

# BUSINESS MANAGEMENT (BA)

This major is offered in the traditional and AU Online format.

## Bachelor of Arts

The Bachelor of Arts in Business Management is designed to prepare students for leadership positions in business, government, and nonprofit organizations. The business management major is designed to provide a broad understanding of the principles of effective management coupled with the applied skills graduates will need to be effective leaders (i.e., operations management, human resource management, project management, etc.). After completing a core curriculum in business management theory and practice, students select an area of specialty that aligns with an industry or career trajectory (i.e., health care management, manufacturing management, supply chain & logistics management, data management, etc.).

Students in the business management major are prepared for management and leadership positions in industry, government, and nonprofit organizations. Career possibilities include human resource management, nonprofit leadership, project management, team leadership, operations and facilities management, etc. In larger organizations, graduates typically expect to obtain entry-level management positions. The management curriculum provides the background necessary to later advance to middle and upper-level management positions. In smaller firms, graduates may enter middle or upper-level management positions. In addition, students are well prepared for graduate-level study in business administration, public administration, marketing communication management, law school, and other graduate school programs.

## Program Requirements

Code	Title	Credits
<b>Required Core Courses</b>		
BUS-1020	Foundations of Management	4
BUS-3250	Human Resource Management	4
BUS-4440	Entrepreneurship and Innovation Management	4
MGT-2100	Financial Management	4
MGT-2500	Leading People and Teams	4
MGT-3000	Organizational Development and Change	4
MGT-4230	Facilities and Operations Management	4
MGT-4300	Project Management	4
MGT-4990	Strategic Leadership	4
MKT-2300	Principles of Marketing	4
<b>Selected Specialization<sup>1</sup></b>		
Select one of the following specializations:		12
<b>Nonprofit Management</b>		
MGT-3110	Nonprofit Management	
MGT-3120	Fundraising, Philanthropy, and Development	
MGT-3130	Grant Writing	
<b>Manufacturing Management</b>		
MGT-3210	Lean Six Sigma	

MGT-3220	Applied Quality	
MGT-3230	Manufacturing and Logistics Information Systems	
Healthcare Services Administration Management		
MGT-3410	Healthcare Management	
MGT-3420	Healthcare Information Systems	
MGT-3430	Healthcare Finance	
Human Resource Management		
MGT-3510	Employee and Labor Relations	
MGT-3520	Employee Training and Development	
MGT-3530	Compensation and Benefits Management	
Agribusiness Management		
MGT-3610	Agribusiness Management	
MGT-3620	Agri-Food Systems	
MGT-3630	Agribusiness Sales and Marketing	
Total Credits		52

<sup>1</sup> Not all specializations are offered at all times. Options will vary by location and term. Consult with an academic advisor as to which specializations are offered.

## Undergraduate Degree Requirements

A student who graduates from Aurora University with a baccalaureate degree will have met the following requirements:

- Completion of all requirements for an approved major (with no grades lower than "C").
- Overall completion of at least 120 semester hours of coursework with a GPA of at least 2.0 on a 4.0 scale (a course may be utilized only once in application toward a degree requirement, unless otherwise noted in the academic regulations). The 120 semester hours of coursework must include:
  - At least 52 semester hours completed at a senior college.
  - Residency Requirement - At least 30 semester hours completed at Aurora University, including the last 24 semester hours in the degree, and including at least 18 semester hours in the major. (Portfolio assessment credit, life and vocational experience credit, off-campus experience credit, examination credit, participation credit, and block credit, shall not count toward the residency requirement).
  - Upper-Division Requirement - A minimum of 30 semester hours numbered 3000 or above. Of these 30 semester hours, 15 semester hours must lie within the major and 15 semester hours must be completed at Aurora University.
- Completion of all General Education requirements (with no grades lower than "C"), as follows:
  - Quantitative and Formal Reasoning competency requirement (<https://catalog.aurora.edu/regulations-policy-catalog/academic-regulations-procedures/general-education/#satisfy-quantitative-reasoning-requirement>)
  - ENG-1000 Introduction to Academic Writing
  - IDS-1200 Discover What Matters or IDS-3040 Global Justice
  - IDS-1150 First Year Experience - *Not required for Transfer or AU Online students*)
  - Satisfactory participation in the junior-year mentoring and assessment process designed to guide students to successful completion of their degree and to encourage planning for next

steps beyond graduation. (IDS-3500 Junior Mentoring Program I and IDS-3550 Junior Mentoring Program II - *Not required for ADC or AU Online students but may be designated electives for AU Online students admitted with fewer than 15 hours of transfer credit.*)

- Distribution Requirements

*Students will complete one approved course<sup>1</sup> from each of the following categories:*

- Artistic Literacy
- Cultural Literacy
- Human Inquiry
- Scientific Inquiry

*In addition to the above, ADC and Online students will also complete one approved course<sup>1</sup> from the following category:*

- Discovery and Reflection

<sup>1</sup> Only courses that are approved to meet the distribution requirement can be used toward this requirement. See the list of approved courses (<https://catalog.aurora.edu/regulations-policy-catalog/academic-regulations-procedures/general-education/#approved-courses-gen-ed-distribution>) for available options. Courses taken to meet distribution requirements are 4 semester hours apiece, with the following exceptions:

- An approved transfer course of at least 2.50 semester hours can be used to satisfy a distribution requirement.
- Courses with co-requisite laboratory components may be used to satisfy a distribution requirement, provided that the student successfully complete both the three-credit-hour course and the single-credit-hour lab component.

## Learning Outcomes:

Students will:

- Effectively lead people in the organization (individuals, team, and the organization).
- Engage in effective data-driven managerial decision making.
- Manage within the tools appropriate to organizational context.
- Utilize strategic planning and thinking to lead and manage.
- Develop a specialized domain of management knowledge and expertise.