

Business - General Information

Historical Note

In September 1926, a two-year program of courses in business was offered to qualified students who had completed two years in Arts and Sciences. The success of this program prompted the establishment of Business in the spring of 1927. Degrees of Bachelor of Science in Business were awarded to the first graduates of the program in June 1928. During the next two years the program of professional subjects was again revised and extended to a four year curriculum of business and cultural courses. The first class to complete this curriculum conducted totally within Business was graduated in 1932. In 1933 the degree designation was changed to Bachelor of Business Administration. In 1970, as a result of an extensive curriculum revision which emphasizes a balance of humanities, mathematics, science, social sciences, and professional business courses, the degree was changed to the Bachelor of Science (Business Administration). At the same time, the baccalaureate degree program in the Evening Session was merged into Business.

The School of Business is accredited by AACSB International, the Association to Advance Collegiate Schools of Business, the premier accrediting agency for business programs globally.

Mission Statement

The School of Business shares with the rest of Manhattan College a commitment to the development and growth of each student. Inspired by Lasallian tradition, the mission of the School of Business is to prepare students from diverse backgrounds for the challenges that they will face as business and community leaders. The faculty of the School, as teachers, scholars and mentors, foster the development of the whole person by integrating a values-based education with current business theory, skills and practices.

Curriculum and Programs

In order to accomplish the mission of Business, the curriculum is structured to achieve a balance of liberal arts courses and professional business courses, thus bringing together liberal education and professional business preparation. The program in liberal arts is divided among the areas of humanities, mathematics, sciences, and social sciences. The professional business program, which includes core courses required of all students and the study of a major field, offers the student a balanced approach to the two aspects of the various business disciplines—theory and application to practical problems. This practical/theoretical approach heightens the ability of the student to reason and analyze a situation in the context of a given environment thus developing in him or her a practical outlook that reflects business reality. In addition, the School provides its students with an exposure to the world of business. The societal considerations of the firm and the behavioral aspects of the managerial function are interwoven throughout the business curriculum. The focus in the professional area is on executive action in business and non-business organizations.

The program of liberal arts courses, which comprises approximately one-half of the total curriculum, blends humanistic knowledge with professional career preparation. The sequence of general business-related courses examines topics of broad business knowledge and practice. The sequence includes introductory courses in accounting, economics, computer information systems, law and statistics, each relating to the fundamentals of business. Other courses in this sequence include management, marketing, finance and operations. In each of these courses emphasis is placed on essential analytical tools and their use in various business areas. Course work emphasizing strategic planning, societal development, and global business is also included in the business core curriculum and helps prepare students to enter a career in a functional field or undertake graduate studies. The major disciplines are accounting, business analytics, computer information systems, economics, finance, management, and marketing. Global Business Studies may be taken as a co-major.

Majors

Accounting

The major in accounting centers on financial and operational communications for business and governmental units. The program prepares students for careers in public accounting, industrial or private accounting, governmental and institutional accounting, or for a general business career. Accounting education provides a sound basis for advancement to managerial positions and is a desirable background for other non-business professions, such as law.

Students who want to follow careers in public accounting should pursue the five-year B.S. in Professional Accounting/MBA Program. All accounting students should speak to their academic advisor about eligibility for the New York State CPA examination and the five-year program requirements.

Business Analytics

Using data, Business Analytics helps organizations evaluate their performance, gain operational insight, improve decision making and forecast market trends. It combines the study of analytical and statistical data analyses, data management, modeling and visualization. The underlying analytics tools and techniques emerge from a variety of disciplines such as operations research, statistics, computer science and traditional business fields. The Business Analytics major allows the student to develop the skills needed to pursue a data-related career in financial services, healthcare management, telecommunications, retail, media, or one of the many other industries where data analytics skills are in high demand.

The department offers both a Business Analytics major as well as a combined CIS and Business Analytics dual major. The CIS and Business Analytics dual major is ideal for students who have quantitative problem solving skills and a strong interest in information technology.

Computer Information Systems

This area of specialization enables a student to determine the informational needs of an organization and identify the patterns of information flow which satisfy those needs.

The program includes studies in computer hardware and software, programming, computer decision systems, file and communication systems, operations analysis and simulation, management information systems, and the analysis and design of information systems. The CIS major will find excellent career opportunities in systems analysis and management information systems. Combining the CIS knowledge with business functional areas such as accounting, finance, marketing, or management, provides the CIS graduate with a competitive advantage in careers related to system development and analysis.

Economics

A major in business economics is designed for those students whose primary interest is oriented towards an examination of economic relationships. Students seeking a broad global economic background for government, industry, or law would benefit from this program. This program is also suitable for students who are interested in pursuing graduate studies in Economics.

