

Department of

Business Management



Kimball Galbraith, Department Chair

Chris Andrews, Adam Bair, Craig Bell, Bill Crawford, R. Drew Eagar, Jack Fuller, Kimball Galbraith, D. Joshua Holt, Casey Hurley, Jayson Kunzler, Kent Lundin, Jeff Morrin, Mark Morris, Mark Nygren, Phil Packer, Derick Rhoton, Kevin Shiley, Michael Ward

Amy Staiger, Department Secretary (208) 496-3620

<http://www.byui.edu/BusManagement/>

Introduction

The mission of the Business Management Department is to create a learning environment for students to acquire the knowledge, skills, and experiences necessary to make an immediate contribution in the workplace and to rapidly grow into leadership positions in their organizations. We will do this by partnering with industry and nonprofit organizations to provide mentoring, seminars, consulting projects, practiced application, and internships to allow the students to apply what they have learned via case study and classroom discussion. Graduating students will emerge with an innovative and entrepreneurial spirit, technological and spreadsheet analysis skills, and key communication and problem-solving skills.

General advisement questions should be directed to the College of Business and Communication Academic Discovery Center, Smith 227, (208) 496-9840 or

cbcAcademicDiscoveryCenter@byui.edu

Online students can contact (208) 496-9900 or cbconline@byui.edu

Central Aims - Students who successfully complete the degree will demonstrate the following skills:

1. Demonstrate effective leadership in a variety of settings.
2. Apply principles of innovation in business contexts.
3. Demonstrate proficiency in developing and using spreadsheets to conduct business analysis.
4. Effectively read and understand financial statements to make business decisions that improve the “health” of an organization.
5. Demonstrate professional writing skills in business contexts.
6. Gain critical competencies in finance, marketing, supply chain management, or entrepreneurship management.
7. Show integrity in professional and personal settings.

Business Management Standard Degree Graduation Requirements

1. Wireless laptop computers are required for all Business Management majors.
2. Successfully complete B 100 with a C- or higher in order to move on to the next group of business classes.
3. Complete with a 2.5 GPA/C- or higher one of the following: B 275 or B 298R. If doing B 298R student must be enrolled within the first three weeks of the semester. The B 298R Beginning Internship requires a minimum of seven weeks’ work and a minimum of 15 hours per week with a 2.5 GPA/C- or higher before enrolling in the Integrated Business Core (IBC: B 302, B 322, B 342 and B 361).
4. Successfully complete with a 2.5 GPA/C- or higher ACCTG 201, ACCTG 202, ECON 150, ECON 151, B 211, B 212, and B 220 in order to move on to the next group of business classes. B 220 fulfills the FDENG 301 requirements.
5. Successfully complete with a 2.5 GPA/C- or higher the Integrated Business Core (IBC: B 302, B 322, B 342, and B 361). IBC Day Students take B 302, B 322, B 342 and B 361. Online students take B 301, B 321, B 341 and B 361.
6. Successfully complete with a 2.5 GPA/C- or higher one of the following: B 380, B 483, or Econ 358.
7. Successfully complete B 398 Advanced Internship with a C- or higher for two credits with a minimum of 270 hours’ work over a 7-week period with a minimum of 20 hours per week. Must be enrolled and working within the first three weeks of the semester.
8. Successfully complete with a 2.5 GPA/C- or higher the Emphasis (Entrepreneurial Management, Finance, Marketing, or Supply Chain Management) and Capstone (B 499A).
9. Strongly recommend the completion of one of the following: One or two clusters or a 24-credit minor.

Business Management Concentration Degree Graduation Requirements

1. Wireless laptop computers are required for all students completing the Business Management Concentration.
2. Successfully complete B 100 with a C- or higher in order to move on to the next group of business classes.
3. Successfully complete with a 2.5 GPA/C- or higher B 211 and B 212 in order to move on to the next group of business classes.
4. Successfully complete with a 2.5 GPA/C- or higher the Integrated Business Core (IBC: Day students take B 302, B 322, B 342, and B 361. Online students take B 301, B 321, B 341 and B 361).
5. Successfully complete with a 2.5 GPA/C- or higher one of the following: B 380 or B 483
6. Successfully complete with a 2.5 GPA/C- or higher Business Capstone B 499A .
7. Successfully complete IDS 398 and IDS 499.

