



Program of Study:

Bachelor of Science in Applied Management

Program Description:

The Applied Management Program is an undergraduate degree program that emphasizes organizational behavior, real-world management, leadership and supervision, marketing concepts, managerial accounting, and effective oral and written business communications required of business managers.

| Course Number | Course Title | Course Description | Credits |
|---------------|---|--|---------|
| UNV 101 | University Success | This course provides positive re-enforcement of successful learning strategies and assistance with adaptation to the academic environment. | 3 |
| COM 101 | Intro to Human Communication [^] | This course focuses on how people use messages to generate meanings within and across various contexts, cultures, channels, and media. The course readings and discussions seek to increase understanding of relevant communication theories and their application in the practice of effective and ethical human communication in both personal and professional life. | 3 |
| ENG 101 | Academic Writing | A course in writing academic prose, including various types of essays, arguments, and constructions. A writing intensive course. Prerequisite: UNV 105. | 3 |
| PSY 101 | General Psychology [^] | A foundation course in the science of behavior. Includes a study of the origin and development of behavior patterns, motivation, emotional behavior sensory functions, perception, intelligent behavior, and adjustment. Simple experiments constitute a basic part of the course. | 3 |
| HIS 107 | World Civilization Before 1500 [^] | A survey of the major events, personalities, movements, and ideas in world civilization from the prehistoric era to 1500 CE. This course focuses on the key political, intellectual, scientific, social, economic, and cultural changes that occurred in world civilization. Students will gain an understanding of the social forces and trends in social, religious, political, and philosophic thought that laid the foundations of the modern world. | 3 |
| ENG 102 | Research Writing | A course exploring various types of research writing, with a focus on constructing essays, arguments, and research reports based on primary and secondary sources. A writing-intensive course. Prerequisite: ENG 101. | 3 |
| BIO 100 | Biology Concepts [^] | A complete overview of the science of biology from a human perspective. Topics include cells, energetics, ecology, inheritance, evolution, embryology, anatomy, and physiology. This course does not apply toward the biology major. | 3 |
| BIO 100L | Biology Concepts Lab [^] | The one hour lab for BIO 100. Must be taken concurrently with BIO 101. | 1 |
| MAT 120 | Intermediate Algebra | Topics from basic algebra: linear equations, polynomials, quadratic equations, systems of equations, and introductory conic sections. Prerequisite: MAT 100. | 3 |

Choose one of the following courses:

| | | | |
|---------|------------------------------|---|---|
| INT 463 | World Religions [^] | A study of the major contemporary religions of the world including both historical background and development, and current beliefs and practice with emphasis on basic religions: Hinduism, Jainism, Buddhism, Sikhism, Taoism, Confucianism, | 3 |
|---------|------------------------------|---|---|

| | | | |
|---------|------------------------|---|---|
| | | Shinto, Zoroastrianism, Judaism, Islam, and Baha'i. | |
| BIB 113 | Old Testament History^ | An introductory and historical survey of the Old Testament. Attention is given to the study of the Bible itself, its institutions, literature, and history of the national life of the Hebrew people from earliest times to close of the Old Testament period | 3 |

Choose one of the following courses:

| | | | |
|---------|-----------------------------|---|---|
| PHI 101 | Introduction to Philosophy^ | An introduction to the discipline of philosophy through a study of representative philosophic problems. | 3 |
| BIB 123 | New Testament History^ | A general historical survey of the New Testament, beginning with the inter-biblical period, with the main emphasis given to the Gospels and Acts. | 3 |

| | | | |
|----------|--|--|---|
| UNV 200 | History of Ideas | An examination of ideas that shaped Western thought, and aesthetics. Students will have opportunities to identify and analyze instances of these ideas literature, film, and art. | 4 |
| CHM 101 | Introduction to General, Organic and Biochemistry^ | An introduction to the principles of chemistry; designed for students without a strong background in science. Topics covered include a survey of the chemical and physical properties of elements and compounds, chemical reactions, chemical energetics, acids and bases, and chemical bonding. An introduction to organic and biochemistry emphasizes the relationship between molecular structure and function. | 3 |
| CHM 101L | Introduction to General, Organic and Biochemistry Lab^ | The one hour lab for CHM 101. Must be taken concurrently with CHM 101. | 1 |

^ Campus students may choose an alternative course from the Grand Experience. See the current Academic Catalog for details.