Finance

The major in finance enables the student to examine the tasks and techniques of financial management within business and government units and to study the elaborate structure of financial institutions and the broad range of financial instruments. The course work emphasizes the knowledge and tools needed to understand and participate in the global economic system. The program stresses financial analysis and decision-making and prepares students for careers in financial management and analysis.

Global Business Studies

This program develops in the student a thorough and rigorous global perspective and understanding of the international environment and markets. Such understanding is essential for any American business person who competes domestically and in the international arena. This field is interdisciplinary in nature and includes studies in economics, finance, marketing, management and government. Students who are interested in pursuing careers in the international aspects of business or government may pursue it only as a second major. Proficiency in a foreign language is strongly recommended.

Management

The management program examines theories and concepts of organizations, describes the skills used by managers in fulfilling their roles and functions, provides an opportunity for students to apply quantitative methods to solve management problems, and seeks to arouse interest in management as a growing field. The major emphasis is on behavioral aspects of organizations and administrative actions, in both business and nonprofit organizations. Special attention is given to the social responsibilities of the business executive and the role of the modern corporation in society. Students also learn to master the latest technologies, which allows them to graduate with a functional knowledge of the tools that will be used in their careers.

Marketing

Marketing represents a key function and managerial philosophy of contemporary organizations. It is essential for the effective managing of both for profit and nonprofit

organizations. Marketing involves creating products and services, communicating their value, and managing customer relationships based on a thorough understanding of customers' needs and wants. The tasks of marketing managers include determining the firm's competitive market position and strategy, and formulating the optimum marketing mix: the product portfolio, communication, pricing and distribution strategies.

The marketing program emphasizes a managerial approach and is designed to train marketing professionals who are globally-oriented business leaders. The curriculum stresses analysis, critical thinking and decision making in the marketing process.

Double Majors

The business curriculum provides eight major fields of study from which the student can select one or more for in-depth study. A student who opts to major in two areas must complete the requirements for both major. Students may use business and free electives toward a the second major.

BS/MBA

The B.S. Business / Masters of Business Administration Program offers students an option to complete a five-year multiple award program. The successful completion of the five-year program leads to two awards: a B.S. in Business (in one of six majors) and an MBA. The program consists of a total of 150 hours in undergraduate and graduate credits, planned over a five-year period, including coursework during ten semesters and one summer session. The program is designed for students who are academically competitive. Students may use the free electives to commence with the masters level classes in their fourth year.

Minor Programs for Non-Business Majors

Students who are in Schools other than Business may pursue a minor in Business. Students must obtain the permission of the School in which they are enrolled. The minor in Business for non-business majors requires the completion of 15 credits. The five course sequence consists of:

ACCT 201	Principles of Accounting I	3
ECON 203	Microeconomics	3
MGMT 201	Introduction to Management	3
MKTG 201	Essentials of Marketing	3
Business Elective (with proper prerequisites)		3
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Total Credits		15

Students in the Business minor who are specifically interested in Finance may select FIN 301 Principles of Business Finance I as their elective, but must meet the prerequisite for the course, BUAN 227 Business Statistics, or its equivalent. Students interested in a minor in Business must consult with the School of Business advisor.

Non-Business majors may also pursue 15-credit minors in specific areas of business such as Economics, Finance, Management, and Marketing. Please consult the department

section of the catalog for more information. The specific area minor must be approved by the chair of the department.

Minor Programs for Business Students

In order to provide an opportunity for the student to broaden her or his educational experiences, students in Business are able to minor in a discipline other than their major field. Through special arrangements with Liberal Arts and Sciences, a student may take a minor program consisting of approximately 15 credits in the humanities, mathematics, sciences, or social sciences. Business students who are interested in pursuing a minor outside the school of business must contact the academic advisor of the school for further information. Business students may also take a minor in any of the major fields offered by Business. This program consists of three courses in the discipline. Details of these programs may be found under the heading "Minor Fields" in the pages to follow.

All major and minor credits must be taken at Manhattan College. A minimum grade of C is necessary to receive major or minor credit. Also, all 300 and 400 level Business courses must be taken at Manhattan College.

Advisement

Advisement for students in Business is conducted by an Academic Advisor in conjunction with the Department Chairs and faculty. The Academic Advisor counsels all first-year students, sophomores, and transfer students, as well as any juniors and seniors when necessary. All students select their major at the end of their sophomore year. Programs of study for first-year students, sophomores, and transfer students, as well as co-approval of athletes, are approved by the Academic Advisor. Programs of study for juniors and seniors are approved by the Department Chairs who act as advisors to the students in selecting a major. Department Chairs and faculty are responsible for advising upper level students. The faculty are closely associated with professional business organizations and industrial groups carrying out related activities, thus assuring maximum service to the student in preparing to meet the requirements for the degree, for advanced professional study, and for placement.