Career Opportunities

Students graduating from this major will be prepared for entry-level management positions in entrepreneurship, finance, marketing, supply chain management/operations management. They will also receive sufficient knowledge to pursue entrepreneurial opportunities in the industry of their choice after gaining relevant experience. The entrepreneurial management emphasis is designed to help students develop critical skills in management, innovation, agility, adaptability, critical thinking, creativity, risk taking, and new idea generation by examining and testing various business models and business plans.

Business Management

Brigham Young University-Idaho 2015-2016

Within the finance area, students will be particularly suited for opportunities in financial services, banking, and corporate finance. Within the marketing area, students will be well prepared for careers in sales, marketing research, marketing services, or business-to-business/business-to-consumer marketing. Within the supply chain area, students will be prepared for careers in procurement, production and operations management, forecasting and production planning, and logistics management.

Accessibility of Business Management Courses

B 100, B 101, B 129, B 183, B 201, B 220, B 225, B 240, B 250, B 275, B 283, B 370, B 380, B 383, B 413, and B 483 are available to all students. B 120 is available to online students only.

Administrative Assistant/Office Manager AAS (370)

Core Courses	Supplemental Courses	cont. from previous column	Program Notes:	
<i>Take these courses:</i>	<i>Take 23 credits:</i>	B 370	<ul style="list-style-type: none"> •No Double Counting of Major Courses •No Grade Less Than C- 	
B 129	ACCTG 180	CIT 230		
B 220	ACCTG 205	COMM 125		
B 240	B 201	COMM 175		
CIT 110	B 211	COMM 310		
12	B 250	COMM 339		
	B 283	23		
	<i>cont. in next column</i>			
Credit Requirements:				Tracks Available:
Foundations	17			Fall-Winter
Major	35		Winter-Spring	Yes
Elective	<u>8</u>		Spring-Fall	Yes
Total	60			

Business Management AAS (371)

Core Courses	cont. from previous column	Program Notes:		
<i>Take these courses:</i>	B 283	<ul style="list-style-type: none"> •No Double Counting of Major Courses •No Grade Less Than C- •This degree cannot be combined with the BS in Applied Management (405) degree. 		
ACCTG 201	B 298R			
ACCTG 202	B 301 or B 302			
B 100	B 321 or B 322			
B 183	B 341 or B 342			
B 211	B 361			
B 212	ECON 150			
B 220	ECON 151			
42				
<i>cont. in next column</i>				
Credit Requirements:			Tracks Available:	
Foundations	17		Fall-Winter	Yes
Major	42		Winter-Spring	Yes
Elective	<u>1</u>		Spring-Fall	Yes
Total	60			

BS in Applied Management (405)

AAS Degree	IBC Courses	Supplemental Courses	Program Notes:	
<i>Complete an AAS*:</i>	<i>Complete 1 option:</i>	<i>Take 3 credits:</i>	<ul style="list-style-type: none"> •No Double Counting of Major Courses •No Grade Less Than C- •Students completing the AAS in Business Management (371) are not allowed to complete this degree. •*Students should complete all requirements for their specific AAS before moving on to the BS in Applied Management degree. Students must reach a total of 120 credits, 15 of which must be 300-level or above while at BYU-Idaho, in order to graduate. •**Take B 398 for 2 credits. Meet with the College of Business and Communication Internship Coordinator to register for your business-focused internship the semester before you begin your internship. 	
AAS credits		B 220		
33-54	<i>Option 1 (For Day Students: Take in 1 semester)</i>	B 250		
	B 302	B 275		
<i>Pre-IBC Courses</i>	B 322	B 283		
<i>Take these courses prior to the IBC Group.</i>	B 342	B 370		
ACCTG 180	B 341	B 383		
B 101 or 211	B 361	B 483		
6	<i>Option 2 (For Online Students)</i>	CIT 200 level or above		
<i>Post-IBC Course</i>	B 301	ECON 358		
<i>Take this course after the IBC but before your last semester:</i>	B 321	3		
B 398**	B 341			
<u>1-3</u>	B 361			
2	12			
Credit Requirements:			Tracks Available:	
Foundations	40		Fall-Winter	Yes
Major	56		Winter-Spring	Yes
Elective	<u>24</u>		Spring-Fall	Yes
Total	120			

