

BYU-Idaho
Business Management Department
Questions regarding the Integrated Emphasis Areas
Updated March 2007

General Introduction:

In order to better prepare students for an extremely competitive marketplace--the Business Management Department began offering the Integrated Marketing Emphasis, the Integrated Supply Chain Management Emphasis, and the Integrated Finance Emphasis in Winter 2005. The emphases will focus on knowledge and skills with the primary purpose of preparing students for a career.

- The Business Management Major represents the largest major in the United States. More students graduate in business than in any other major (National Center for Educational Statistics). Therefore, it is important for BYU-Idaho business students to gain skills that will distinguish themselves from other business graduates.
- Part of the BYU-Idaho mission is to provide a quality education and to prepare students for employment.
- Students with marketable skills have greater opportunities and are more employable. Just the mere fact of obtaining a degree does not guarantee a job.

Concept Characteristics:

An integrated emphasis focused on preparing students for careers in marketing, finance, and supply chain management with the following characteristics:

- Entire emphasis taught within one semester (12 credits).
- Students enrolled in integrated emphases meet every day for approximately 3 hours.
- Students enrolled in the emphases will stay with same group of students throughout most of the semester.

Some questions students have asked.

Responses to questions regarding the new emphasis program to be taken during the Junior or Senior year in the Business Management Program.

What is the difference between a cluster and an emphasis?

An emphasis is more focused on a career path whereas a cluster is more general with classes usually taken by student interest and class availability. The number of credits in a cluster or an emphasis is the same (12 credits).

How does it meet graduation requirements for 430/435 majors?

Students who are completing a 430/435 major can take the new emphasis program if they have not completed their emphasis requirements. In addition to taking the semester-long emphasis classes they need to also take one additional upper division business class to meet the 15 credit requirement for the 430/435 programs. Visit with the advising center SMI 296 if you would like to do the emphasis program and are a 430/435 major. Generally you will just need one more 3-credit class in addition to the emphasis should you desire to take the emphasis but still remain in the 430/435 major code.

How are finals given?

Examinations are usually given at the end of each course / module. Some courses only last a week while others last the entire semester.

Will there be an overload of homework?

Homework will be relevant to the material being covered and sufficient to ensure you know the material covered. Keep in mind these are 400-level courses.

Does it affect applying to grad school by having many 1-credit classes?

No. Many of our students have been accepted to graduate programs and we expect that many more will be accepted in the future.

Does the faculty know how to best advise us?

Business Management faculty members are experienced professionals from the business world. Most are very accomplished in their respective fields having worked for some of the world's largest companies. If you have questions, you should speak with your assigned advisor. You can also visit the Advising Center in SMI 296 or the Department Office in SMI 231.

If we don't pass the first time do we have to take a 3-credit class to replace it?

It may be possible to just re-take the emphasis course the next semester. However, this will be on a space-available basis only. Therefore, the student may or may not have to take a 3-credit replacement course for a 1-credit class they did not pass. We will manage this issue on a case-by-case basis. Also, remember that scheduling other classes and retaking a module class at the same time can be difficult considering the timeframe within which the module classes are taught.

Can we do more than one emphasis?

Students are welcome to do more than one emphasis. The second emphasis can be completed on a space-available basis with priority given to students who need to complete the courses for graduation. Only one emphasis is required for the Business Management Major—only one emphasis will go towards graduation in Business Management. Students in the 615 major and the 415 major will still be **required to take a complementary cluster** outside the Business Management Department in addition to the emphasis courses, even if they take two emphases programs within the Business Management Department.

How will a 1-credit class look to employers?

Employers generally do not see your transcript. If they do need to review your transcript, this would be an opportunity to explain the benefits of your integrated education which allowed you to develop skill sets particular to your area of interest.

Will you have to buy a separate book for each class?

The faculty have custom material in which chapters are taken from different texts to create a custom e-book for each class. Therefore, only relevant text material will be included in the text. E-books are a fraction of the cost of regular textbooks. Also, students will be required to purchase Harvard materials which the teachers will use at their discretion. Overall, through the purchase of the e-books and the Harvard materials, students will pay less for books than other semesters.

Will it be difficult to take other classes at the same time of the emphasis?

No, you will have time if you decide to take other classes. You could use the time to finish a complementary cluster or do a capstone. You should, however, plan on having sufficient time to dedicate to meaningful study.

Can minors take it?

Non-business students doing a business minor must complete the pre-IBC core and the IBC for a total of 24 credits. They should not do an emphasis program unless pre-authorized by the Business Department Chair. Students majoring in Accounting, Econ and CIT must complete the IBC and an emphasis for a total of 24 credits to complete a Business Management Minor.

Why is the emphasis not offered in the morning or afternoon?

With the number of faculty we have and the availability of classrooms, it is necessary to teach the emphases during the 11:00 AM to 1:45 PM timeframe. We will have teachers who teach classes in the IBC as well as the emphasis areas; therefore we cannot have them overlap. Students who will be taking the Integrated Emphases in the future should begin planning now to adjust their schedules to fit the times when the emphases will be offered.

What time are the emphases taught?

Daily from 10:45 AM - 1:45 PM. However, the Integrated Finance Emphasis has an earlier class from 9:00 AM – 10:30 AM Monday through Friday. This session will be held in a computer lab for students who are unable to obtain a laptop. Everyone will meet from 10:45 AM - 12:15 PM for the emphasis focused courses, after which another class will be offered from 12:20 PM – 1:45 PM for those who are not in the 9:00 AM session.

Do I need to buy a laptop?

All students in the IBC and all three emphasis programs are required to own a laptop. For students who wish to complete the Integrated Finance Emphasis but cannot obtain a laptop, an earlier session will be held in a computer lab. Also, you can check out a laptop from the Business Management Office in SMI 231 to be used only during class time.

Do you form a business like the IBC?

No.

Do the students in the emphases go to Badger Creek like the IBC students?

No.

Are there any outside professors that teach in the Emphases?

There are a few adjuncts that fill in as there is need – but the majority of the classes are taught by full-time faculty.

Does it require an application?

Yes. You should apply online on the Business Management homepage under the applications link. The Department will then register you for the courses.

Does it require as much time as the IBC.

These are 400-level classes and therefore students are expected to put in significant effort to fulfill class requirements. Based on student feedback, the general consensus is that the emphases are more difficult than the IBC and require an equal amount of time if not more.

How many credits is it worth

12.

How many students are in each emphasis?

Between 20 and 50.

How many more classes do I have to take on top of the emphasis?

It depends on how much you have already completed – visit with the advisement center in SMI 296 or go see your advisor. For most students it will be their capstone or the classes required in their complementary cluster.

Can I take the emphasis before my internship?

We encourage students to complete their internships before taking the emphasis. Ideally, a student should complete an internship between the IBC and the emphasis.

When is the best time to take it?

The semester after your internship.

How will it affect graduation?

Visit with the advisement center in SMI 296 – you cannot graduate without first taking an emphasis.

Are emphases offered during summer?

Yes.