requirements. For example, a student who is interested in Western Europe may choose to minor in history or may instead choose to take courses in the history, literature, politics, art, religion and languages of Western Europe. The intent is that each student's education should be both individualized and interdisciplinary.

IDB students are required to meet with an advisor to develop a preliminary academic plan prior to the registration period during their second semester of sophomore year. Holds will be placed on the student's record and they will not be allowed to register for junior year classes without the approval of a preliminary academic plan. To continue as a student in the IDB Specialization finalized academic plans must be submitted to the Department for approval by October 1<sup>st</sup> of the student's junior year.

Curriculum and internship opportunities may be tailored to meet individual career or academic interests. Students are provided with a solid academic foundation that prepares them for careers in a variety of profit and non-profit organizations, corporate training programs, entrepreneurial careers, and entrance into graduate or law school.

Three tracks are available within the IDB specialization.

### **Guided Self-Designed Track**

Students choosing this track work with advisors to craft their choice of business and non-business courses to meet their academic and career interests. With the guidance of their advisors, students may take appropriate business and non-business courses to fulfill the School's breadth, specialization, and capstone requirements. This track permits flexibility in the business curriculum while providing a solid foundation in the functional areas of business.

Required courses:

- ECO 101, ECO 102
- MAT 125 or 127, STA 115 or 215
- BUS 200
- ACC 201, ACC 202
- MGT 235, ECO 231, STA 305 or other courses by advisement. (Choice of a secondary focus, if it includes substantial quantitative work may determine course choice)
- FIN 201, MGT 201, IST 201 and MKT 201 (.5 course units each)
- One breadth course in each area (Finance, Management, Information Systems & Technology, and Marketing)
- MGT 360 *or* MKT 360
- MGT 499
- Three option courses, business or non-business, by advisement; **no more than two options can have the same prefix**
- BUS 498 or BUS 495 (by advisement)
- **Required secondary focus of study, second major or minor** from other than a BSBA or Bachelor of Science in Accountancy degree program

Students must also satisfy an international business requirement, which should be met through Business Breadth or major options. Courses include: BUS 360, ECO 335, ECO 340, ECO 345, FIN 340, INB 250, INB 260, INB 330/FIN 335, INB 365, MGT 310, MGT 380, MKT 340.

### **Business and Public Policy Track**

An appreciation of the role of government policy and regulation is critical to managing a business in the global economy. Business people need to consider the policies underlying the laws that govern business activity both in the U.S. and in other countries. The Business and Public Policy Track will enable students to gain an understanding of the implication of government decisions on business and the impact of lobbying on lawmaking.

Students choosing this track will be prepared for careers in both the public and private sectors, including working for regulatory agencies and government relations and compliance departments. This track is also excellent preparation for graduate and professional programs.

#### Required Courses:

- ECO 101, ECO 102
- MAT 125 or 127, STA 115 or 215
- BUS 200
- ACC 201, ACC 202
- MGT 235, ECO 231, STA 305 or other courses by advisement. (Choice of a secondary focus, if it includes substantial quantitative work may determine course choice)
- FIN 201, MGT 201, MKT, 201, IST 201 (.5 course units each)
- One breadth course in each area (Finance, Marketing, Management and Information Systems & Technology)
- MGT 360 *or* MKT 360
- MGT 499
- MGT 385/BUS 385
- BUS 325 *or* BUS 360
- Choose one course from the following: BUS 300, MGT 215, MGT 330, ECO 315, ECO 320, ECO 325, ECO 345, ECO 365, ECO/POL 380, MKT 370 (When topic is Marketing and Public Policy,) PHL 240, POL 300, POL 305, POL 315, SOC 317, SOC 330, Independent Study or Independent Research by advisement
- BUS 498 or BUS 495 (by advisement)
- **Required secondary focus of study, second major or minor** from other than a BSBA or Bachelor of Science in Accountancy degree program

Students must also satisfy an international business requirement, which should be met through Business Breadth or major options. Courses include: BUS 360, ECO 335, ECO 340, ECO 345, FIN 340, INB, 250, INB 260, INB 330/FIN 335, INB 365, MGT 310, MGT 380, MKT 340.

## Innovation Track

This track invites students to think about how they can change the world. Innovation is an interdisciplinary search for new approaches and solutions, including new products, services, social enterprises, understandings, and institutions. The track explores the process of innovation, where new ideas come from, how students can learn to generate and deliver innovations, how and why certain conditions promote innovation, and the ethical and social implications of innovation. The track will invite students to combine innovation-specific courses with coursework from outside the business school to develop the interdisciplinary insights that can inspire innovative thinking.