BS in Business Management Marketing Emphasis (415-95)				
Core Courses <i>Take these courses:</i> ACCTG 201 3 ACCTG 202 3 B 100 1 B 211 3 B 212 4 B 220 3 B 398 1-3 B 499A 3 ECON 150 3 ECON 151 3 <hr style="width: 100%;"/> 39	Take 1 course: B 380 3 B 483 3 ECON 358 3 <hr style="width: 100%;"/> 3 Take 1 course: B 275 3 B 298R 1-5 <hr style="width: 100%;"/> 1	IBC Courses Complete 1 option: Option 1 (For Day Students: Take in 1 semester) B 302 3 B 322 3 B 342 3 B 361 3 Option 2 (For Online Students) B 301 3 B 321 3 B 341 3 B 361 3 <hr style="width: 100%;"/> 12	Marketing Courses Take these courses to complete Primary Emphasis: B 439 1 B 443 2 B 446 2 B 448 1 B 452 2 B 453 2 <hr style="width: 100%;"/> 10 Take 2 credits: B 451 or 2 B 457 and 1 COMM 231A 1 <hr style="width: 100%;"/> 2	Program Notes: •No Double Counting of Major Courses •No Grade Less Than C- •This major is not available for online students.
Credit Requirements:			Tracks Available:	
Foundations	40	Fall-Winter	Yes	
Major	55	Winter-Spring	Yes	
Elective	25	Spring-Fall	Yes	
Total	120			

BS in Business Management Finance Emphasis (415-96)				
Core Courses <i>Take these courses:</i> ACCTG 201 3 ACCTG 202 3 B 100 1 B 211 3 B 212 4 B 220 3 B 398 1-3 B 499A 3 ECON 150 3 ECON 151 3 <hr style="width: 100%;"/> 39	IBC Courses Complete 1 option: Option 1 (For Day Students: Take in 1 semester) B 302 3 B 322 3 B 342 3 B 361 3 Option 2 (For Online Students) B 301 3 B 321 3 B 341 3 B 361 3 <hr style="width: 100%;"/> 12	Take 1 course: B 380 3 B 483 3 ECON 358 3 <hr style="width: 100%;"/> 3 Take 1 course: B 275 3 B 298R 1-5 <hr style="width: 100%;"/> 1 Finance Courses Take these courses to complete the Primary Emphasis: B 401 3 B 410 3 B 428 1 B 433 1 <hr style="width: 100%;"/> 8	Choose 1 of the following modules: Advanced Investments <i>Take these courses:</i> B 411 3 B 424 1 <hr style="width: 100%;"/> 4 Real Estate <i>Take these courses:</i> B 413 3 B 424 1 <hr style="width: 100%;"/> 4 New Venture Financing <i>Take these courses:</i> B 424D 1 B 475 3 <hr style="width: 100%;"/> 4	Program Notes: •No Double Counting of Major Courses •No Grade Less Than C- •This major is not available for online students.
Credit Requirements:			Tracks Available:	
Foundations	40	Fall-Winter	Yes	
Major	55	Winter-Spring	Yes	
Elective	25	Spring-Fall	Yes	
Total	120			

BS in Business Management Supply Chain Management Emphasis (415-97)				
Core Courses <i>Take these courses:</i> ACCTG 201 3 ACCTG 202 3 B 100 1 B 211 3 B 212 4 B 220 3 B 398 1-3 B 499A 3 ECON 150 3 ECON 151 3 <hr style="width: 100%;"/> 39	IBC Courses <i>Complete 1 option:</i> Option 1 (For Day Students: Take in 1 semester) B 302 3 B 322 3 B 342 3 B 361 3 Option 2 (For Online Students) B 301 3 B 321 3 B 341 3 B 361 3 <hr style="width: 100%;"/> 12	<i>Take 1 course:</i> B 380 3 B 483 3 ECON 358 3 <hr style="width: 100%;"/> 3 <i>Take 1 course:</i> B 275 3 B 298R 1-5 <hr style="width: 100%;"/> 1	Supply Chain Management Courses <i>Take these courses:</i> B 461 3 B 466 3 B 468 3 B 478 3 <hr style="width: 100%;"/> 12	Program Notes: •No Double Counting of Major Courses •No Grade Less Than C- •This major is not available for online students.
Credit Requirements:		Tracks Available:		
Foundations	40	Fall-Winter	Yes	
Major	55	Winter-Spring	Yes	
Elective	25	Spring-Fall	Yes	
Total	120			

