



Bachelor of Science (BSc) Business Management

Business managers are responsible for overseeing and supervising a company's activities and employees. Small businesses rely on the business manager to keep workers aligned with the goals of the company. Business managers report to top executives in a larger organization, but in a small company, the manager might either own the company or report directly to the owner. Today accountants are called upon to be much more than bookkeepers. They are highly valued financial consultants for the organization where they are employed.

Upon completion of the program, the student will be able to:

- Oversee the activities of workers
- Hire, train and evaluate new employees
- Ensure that a company or department is on track to meet its financial goals
- Develop and implement budgets
- Prepare reports for senior management and ensure the department complies with company policies
- Ensure workers have the resources to complete their work
- Direct team or group leaders, who then oversee the scheduling and output of workers
- Assess the performance of the department or company against the business's goals and plans
- Perform human resource activities, such as performance evaluations, hiring and discipline for employees in their department.

DURATION (FULL-TIME)

Minimum Duration: 4 Years (8 Semesters)

Maximum Duration: 7 Years



PROGRAMME MAP

YEAR 1								
SEMESTER 1				Semester Break	SEMESTER 2			
COURSE CODE	COURSE TITLE	Cr	Type		COURSE CODE	COURSE TITLE	Cr	Type
WS100	Wesleyan Seminar (SL)	1	Non-Core		ENG110	College Research (WI)	3	Non-Core
ENG109	College composition1	3	Non-Core		DMD109	Survey of Visual Communication	3	Non-Core
ECN101	Microeconomics	3	Core		ECN102	Macroeconomics	3	Core
MATH162	College Algebra and Trigonometry	4	Non-Core		MATH171	Elementary Statistics	4	Core
BA100	Survey of Business	3	Core		AGTG210	Financial Accounting	3	Core
BA101A	Microsoft Outlook	1	Core		BA101C	Microsoft Excel	1	Core
BA101B	Microsoft Word	1	Core		BA101D	Microsoft Powerpoint	1	Core
BA101E	Microsoft Access	1	Core					
Total		17		Total		18		

YEAR 2								
SEMESTER 1				Semester Break	SEMESTER 2			
COURSE CODE	COURSE TITLE	Cr	Type		COURSE CODE	COURSE TITLE	Cr	Type
BA320	Principles of Marketing	3	Core		BA324	Marketing Management	3	Core
BA330	Business Law	3	Core		ECN240	Applied Statistics for Economics and Business	3	Core
COMM147	Introduction to Public Speaking	3	Non-Core		BA332	Administrative and Personnel Law	3	Core
AGTG211	Managerial Accounting	3	Core		ECN350	Economics of International Business	3	Core
BA310	Principles of Management	3	Core		WS300	Global Issues	3	Non-Core
Total		15			Total		15	

YEAR 3								
SEMESTER 1				Semester Break	SEMESTER 2			
COURSE CODE	COURSE TITLE	Cr	Type		COURSE CODE	COURSE TITLE	Cr	Type
BA242	Introduction to Value Investing	3	Non-Core		BA311	Small Business Management	3	Core
BA340	Corporate Financial Management	3	Core		BA312	Organizational Behaviour	3	Core
BA350	Business Information Systems	3	Core		BA360	Human Resource Management	3	Core
BA371	Business Analytics	3	Core		ECN341	Research Methods for Economics and Business	3	Core
BA361	Psychology of Business and Industry	3	Core		BA341	Investments	3	Non-Core
Total		15			Total		15	



YEAR 4								
SEMESTER 1				Semester Break	SEMESTER 2			
COURSE CODE	COURSE TITLE	Cr	Type		COURSE CODE	COURSE TITLE	Cr	Type
BA370	Operations Management	3	Core		BA498	Internship	6	Core
BA419	Business Strategy	3	Core		BA102C	Interviewing Strategies	0	Core
BA102A	Resume/Cover Letter Writing	0	Core		BA481	Talent Management	3	Non-Core
BA102B	Job Search Success	0	Core		PHIL215	Ethics for Life and Career	3	Core
ACTG360	Accounting Information Systems	3	Non-Core		BA490	Advanced Readings in Business Administration	1	Non-Core
WS357	Human Relations with Global Perspective (WI) (SL)	3	Non-Core					
	Total	12				Total	13	