Total General Education Credits: 39

Applied Management Major

| | | | |
|---------|------------------------------------|--|---|
| AMP 370 | Systems Concepts | The focus of this course will be on analysis of organizations using the systems model and the application of the systems model for solving organizational problems. | 3 |
| AMP 330 | Group Dynamics | This course examines how group behavior affects organizational effectiveness, decision-making, conflict resolution, and strategies for efficient group and task management. | 3 |
| AMP 340 | Management Principles | This course focuses on real-world management situations concerned with planning, organizing, leading, and controlling. General management and the basic management processes with functions will also be examined. | 3 |
| AMP 410 | Ethical Decision-Making | This seminar-style course on business ethics will focus on applying a principle-centered approach to business and personal issues. This course leads to an exploration of the philosophy of life, ethical theories, and values as a foundation for ethics and accountability in business and a responsible life style. | 3 |
| AMP 350 | Managerial Communications | Students will demonstrate the fundamentals and application of writing and presentation used in formal settings in the professional environment. | 3 |
| AMP 360 | Information Technology and Systems | This course provides an overview of the management issues and technologies business professionals need to understand in order to effectively deal with the rapidly changing world of information systems. Although many technologies are covered, it is not intended to be a technology class. The major focus is on the organizational, management, and technology dimensions of information systems. | 3 |
| AMP 420 | Marketing Environment | This course will emphasize the marketing concept, consumer behavior, the need for market research, and the elements of the marketing mix: product, price, place, and promotion. | 3 |
| AMP 430 | Human Resources | Values and perceptions of groups affecting recruiting, training, evaluation, and current legal issues in human resources will be studied. Students will focus on the manager as a coach in the organization. | 3 |

| | | | |
|---------|---------------------------------------|---|---|
| AMP 440 | Financial Decision-Making | The components of the primary financial statements and the use of these statements to analyze the performance of a business entity will be studied. The course includes selected managerial accounting topics that assist in internal decision-making. | 3 |
| AMP 450 | Leadership and Vocation | This course emphasizes major behavior patterns that effective leaders use to influence followers, including what effective leaders really do and how leaders can diagnose and modify situations and followers to make their leadership a more positive and productive endeavor. | 3 |
| AMP 460 | Project Management | This course addresses basic concepts in project management, emphasizing a balance between the technical aspects of project work. Topics include the emerging importance of project management, tools and techniques to plan and schedule projects, the manager's role in coordinating projects, and how managers need to be aware of cultural influences. | 3 |
| AMP 470 | Global Management | This course emphasizes practical skills needed for effective management of people and processes in a 21st century global business context. It places the student in the role of a manager of any nationality, encouraging the student to take a truly global perspective in dealing with dynamics of international management. | 3 |
| AMP 480 | Small Business Entrepreneurship | Explores basic concepts for successful operations of small business, including starting and managing a successful new business venture. | 3 |
| AMP 490 | Organizational Development and Change | An overview of approaches to organizational development with emphasis on the practical aspects of changing organizations to improve effectiveness. | 3 |
| AMP 495 | Action Research Project | This course provides a structured way for managers to take an overview and general management perspective. Emphasis will be on a research project that synthesizes major elements of the Applied Management program. | 3 |

Total Applied Management Program Credits: 45

Total General Education Credits: 39

Total Transfer and/or Elective Credits: 36

Total Bachelor of Science in Applied Management Credits: 120