



Program of Study:

KBCOB Undergraduate Minors and Concentrations

Program Description

Students seeking to enhance their undergraduate experience, by taking more course work within their majors or by venturing into other disciplines, may select from among a range of concentrations and minors. Although minors are optional, they conform to the Grade Requirement for Graduation. Prerequisite requirements also apply to the composite courses of minors and concentrations. Concentrations offered by the Ken Blanchard College of Business are comprised of a minimum of 9 credits. Certain concentrations offered by the Ken Blanchard College of Business can be constructed by selecting 9 credits from any of the courses contained within a single major. See the appropriate Ken Blanchard College of Business major for the list of courses from which 9 credits can be selected to create the following concentrations:

- Accounting
- Finance and Economics
- Marketing
- Entrepreneurial Studies

Business Minor:

ACC 211	Financial Accounting	An introduction to the fundamental principles and practices of financial accounting and the construction of financial statements.	3
ACC 212	Managerial Accounting	Continuation of ACC 211. An introduction to the use of managerial accounting data in the decision-making process. Prerequisites: ACC 211.	3
ECN 211	Microeconomics Principles	An introduction to the basic micro economic concepts of supply and demand, consumer choice, elasticity of demand, costs of production, market structures, and the social costs of economic activity. Prerequisite: MAT 120 or equivalent. Micro Economics is a prerequisite for Macro Economics.	3
FIN 301	Fundamentals of Business Finance	A study of the finance function within the modern corporation. Topics covered include financial analysis and planning, the valuation of financial assets, capital budgeting, capital structure, and working capital management. Prerequisites: ACC 211 and ACC 212.	3
MGT 301	Principles of Management	An introductory course that deals with management and the basic management processes and functions. Focuses on real-world management situations concerned with planning, organizing, leading, and controlling the work of others in organizations.	3
MKT 301	Principles of Marketing	This course surveys the marketing mix and marketing concept; markets and buyer behavior; product, service and relationship marketing for global competition; creating and keeping customers in an e-commerce world; branding and positioning; distribution strategies; integrated marketing communications; and pricing strategies.	3

Total Business Minor Credits: 18

Sport Management Concentration:

BUS 230	Introduction to Sport Management	An overview of the business of sport, including career opportunities. A study of the value of professional management to sport organizations.	3
---------	----------------------------------	---	---

MKT 372	Sport Marketing	A study of basic marketing concepts with applications to sport organizations, both amateur and professional. Topics include promotions and public relations, sport consumer behavior, strategic market planning, marketing information management, marketing communications, and sponsorship.	3
BUS 321	Sport Law and Finance	A presentation of the basic legal system, its terminology, and principles as applied to professional and amateur sports. Emphasis is on identifying and analyzing legal issues, the ramifications of those issues, and the means of limiting the liability of sport organizations. Basic theory in finance and accounting applied to managerial control of sport organizations. Included are forms of ownership, taxation, financial analysis, feasibility studies, and economic impact studies.	3

Total Sport Management Concentration Credits: 9

Management of Information Systems Concentration:

SYM 302	Database and Decision Support Systems	This in-depth examination of database systems and the various computer-based support systems that are used to aid decision-making examines database systems, decision support systems, expert systems, and group decision support systems. Emphasis is on appropriate application and implementation. Quantitative and qualitative decision-making models and tools will be covered. Prerequisites: SYM 301.	3
SYM 305	Business Programming	This course focuses on the analysis of business problems to design and implement the software component of an information system. Emphasis is placed on structured design and programming. Includes an introduction to visual programming languages. Prerequisite: SYM 301.	3
SYM 306	Data Communications and Networking	This course focuses on the concepts, architectures, components, protocols, and standards for message movement within information networks. Involves extensive use of the network design process to develop detailed understanding regarding the integration of business and information technology perspectives. Prerequisite: SYM 301	3

Total Management of Information Systems Concentration Credits: 9

Healthcare Management Concentration:

HSM 301	Principles of Healthcare Management	This course provides a survey of the healthcare industry in general, including industry value chain analysis, funding mechanisms, and governmental regulation. The course also examines the strategic decisions and managerial skills needed to effectively lead healthcare organizations.	3
HSM 402	Healthcare Economics and Finance	This course provides students with an overview of both the macro-economic environment of the healthcare industry segment, as well as the principal financial mechanisms in place across the U.S. healthcare industry. It emphasizes the critical financial issues facing the industry, and practical financial analysis skills that have immediate application within the industry.	3
HSM 418	Ethical Concerns in Healthcare	This course is an introduction to the challenges of ethical decision-making confronted in the healthcare industry. Topics include euthanasia, treatment protocols, quality of care, product utilization, and legal/regulatory concerns.	3

Total Healthcare Management Concentration Credits: 9

Management Concentration:

Students should select 3 courses with course prefix MGT totaling 9 credits. Normal course prerequisites apply.	9
--	---

Total Management Concentration Credits: 9