Total Graduation Credits		
TYPE	CREDIT S	%
Core	84	70%
Non-Core	36	30%
Total	120	100%



SUMMARY OF MODULES

YEAR 1 – SEMESTER 1

WS 100 Wesleyan Seminar - 1cr

This course offers instruction in accessing University resources, developing social and academic strategies for success, and participating effectively within the IW community. The course includes completion of an academic-service project as an integrative learning experience that promotes the ability to understand and apply the Life Skills, understand service as an aspect of IW's mission, and undertake critical reflection

ENG 109 College Composition (WI) - 3cr

In this course, students will be introduced to college-level writing. Assignments will move from first-person essay to more traditional academic writing such as rhetorical analysis and persuasive essays. The course also examines visual texts and focuses on revision and reflective writing. The course promotes as learning outcomes an understanding of rhetorical foundations such as audience, voice, and genre; development of effective writing process that includes scaffolding and peer review; demonstration of research skills and accurate citation of sources; and participation in academic conversations that produce polished, final writings in a portfolio.

ECN 101 Microeconomics- 3 cr

Topics in this course include the behavior of individual households and firms, supply and demand analysis, and the various structures of a market economy. Students successfully completing this course will be able to identify and explain the major economic forces faced by a single firm in a capitalistic setting.

MATH 162 College Algebra and Trigonometry - 4cr

Students satisfactorily completing this course will understand algebraic, exponential, logarithmic, and trigonometric functions. This course serves as a preparation for calculus. Not open to students who have successfully completed high school mathematics through advanced math or calculus except by consent of the instructor. Prerequisites: A working knowledge of algebra.

BA 100 Survey of Business - 3 cr

A survey of the structure and functions of the American business system is provided, together with an overview of business organization, accounting, finance, and principles of management, economics, marketing, personnel and the interdependence of business, the community and government. Upon successful completion of the course, the student will be able to describe and explain the basic internal functional areas of a business, and their relationship to outside stakeholders. This course is not open as an elective for sophomores or upper division business majors



BA 101A Microsoft Outlook - 1 cr

Students who successfully complete the Microsoft certification examinations demonstrate that they can meet globally recognized performance standards. Students receive a certificate from Microsoft Corporation which is then transferred onto their IW transcript. Prerequisites: None; Open to all majors.

BA 101B Microsoft Word - 1 cr

Students who successfully complete the Microsoft certification examinations demonstrate that they can meet globally recognized performance standards. Students receive a certificate from Microsoft Corporation which is then transferred onto their IW transcript. Prerequisites: None; Open to all majors.

BA 101E Microsoft Access - 1 cr

Students who successfully complete the Microsoft certification examinations demonstrate that they can meet globally recognized performance standards. Students receive a certificate from Microsoft Corporation which is posted to their IW transcripts. Prerequisites: None; Open to all majors.



YEAR 1 – SEMESTER 2

ENG 110 College Research (WI) - 3cr

In this course, students will be introduced to college-level research. Assignments will focus on researching and creating knowledge about one's field or major through reflective writing, professional and scholarly resources, interviews with members of one's field. Essays will move from an initial sketch of the student's interests in the field to a report on the current job market to a research-driven essay examining a problem in the field and eventual revision and expansion with more scholarly sources. The course promotes as learning outcomes an understanding of discourse communities and professional networking; demonstration of thorough research techniques, knowledge gathering, implementation, and accurate citation of sources; and participation in professional conversations that produce work approaching those of incoming experts in the field.

DMD 109 Survey of Multimedia - 3cr

This course is an introduction to the broad field of multimedia. Students will learn problem-solving skills and design principles using the tools and resources implemented in this field. This class gives hands-on experience in five media: graphic design, image processing, sound design, video production and Web design. This an active-learning course focusing on creative assignments and online publishing. At the conclusion of this course, students will display their work on a personal Website designed by each student.

ECN 102 Macroeconomics -3 cr

This course is designed for the general student as well as for the student considering further study in business administration, accounting or economics. This course develops basic economic theory to explain unemployment, inflation and economic growth and considers the role of governmental economic stabilization policy. Students successfully completing this course will be able to identify and explain the major economic forces faced by groups of firms in a capitalistic setting.