### Required Courses:

- ECO 101, ECO 102
- MAT 125 or 127, STA 115 or 215
- BUS 200
- ACC 201, ACC 202
- MGT 235, ECO 231, STA 305 or other courses by advisement. (Choice of a secondary focus, if it includes substantial quantitative work may determine course choice)
- FIN 201, MGT 201, MKT, 201, IST 201 (.5 course units each)
- One breadth course in each area (Finance, Marketing, Management and Information Systems & Technology)
- MGT 360 *or* MKT 360
- MGT 499
- BUS/MGT 375
- Choose one course from the following: MGT 381, MKT 335 or TST 161.
- Choose one course from the following: BUS 370 (Topic: Law, Technology & the Future), IDS 252, IMM 370 (Topic: The Cult of Technology), other option by advisement.
- BUS 498 or BUS 495 (by advisement)
- **Required secondary focus of study, second major or minor** from other than a BSBA or Bachelor of Science in Accountancy degree program

Students must also satisfy an international business requirement, which should be met through Business Breadth or major options. Courses include: BUS 360, ECO 335, ECO 340, ECO 345, FIN 340, INB, 250, INB 260, INB 330/FIN 335, INB 365, MGT 310, MGT 380, MKT 340.

## Management Specialization

*Faculty:* Ghitulescu, Han, Kim, Lillevik, Neves, Prensky

The Management Specialization provides students with essential skills, knowledge, and capabilities to stand out as leaders in organizations, teams and communities. Emphasis is given to understanding organizational dynamics and the foundations of decision-making and leadership; the behavioral, social and environmental factors that influence managerial performance; and the relationship between business and society.

Coursework in the Management Specialization helps students master the knowledge and skills needed to 1) motivate, lead and develop others; 2) analyze organizational contexts (structure, culture and processes) that enable individuals and businesses to excel; 3) develop strategic perspectives that enable organizations to compete in a global economy; and 4) balance the interests of multiple stakeholders in a complex legal, political, and ethical environment.

The curriculum includes organization-wide topics such as Organizational Design, Entrepreneurship, and Ethics and Corporate Social Responsibility; behavioral foundation courses such as Organizational Behavior; policy courses such as Human Resource Management, Compensation Management and Strategic Management; and skill-building courses such as Negotiation, Leadership, Cross-Cultural Management, and Decision-Making.

### Required Courses

The required course units for a specialization in management are as follows:

- ECO 101, ECO 102
- MAT 125 or 127, STA 115 or 215 (students considering a minor in Statistics should take STA 215 to fulfill the requirements of that minor)
- BUS 200
- ACC 201, ACC 202
- MGT 235 or ECO 231
- FIN 201, MGT 201, IST 201 and MKT 201 (.5 course units each)
- One breadth course in each area (Finance, Marketing, and Information Systems & Technology)
- MGT 301 and MGT 320
- MGT 360 *or* MKT 360
- MGT 499
- Two MGT option courses (any course with a MGT prefix or BUS 325)
- MGT 498 or MGT 495 (by advisement)

Students must also satisfy an international business requirement, which should be met through Business Breadth or major options. Courses include: BUS 360, ECO 335, ECO 340, ECO 345, FIN 340, INB 250, INB 260, INB 330/FIN 335, INB 365, MGT 310, MGT 380, MKT 340.

The Management Specialization has two tracks: general management and human resource management. The General Management track is well-suited to the students who are seeking a solid foundation in managerial knowledge and skills needed to become high performing managers, change agents, consultants, or entrepreneurs in profit and non-profit organizations.

The Human Resource Management track prepares students to enter a career in human resources, and many students pursuing this track will complete the Professional in Human Resources (PHR) certification. Careers in this area include positions as human resources managers, training and development professionals, and compensation specialists. Typical courses for the Human Resource Management track are: MGT 301 and MGT 320, MGT 310 or MGT 330, MGT 345 or BUS 325, and MGT 498 Management Seminar (with an HRM topic). Additional recommended courses (but not required) are ECO 315, MGT 370 Training and Development, and BUS Internship (in the HRM field).

### **Marketing Specialization**

*Faculty:* Becker-Olsen, Brechman, Duan, Inyang, McCarty, Tucci

Marketing is both an orientation that organizations may adopt with respect to how they conduct business and a functional area. As an orientation, being marketing-focused means that an organization recognizes it must consider the wants and needs of its customers in order to be successful. As a functional area, marketing is responsible for generating the revenue that sustains the operation of the organization. Marketing includes numerous activities aimed at creating satisfying exchange relationships between the organization and its customers. These activities include the selection of appropriate customers, developing the product to satisfy customer needs, setting a price that will make the exchange profitable, developing ways of communicating with customers, and managing supply and distribution relationships. Marketing professionals need to possess analytical skills and be creative thinkers.

The marketing courses in the School of Business provide students with ample opportunities to exercise their creativity, strengthen analytical and critical thinking skills, and develop communication and interpersonal skills. There are a variety of employment opportunities in marketing including positions in marketing management, sales management and professional selling, retail management, supply chain management, advertising, and marketing research.

