

B.S. IN STRATEGIC BUSINESS MANAGEMENT

Curriculum organized around core human questions in the context of work and life.

SERIES 1

WHAT IS THE ULTIMATE PURPOSE OF WORK?

BUS 213: Business Communication (General Education)
BUS 302: Principles of Self Management in Business (Major)
MGT 231: Principles of Management (Major)
MKT 251: Principles of Marketing (Major)
ENG 212: Writing in Culture (General Education)

SERIES 2

HOW CAN I MEET MY GOALS IN A WORLD OF SCARCITY?

COM 215: Public Relations (General Education)
BUS 317: International Business (Major)
SCI 119: Contemporary Issues in Science and Technology (General Education)
PHI 211: Philosophy in Culture (General Education)
ECN 232: Principles of Microeconomics (Major)

SERIES 3

HOW CAN WE USE TECHNOLOGY TO IMPROVE THE WORLD?

MGT 337: Entrepreneurship (Elective)
MGT 238: Principles of Leadership (Major)
ECN 231: Principles of Macroeconomics (Elective)
MKT 357: Consumer Behavior (Elective)
BIO 347: Intro to Nutrition (General Education)

SERIES 4

HOW CAN I MAKE A MORE TRUTHFUL AND BEAUTIFUL WORLD?

HIS 222: United States History II (General Education)
MKT 350: Marketing Management (Elective)
HUM 311: Imagination and Culture (General Education)
BUS 401: Business Ethics and Values (Elective)
BUS 212: Statistics for Managers (Major)

SERIES 5

HOW DO I MEET THE NEEDS OF OTHERS?

MGT 332: Human Resource Management (Elective)
MGT 339: International Management (Elective)
BUS 219: Business Technology (Major)
BUS 462: Communication and Risk Management (Elective)
SSC 211: American Government (General Education)

SERIES 6

HOW CAN I DEVELOP TRAITS THAT LEAD TO FLOURISHING?

BUS 241: Personal Finance (Elective)
MAT 110: College Mathematics (General Education)
ACC 324: Principles of Financial Accounting (Major)
BUS 239: Business in a Free Society (Major)
MGT 333: Operations and Supply Chain Management (Elective)

SERIES 7

HOW CAN I MAKE THE WORLD A MORE PEACEFUL PLACE?

MGT 315: Negotiation and Conflict Resolution (Elective)
MGT 317: Organizational Behavior and Processes (Elective)
FIN 351: Financial Fundamentals for Managers (Major)
BUS 234: Current Problems in Business: Case Studies (Elective)
BUS 362: Legal Business Environment (Major)

SERIES 8

HOW CAN I LEAD OTHERS TO A BETTER LIFE?

MGT 438: Organizational Strategic Management (Elective)
MGT 336: Project Management (General Education)
PSY 425: Organizational Psychology (Major)
MKT 352: Marketing Research (Elective)
MGT 433: Strategic Business Foundations (Major)

The Bachelor of Science in Strategic Business Management degree is comprised of 40 courses or 120 credits, with each course worth 3 academic credits.