MATH 171 Elementary Statistics - 4cr

An introduction to probability and statistics. Students satisfactorily completing this course will demonstrate skills in assignment of probability using permutations and combinations, distributions of random variables and statistics, and large sample theory, introduction to estimation and tests of significance. Includes Excel lab.

ACTG 210 Introduction to Financial Accounting - 3cr

Introduction to reporting financial information regarding the operating, investing and financing activities of business enterprises to present and potential investors, creditors, and others.

BA 101C Microsoft Excel - 1 cr

Students who successfully complete the Microsoft certification examinations demonstrate that they can meet globally recognized performance standards. Students receive a certificate from



Microsoft Corporation which is then transferred onto their IW transcript. Prerequisites: None; Open to all majors.

BA 101D Microsoft PowerPoint - 1 cr

Students who successfully complete the Microsoft certification examinations demonstrate that they can meet globally recognized performance standards. Students receive a certificate from Microsoft Corporation which is then transferred onto their IW transcript. Prerequisites: None; Open to all majors.



YEAR 2 – SEMESTER 1

BA 320 Principles of Marketing - 3 cr

A study of the problems involved in making marketing decisions for the consumer and organizational markets. Study includes the price of the product, the promotion of the product, and the channels of distribution for the product. Successful completion of the course will enable the student to make sound product, price, distribution, and promotion decisions for a specific product or service offering. Prerequisites: Microeconomics , BA 100; ECN 101 or ECN 102.

BA 330 Business Law - 3 cr

A study of traditional business law topics - contracts, sales, torts, agency, business organizations and other basic topics. Successful completion of this course will enable students to understand and use business law principles to guide sound business decisions. Prerequisites: Junior standing; BA 100 or consent of instructor

COMM 147 Introduction to Public Speaking - 3cr

This course teaches effective presentational skills through the performance of speeches and literary interpretations. Students develop key public speaking skills such as audience analysis, exigency analysis, critical and interpretive analysis of content, organization of content in appropriate presentational formats, and the effective use of voice, diction, pacing, and emphasis.

ACTG 211 Managerial Accounting - 3 cr

Managerial accounting is concerned with the development and use of accounting information as it applies to the decision-making process. Attention is given to cost behavior, cost analysis, and budget development. Successful completion of this course will enable students to prepare and explain detailed financial reports as required by management. Prerequisites: BA 100, ACTG 210

BA 310 Principles of Management - 3 cr

A study of the basic principles, concepts, theories and analytical tools in management. Topics include introduction to management, planning and decision-making, organizing for stability and change, leading and controlling. Consideration will be given to both theoretical and practical aspects of management. Students completing this course successfully will be able to describe both the theoretical background and practical applications of popular management principles and strategies. Prerequisites: Junior standing; BA 100; ECN 101 or ECN 102.



YEAR 2 – SEMESTER 2

BA 324 Marketing Management – 3cr

Advanced study of marketing planning, strategy, and decision making utilizing marketing principles covered in BA 320, Principles of Marketing. Emphasis is placed on analysis of real-life cases. Prerequisites: Junior standing; BA 100; BA 320; ECN 101.

ECN 240 Applied Statistics for Economics and Business – 3cr

Statistical methods commonly used in the analysis of empirical data are considered, including descriptive and inferential statistics, and parametric and nonparametric techniques. Computer applications and the relationship between statistics and research design are emphasized in relation to business & economics problems. Students successfully completing this course will be able to perform the statistical analysis portion of a University research project. Prerequisites: Sophomore standing; BA 100; MATH 171

BA 332 Administrative and Personnel Law – 3cr

This course studies the effects of administrative and personnel laws on the decision-making responsibilities of employers, employees and Human Resource Practitioners. It explores the impact of personnel policies and practices of organizations and addresses the development, intent and implications of protective legislation from the federal to the local level. Upon completing the course the student will be able to demonstrate understanding in legal and regulatory factors in personnel law; laws affecting employers, employees and contractors; identifying elements in a total compensation system/pay rules; job analysis, description and evaluation; union and management legal requirements; rules governing employee benefit and leave programs; and basic procedures to manage a compensation system. Prerequisites: Junior standing; BA 100; BA 330.

