

BUSINESS MAJOR (B.A.)

<https://manchester.unh.edu/program/ba/business-major>

Description

The bachelor of arts in business has a strong interdisciplinary focus. The curriculum adheres to a philosophy that effective decision making requires a broad understanding of the institutional and cultural climate within which businesses are operating. The program uses the resources of Manchester's business community and its economic strengths to provide students with skills, knowledge, and opportunities.

The business program offers areas of focus in business economics, management (including human resources), and marketing/sales. Students with a unique interest can create a self-designed concentration with approval of their advisor and the coordinator of the business program.

The culminating capstone experience enables students to apply their knowledge in the form of an internship or applied senior project. Because this is a bachelor of arts program, students fulfill the foreign language requirement. Students have the opportunity to enhance their knowledge through community experiences and internships. Graduates of UNH Manchester's business program are in demand because they offer future employers a portfolio of practical skills and theoretical knowledge, coupled with applied experiences through internships, leading to effective communication and leadership.

For more information, contact the [Office of Admissions](mailto:unhm.admissions@unh.edu) (unhm.admissions@unh.edu), (603) 641-4150.

Requirements

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: Yes

All Major, Option and Elective Requirements as indicated.

**Major GPA requirements as indicated.*

Major Requirements

- Each required course must be completed with a minimum grade of C-. Students must attain a minimum GPA of 2.0 in major courses required for graduation.
- Majors cannot use BUS 430, ECN 411, or ECN 412 to satisfy both Discovery Program and major requirements.
- Transfer students must complete at least half of their credits in the major and the 8-credit capstone experience (BUS 705 and either BUS 750 or BUS 760) in residence at UNH Manchester.

Code	Title	Credits
Introductory Business Core Courses		
BUS 400	Introduction to Business	4

BUS 405	Introduction to Business Computer Applications	4
BUS 430	Introduction to Business Statistics	4
BUS 532	Introduction to Financial Accounting	4
BUS 533	Introduction to Managerial Accounting	4
ECN 411	Introduction to Macroeconomic Principles	4
ECN 412	Introduction to Microeconomic Principles	4
ENGL 401	First-Year Writing	4
MATH 420	Finite Mathematics	4
or MATH 422	Mathematics for Business Applications	
or MATH 425	Calculus I	
PTC 500	Business Communication	4
Select one course from the following:		4
COMP 405	Introduction to Web Design and Development	
COMP 415	Mobile Computing First and For Most	
COMP 430	Systems Fundamentals	
Intermediate Business Core		
BUS 601	Financial Management	4
BUS 610	Marketing Principles and Applications	4
BUS 620	Organizational Behavior	4
BUS 690	Business Program Internship ¹	1-4
Capstone		
BUS 705	Business Ethics ²	4
BUS 750	Business Capstone Senior Seminar - Internship ²	4
or BUS 760	BUS SR SEM - Research Project	
Area of Study		
Select an area of study from the below.		16
Total Credits		81-84

Areas of Study

Code	Title	Credits
Business Economics		
Select four courses from the following (including at least one course at 600-level or above):		16
BUS 690	Business Program Internship	
BUS 695	Independent Study in Business	
DATA 557	Introduction to Data Science and Analytics	
ECN 640	Business Law and Economics	
ECN 650	Economics for Managers	
Total Credits		16

Code	Title	Credits
Data Analytics		
Select four courses from the following:		16
BUS 515	Introduction to Business Analytics	
BUS 675	Special Topics in Business Administration	
or DAT 510	Introduction to Data Analytics	
DAT 535	Data Mining, Cleaning, and Visualization	
DAT 610	Data Analytics and Technologies	
DAT 620	Data Analytics in Business Intelligence	
Total Credits		16

Code	Title	Credits
Entrepreneurship		
Select four courses from the following:		16
ENT 500	The Entrepreneurial Mindset	
ENT 600	Launching and Managing Entrepreneurial Ventures	
ENT 611	Entrepreneurial Marketing	
ENT 703	Entrepreneurial Finance	
ENT 707	Legalities and Ethics of Entrepreneurship	
Total Credits		16

Code	Title	Credits
Finance		
Select four courses from the following:		16
BUS 530	Personal Finance	
BUS 645	Real Estate Investment & Finance	
FNC 611	Money and Banking	
FNC 612	Investment Principles	