#### Required Courses

The required course units for a specialization in Marketing are as follows:

- ECO 101, ECO 102
- MAT 125 or 127, STA 115 or 215
- BUS 200
- ACC 201, ACC 202
- FIN 201, MGT 201, IST 201 and MKT 201 (.5 course units each)
- One breadth course in each area (Finance, Management, and Information Systems & Technology)
- MKT 300
- Quantitative Analysis Option (ECO 231, MKT 310, MKT 430, STA 305, STA 307, other analysis course on approval).
- MKT 360 **or** MGT 360
- Three MKT option courses (at least one 400-level)
- MKT 450 or 495
- MGT 499

Students must also satisfy an international business requirement, which should be met through Business Breadth or major options. Courses include: BUS 360, ECO 335, ECO 340, ECO 345, FIN 340 (or other courses by advisement), INB 260, INB 330/FIN 335, INB 365, MGT 310, MGT 380, MKT 340.

### **Program Entrance, Retention, and Exit Standards**

Every major and specialization program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program.

Students are strongly discouraged from requesting changes of major or specialization after their junior year. Changes of major or specialization after the junior year will be processed by the School of Business, but students are not guaranteed that completion of the remaining requirements in the new major or specialization may be accomplished within their remaining two semesters. Students are encouraged to consult with faculty advisors and with the assistant dean for student services prior to requesting a change of major or specialization.

The following are the standards for the specializations in business administration. Minimum grades are noted in parentheses.

#### **Finance**

- Retention into the program is based on the following performance standards: a minimum grade of a (C) in FIN 310
- Transfer into the program is based on the following performance standards: a minimum grade of (B) in FIN 201 and an essay discussing interest in the program.
- Graduation requires a GPA of 2.0 in courses for the program.

#### **Interdisciplinary Business**

- Retention in the program is based on the following performance standards in these “critical content courses”: a minimum grade of (C) in two of the four required breadth courses (MKT, MGT, IST, FIN).
- Transfer into the program from another program within the College is based upon the following performance standards: minimum grade of (C+) in BUS 200 and an essay discussing interests in the program.
- Graduation requires a GPA of 2.0 in courses for the program.

#### **Management**

- Retention in the program is based on the following performance standards in these “critical content courses”: a grade of C in MGT 301 and MGT 320.
- Transfer into the program from another program within the College is based upon the following performance standards: minimum grade of (C) in MGT 201, and an essay discussing interest in the program.
- Graduation requires a GPA of 2.0 in courses for the program.



**Marketing**

- Retention in the program is based on the following performance standards in these “critical content courses”: MKT 300, (C).
- Transfer into the program from another program within the College is based upon the following performance standards: MKT 201, (C+), and minimum grade of C in MAT 125, MAT 127, STA 115, or STA 215.
- Graduation requires a GPA of 2.0 in courses for the program.

**Minors in Business Administration**

*Note: Only 1 course unit (or equivalent) may be double counted between a major and a minor.*

**Minor in Business and Society**

Five course units: MKT 201 or MGT 201 (.5 course unit); two course units from ECO 101 or 102, ECO 210, BUS 200, HIS 321, HIS 388, POL 305, POL 323, POL 380, SOC 301, SOC 317, SOC 336, or other approved history course consistent with the theme of the minor; two course units from BUS 300, BUS 325, BUS 360, ECO 320, ECO 350, MGT 385, MKT 370 (by advisement), other seminars or topics courses by advisement; and BUS 393 (.5 course unit).

**Minor in Finance**

Five course units in finance: (1) FIN 201 (.5 course unit), and MGT 201 or MKT 201; (2) FIN 310; (3) FIN 320 or FIN 330; and (4) two additional courses in finance.

**Minor in Information Systems and Technology**

Five course units: IST 310, IST 320, IST 350, and IST 400; one course unit from IST 330 or 340.

**Minor in International Business**

Five course units: INB 260; two courses from BUS 360, ECO 340, ECO 380, FIN 340, INB 330/FIN 335, MGT 310, or MKT 340; INB 250 or a foreign language 102 course or above; one elective chosen by the student and approved by the advisor (elective must have an international focus and the Global liberal learning designation).

**Minor in Management**

Five course units: MGT 201 (.5 course unit) and one .5 course unit from IST 201, MKT 201, or FIN 201; two course units from MGT 301 or PSY 267, MGT 310, or MGT 320 or PSY 364; and two additional courses with 300-level MGT prefix or one additional course unit with a 300-level MGT prefix and one course from ECO 101 or SOC 101.. Only one PSY course may be used towards the minor.

**Minor in Human Resource Management**

Five course units: one course unit from MGT 320 or PSY 364; four course units from BUS 325, ECO 315, MGT 310, MGT 330, MGT 335, MGT 345, MGT 370

(by advisement), PSY 366, PSY 374. Only one PSY course, in addition to PSY 364, may be used toward the minor.

**Minor in Marketing**

Five course units: MKT 201 (.5 course unit); one .5 course unit from FIN 201, MGT 201, or IST 201; one course unit from ECO 101, PSY 101, or SOC 101; three additional courses in marketing.

**Minor in Professional Selling**

Five course units: MKT 371; MKT 372; MKT 375; and a choice of two additional courses from the following options: COM 242, PSY 267, MKT 365, or MGT 317.