Business students who plan to enter law should consult with the Prelaw Advisor. The Advisor will guide the students through the preparation and application process required for law school admissions.

Internships

Students in the School of Business are encouraged to complete a business internship. Students can complete an approved internship experience for academic credit. Interested students must consult with the Internships Coordinator for guidance on the process of securing an appropriate internship and obtaining the required faculty sponsorship. Faculty supervisors will define appropriate academic activities in parallel to the work requirement in order to provide a complete internship experience. Credit bearing internships must be approved by the Department Chair and the Dean.

Tutorial/Reading and Research

Under very special circumstances and with the approval of the Dean, students may register for a specific course on a tutorial basis or may submit a proposal and ask a faculty member in an appropriate department to supervise a well-defined course of study that involves reading and research in a specific discipline. Topics, projects, methods of research and course requirements, e.g., term papers, quizzes, exams, etc., must be worked out with the supervising professor and approved by the department chair. Students wishing to pursue a course on a tutorial basis must register for a specific course, while students pursuing reading and research must register for departmental course No. 470.

Student Organizations

Organizations of special interest to the students in Business include: The Accounting Society; American Marketing Association, Student Chapter (Marketing Club); Beta Alpha Psi, an honor organization for financial information professionals; Beta Gamma Sigma, National Honor Society in Business; Computer Information Systems (CIS) Club; Alpha Iota Delta, The National Honor Society for Computer Information Systems and Decision Sciences, Delta Chi Chapter; Economics-Finance Society; Omicron Delta Epsilon, the National Honor Society in Economics, Beta Chapter; The IDEA Investment Club; Mu Kappa Tau, the National Marketing Honor Society; and Students In Free Enterprise (SIFE).

Study Abroad

Students interested in studying abroad should discuss their interest with the Academic Advisor by the beginning of sophomore year. It is best to plan the semester of study abroad for the second semester of sophomore year or the first semester of junior year. Further information about study abroad opportunities is available through the Study Abroad Office. The School of Business also sponsors a study tour each January intersession to one European nation - France, Italy, Spain, or England. The study is linked to a course, MKTG 414 International Field Study Seminar, conducted each spring semester for three credits. The course can be used towards fulfilling the requirements of the Marketing major or as one of the student's free or business electives.

Curriculum

I. Arts and Science Courses

A. Humanities Courses

ENGL 110	First Year Composition	3
CIS 110	Introduction to Information Systems	3
ENGL 211	Written Communication	3
ENGL Literature Elective		3
PHIL 201	Ethics	3
RELS 3XX	The Religious Traditions	3
RELS 110	The Nature and Experience of Religion	3

RELS 4XX Religion and Contemporary Thought		3
B. Social Sciences Courses		
ECON 203	Microeconomics (Microeconomics)	3
ECON 204	Macroeconomics (Macroeconomics)	3
HIST History Elective		3
PSYC 203	Introduction to Psychology I	3
SOC 201	Introduction to Sociology	3
C. Mathematics and Science Courses		
MATH 153	Linear Mathematical Analysis	3
MATH 154	Calculus for Business Decisions	3
SCI Science Elective ¹		6
Liberal Arts Elective ²		9
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Total Credits		60

¹ Science requirements: 6 credits from the following: Astronomy & Earth Science 201, 202, Science 203-204, Science 207; other science courses only with the approval of the dean and chair of the department.

² Approved Arts and Science courses.

II. Business Courses

A. Business Core Program for all Students

ACCT 201	Principles of Accounting I	3
ACCT 202	Principles of Accounting II	3
BUAN 227	Business Statistics	3
FIN 301	Principles of Business Finance I	3
ECON 305	Money and Banking	3
LAW 203	Business Law I	3
MKTG 201	Essentials of Marketing	3
MGMT 201	Introduction to Management	3
MGMT 307	Operations and Quality Management	3
MGMT 406	Strategic Management	3
MGMT 430	Business, Government, and Society	3
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Total Credits		33

B. Business Program for Non-Accounting Majors

Major Field		21
Free Electives *		6
Business Core Courses		33
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Total Credits		60

*Students interested in pursuing the five-year B.S./MBA program can use the free electives in their senior year to complete courses toward the MBA program.

C. Business Program for Accounting Majors

Accounting Major Courses	27
Business Electives *	3
Business Core Courses	33
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Total Credits	63

*Students interested in pursuing the five-year B.S./MBA program can use the business elective in their senior year to complete a course toward the MBA program.

Total Credits for Graduation:

Non-Accounting Majors	120
Accounting Majors	123

Business students who are interested in pursuing a minor outside the School of Business must contact the academic advisor of the school for further information.