ECN 350 Economics of International Business – 3cr

An introduction to international economic problems and public policy responses. The course includes discussions of tariffs, quotas, exchange rate control, the balance of payments, international capital and labor movements, and policies designed to encourage international economic stability and cooperation. Students successfully completing this course will be able to define and explain the major economic forces of the modern global business environment. Prerequisites: Junior standing; BA 100; ECN 101; ECN 102

WS 300 Global Issues – 3cr

Upon satisfactory completion of this course, students will have a variety of perspectives on global events and issues and will understand the impact of their actions or inaction as global citizens.



YEAR 3 – SEMESTER 1

BA 242 – Introduction to Value Investing – 3 cr

Introduction to investment strategies and philosophy developed by Benjamin Graham and Warren Buffett. Development of analysis tools to select and monitor the single firm's performance will be emphasized. The use of a stock market simulation game will be a requirement of the course. Upon successful completion of this course a student will be able to describe the investing strategy of Benjamin Graham and Warren Buffett; explain the career opportunities for those who work with investments; describe and perform accepted value-investing techniques in stock selection and explain and describe how stocks are bought and sold in an on-line environment.

BA 340 Corporate Finance - 3 cr

Introduces the student to the goals and objectives of financial management within the corporate setting. Students will become familiar with functions of the various financial areas, the development and use of information by the financial manager, and the various analytical tools and techniques used. Successful completion of this course will enable students to make sound, risk-sensitive financial decisions for their business. Emphasis will be placed upon financial decision making. Prerequisites: BA 100; ACTG 210; MATH 171.

BA 350 Business Information Systems - 3 cr

A study of the uses of the computer in the functional areas of business administration. Major emphasis will be directed to analysis, design and implementation of Management Information Systems. Successfully completing this course will be able to critically analyze the efficiency and effectiveness of business information systems. Prerequisites: Junior standing; BA 100; ACTG 210 or ACCT 228; ACTG 211.

BA 371 Business Analytics – 3cr

This course provides undergraduate business students with fundamental concepts and tools needed to understand the emerging role of business analytics in organizations. Students will apply business analytical tools in a spreadsheet environment, interpret results, and communicate these findings effectively to help make sound business and economic decisions. Students will gain a thorough understanding of data visualization, descriptive and predictive data mining, and spreadsheet modeling. Students will also synthesize and analyze data sets to gain a richer understanding of the way data affects sound business decisions. Prerequisites: Junior Standing; BA 101C; MATH 171; ECN 240

BA361 Psychology of Business and Industry – 3cr

Psychology as applied to problems of personnel selection and evaluation, prevention of accidents, promotion of work efficiency, morale, advertising, and human factors engineering. At the conclusion of the course, successful students can demonstrate the ability to analyze (from a philosophical and practical viewpoint) how people and the workplace interact; how to maximize the positive relationship between employee and employer; techniques of job and employee assessment; and performance enhancements such as morale, health/safety, motivation technique and group behavior. Prerequisites: Junior standing; BA 100; BA 310.



YEAR 3 – SEMESTER 2

BA 311 Small Business Management – 3cr

Focus is on effective management of small business firms. The management process includes not only strategy determination, but also the varied activities necessary in planning, organizing, actuating and controlling small business operations. Emphasis is placed upon those aspects of small business management that are uniquely important to small firms. Prerequisites: Junior standing; BA 100; BA 310; ECN 102.

BA312 Analysis of Organizational Behaviour – 3cr

Enables application of concepts learned in business administration, accounting and economics courses to real-life cases and in-depth studies of business organizations and their participants. Prerequisites: Junior standing; BA 100; BA 310; ECN 102.

BA 360 Human Resource Management – 3cr

Principles and practices in recruitment, selection, staffing and compensation of personnel. Consideration of the impact of government regulations, and other environmental forces on human resource management in the workplace. Students who successfully complete the course will be able to describe and apply a variety of practical, theory-based solutions to common human resource management problems and challenges. Prerequisites: Junior standing; BA 100; ECN 102; BA 310.

ECN 341 Research Methods for Economics and Business

The course includes discussion and study of various research methods, research design and treatment of data for use in economic, financial and marketing studies that are intended to apply or test various theoretical positions in these business disciplines. Participation in a research project is required. Students successfully completing this course will be able to design and conduct a University-level research project. Prerequisites: Junior standing; BA 100; MATH 171.