FNC 675	Financial Modeling and Decision-Making	
Total Credits		16
Code	Title	Credits
Management		
Select four courses from the following:		16
BUS 453	Leadership for Managers	
BUS 455	Management of Human Resources	
BUS 520	Training and Development	
BUS 575	Students Consulting Organizations	
BUS 640	Business Communication and Conflict	
BUS 690	Business Program Internship	
BUS 695	Independent Study in Business	
ECN 640	Business Law and Economics	
ECN 650	Economics for Managers	
Total Credits		16
Code	Title	Credits
Marketing		
Select three courses from the following:		12
BUS 565	Selling and Sales Management	
BUS 661	Integrated Marketing Communication	
BUS 662	Digital Marketing Applications	
BUS 663	Services Marketing and Operations Management	
Select one course from the following or one course not taken from the list above:		4
BUS 675	Special Topics in Business Administration	
BUS 690	Business Program Internship (in Marketing or Communication)	
BUS 695	Independent Study in Business (Marketing/Communication Project)	
COMP 405	Introduction to Web Design and Development	
COMP 415	Mobile Computing First and For Most	
Total Credits		16
Code	Title	Credits
Self-Designed		
Select four courses (or 16 credit hours) with faculty approval, including at least one course at the 500-level or above.		16
Total Credits		16

- ¹ Experiential learning is required prior to the last semester at the University. BUS 690 Business Program Internship as an internship course satisfies this requirement. Most students will take two internships at UNH Manchester - (BUS 690 Business Program Internship and BUS 750 Business Capstone Senior Seminar - Internship.)
- ² Business Capstone Experience (two courses: BUS 705 Business Ethics and one senior business seminar [BUS 750 Business Capstone Senior Seminar - Internship or BUS 760 BUS SR SEM - Research Project], fulfills the Discovery Program capstone requirement for business majors and is taken during the senior year).
- Note: Because this is a bachelor of arts program, students must fulfill a language requirement. Efforts will be made to enhance fluency through subsequent courses and community experiences.

Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH Manchester undergraduate students will develop individual academic plans with their professional advisor during the first year at UNH.

Sample Course Sequence

First Year

Fall		Credits
UMST 401 or UMST 402	First Year Seminar or Transfer Seminar	1-2
ENGL 401	First-Year Writing	4
BUS 400	Introduction to Business	4
Discovery Course		4
Elective		4
Credits		17-18
Spring		
MATH 422	Mathematics for Business Applications	4
ECN 411	Introduction to Macroeconomic Principles	4
Discovery Course		4
BUS 405	Introduction to Business Computer Applications	4
Credits		16

Second Year

Fall		
Foreign Language		4
ECN 412	Introduction to Microeconomic Principles	4
BUS 430	Introduction to Business Statistics	4
BUS 532	Introduction to Financial Accounting	4
Credits		16
Spring		
Foreign Language		4
BUS 533	Introduction to Managerial Accounting	4
PTC 500	Business Communication	4
Discovery Course		4
Credits		16

Third Year

Fall		
COMP 405 or COMP 415	Introduction to Web Design and Development or Mobile Computing First and For Most	4
BUS 601	Financial Management	4
BUS 610	Marketing Principles and Applications	4
Discovery Course		4
Credits		16
Spring		
BUS 620	Organizational Behavior	4
BUS 690	Business Program Internship	4
Discovery Course		4
Major Area of Study Course		4
Credits		16

Fourth Year

Fall		
BUS 705	Business Ethics	4
Discovery Course		4
Major Area of Study Course		4
Major Area of Study Course		4
Credits		16

Spring

BUS 750 or BUS 760	Business Capstone Senior Seminar - Internship or BUS SR SEM - Research Project	4
Major Area of Study Course		4
Elective		4
Elective		4
Credits		16
Total Credits		129-130

Student Learning Outcomes

Program Learning Outcomes

At the conclusion of the Business program, students should be able to demonstrate:

- Apply breadth and depth of knowledge about business and economic concepts, theories and methodologies, especially in the sub-field concentrations of accounting, finance, management, business ethics, leadership, organizational behavior, human resources, marketing/sales, statistics, business computer/software applications, and business data analytics, and how these varying fields are inter-related and complementary.
- Apply critical thinking skills to the qualitative and quantitative analysis of data through working knowledge of office suite products such as Microsoft Word, Excel, and PowerPoint, PowerBI or Tableau, including analysis of the data's impact on business decision making in local, national, and global business situations.
- Information literacy, including the ability to find, retrieve, analyze, and communicate information from online or traditional venues in the fields of business, economics, accounting, finance, management, human resources, entrepreneurship, leadership, organizational behavior, marketing, and business ethics.
- Effective interpersonal writing and presentation skills in all types of business and professional communications: memoranda, case studies, analytical reports, data visualizations, slide presentations, and project reports, along with the ability to convey this information with audiences in the private and public sectors, including the ability to lead discussion groups and multi-task project teams.
- Professionalism in the workplace, including sensitivity to cultural differences and an appreciation for the diversity of human experience and perspectives, as well as an understanding of the meaning of engaged citizenship as members of an ethical business community.