BA 341 Investments – 3cr

This course introduces the student to investment philosophy and investment alternatives. The viewpoint is that of the individual investor. Students will become familiar with various investment vehicles, sources of information contained in the financial press, as well as methods of interpreting the behavior of the financial markets. Successful completion of the course will enable students to make balanced, risk-measured asset selections for their portfolios. Prerequisites: Junior Standing; BA 100; BA 340; ECN 240; ACTG 210 or ACCT 228; ACTG 211; MATH 171.



YEAR 4 – SEMESTER 1

BA 370 – Operations Management - 3cr

Operations management is the study of activities required for the efficient and effective selection of inputs to produce economical and profitable outputs for both manufacturing and service firms. Quantitative solutions derived with the use of a variety of analytical tools will be used. Upon completion of the course, the student will understand production and service systems inputs, processes, and outputs. The student will also gain a further understanding of quantitative solution development in the functional areas of management, marketing, accounting, finance, and human resources management. Prerequisites: Junior standing; BA 100; BA 310; MATH 171; ECN 102; ECN 240

BA 419 Business Strategy – 3cr

This course focuses on the competitive strategy of the firm by examining issues central to the firm's long- and short-term competitive position. The course develops a set of analytical frameworks that enable students to explain performance differences among firms and that, in turn, provide a structure for making strategic decisions to enhance the firm's future competitive positions. This course functions as the capstone course for the Accounting and Business Administration majors.

BA 102A Resumé / Cover Letter Writing

This seminar reviews the development and effective use of a resume, cover letter, and on-line job application processes. Prerequisites: None; Open to all majors.

BA 102B Job Search Success

This seminar informs students on best and worst ways to search for internships and full-time positions in the workforce, steps to take during the job search process and how to build and maintain a professional and online network. Prerequisites: None; Open to all majors.

ACTG 360 Advanced Information Systems – 3cr

Hands-on analysis of computer-based accounting information systems including flowcharting of business processes and study of internal controls. Students will develop their skills with MS EXCEL, MS Access, and selected accounting software through the completion of accounting-specific computer projects. Prerequisites: ACTG 321, BA 350, Junior standing

WS 357 Human Relations with Global Perspective – 3cr

This course will help students understand human relations and develop cultural competency. Students will demonstrate the acquisition of knowledge about and skill in interpersonal and inter-group relations that contribute to the development of sensitivity to and understanding of the values, beliefs, life styles, and attitudes of individuals and the diverse groups found in a pluralistic society. Using a range of learning activities, this class will provide students with a variety of perspectives on global events and issues, allowing students to understand the impact of their actions or inaction as global citizens. Students will begin to translate knowledge of human relations into attitudes, skills, and techniques which will result in favorable learning experiences for students.



YEAR 4 – SEMESTER 2

BA 498 Internship - 6cr

An employment/work experience which as closely as possible, represents normal employment/work conditions. The student is afforded the opportunity to apply knowledge, skills and abilities imparted/developed in the classroom setting to “real world” business situations. Prerequisites: Junior standing and approval of program liaison.

BA 102C Interviewing Strategies

This seminar helps students understand ways to prepare for job interviews, tactics and strategies to employ during interviews, and proper follow-up with potential employers after an interview. Prerequisites: None; Open to all majors.

BA 481 Talent Management – 3cr

An examination of the role, scope, and activities of the talent manager including establishing the artist/manager relationship; planning the artist's career; and developing goals, strategies, and tactics with an overall view of the live music and entertainment business. Prerequisite: Junior Standing; BA 320

PHIL 215 Ethics for Life and Career - 3 cr

This course explores the ethical dimensions of human experience, especially with respect to work, professions, careers, and vocations. What is demanded of us as we enter into various careers? What would excellence in these fields require? Are there basic rules governing each profession, and if so, what broader goals do these rules serve? Are there basic rules or principles guiding human life in general? In all of these spheres of life, what does it mean to be good? Prerequisite: ENG 109 and ENG 110

BA 490 Advanced Readings in Business Administration - 1cr

An advanced reading course in which the student will read books from a bibliography provided by the instructor. For each credit hour the student must read five books. Grades are based on the student’s analysis of each reading. Written and oral reports will be required. No more than a total of three credit hours will be allowed. Prerequisites: Senior standing; 3.35 GPA; and consent of advisor and division chairperson.