BS in Business Management Entrepreneurial Management Emphasis (415-171)				
Core Courses <i>Take these courses:</i> ACCTG 201 3 ACCTG 202 3 B 100 1 B 211 3 B 212 4 B 220 3 B 398 1-3 B 499A 3 ECON 150 3 ECON 151 3 <hr style="width: 100%;"/> 39	IBC Courses <i>Complete 1 option:</i> Option 1 (For Day Students: Take in 1 semester) B 302 3 B 322 3 B 342 3 B 361 3 Option 2 (For Online Students) B 301 3 B 321 3 B 341 3 B 361 3 <hr style="width: 100%;"/> 12	<i>Take 1 course:</i> B 380 3 B 483* 3 ECON 358 3 <hr style="width: 100%;"/> 3 <i>Take 1 course:</i> B 275 3 B 298R 1-5 <hr style="width: 100%;"/> 1	Entrepreneurial Management Courses <i>Take these courses:</i> B 183 3 B 283 3 B 383 3 <hr style="width: 100%;"/> 9 <i>Take 3 credits:</i> ACCTG 205 2 B 250 3 B 351 3 B 475 3 <hr style="width: 100%;"/> 3	Program Notes: •No Double Counting of Major Courses •No Grade Less Than C- •*B 483 is the recommended course for this emphasis. •Suggested course sequence for Entrepreneurial Management courses: B 183 semesters 1-4; B 283 semester 4-6; B 383 semester 6 or 7; and B 483 semester 7 or 8. Others as outlined on course sequencing sheet.
Credit Requirements:		Tracks Available:		
Foundations	40	Fall-Winter	Yes	
Major	55	Winter-Spring	Yes	
Elective	25	Spring-Fall	Yes	
Total	120			

Minor in Finance (247)					
Core Courses <i>Take these courses:</i> B 301 3 B 321 3 B 341 3 B 361 3 OR B 302* 3 B 322* 3 B 342* 3 B 361* 3 OR B 321 3 B 341 3 B 361 3 B 499A 3 <hr style="width: 100%;"/> 12		Complete one 12-credit option:	Program Notes: •No Double Counting of Minor Courses •No Grade Less Than C- for Minor Courses •*These courses should be taken all in one semester as part of the IBC experience where students create a business with classmates and run it on campus for the duration of the semester. •This minor is not an option for online students.		
		<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Option 1 <i>Take 8 credits:</i> B 401 3 B 410 3 B 428 1 B 433 1 <hr style="width: 100%;"/> 8 <i>Take 4 credits:</i> B 411 3 B 424 1 OR B 413 3 B 424 1 OR B 413 3 B 424 1 OR B 424D 1 B 475 3 <hr style="width: 100%;"/> 4 </td> <td style="width: 50%; vertical-align: top;"> Option 2 <i>Take 5 credits:</i> B 410 3 B 428 1 B 433 1 <hr style="width: 100%;"/> 5 <i>Take 4 credits:</i> B 411 3 B 424 1 OR B 413 3 B 424 1 OR B 424D 1 B 475 3 <hr style="width: 100%;"/> 4 <i>Take 3 credits:</i> B 370 3 B 383 3 B 483 3 <hr style="width: 100%;"/> 3 </td> </tr> </table>	Option 1 <i>Take 8 credits:</i> B 401 3 B 410 3 B 428 1 B 433 1 <hr style="width: 100%;"/> 8 <i>Take 4 credits:</i> B 411 3 B 424 1 OR B 413 3 B 424 1 OR B 413 3 B 424 1 OR B 424D 1 B 475 3 <hr style="width: 100%;"/> 4	Option 2 <i>Take 5 credits:</i> B 410 3 B 428 1 B 433 1 <hr style="width: 100%;"/> 5 <i>Take 4 credits:</i> B 411 3 B 424 1 OR B 413 3 B 424 1 OR B 424D 1 B 475 3 <hr style="width: 100%;"/> 4 <i>Take 3 credits:</i> B 370 3 B 383 3 B 483 3 <hr style="width: 100%;"/> 3	
Option 1 <i>Take 8 credits:</i> B 401 3 B 410 3 B 428 1 B 433 1 <hr style="width: 100%;"/> 8 <i>Take 4 credits:</i> B 411 3 B 424 1 OR B 413 3 B 424 1 OR B 413 3 B 424 1 OR B 424D 1 B 475 3 <hr style="width: 100%;"/> 4	Option 2 <i>Take 5 credits:</i> B 410 3 B 428 1 B 433 1 <hr style="width: 100%;"/> 5 <i>Take 4 credits:</i> B 411 3 B 424 1 OR B 413 3 B 424 1 OR B 424D 1 B 475 3 <hr style="width: 100%;"/> 4 <i>Take 3 credits:</i> B 370 3 B 383 3 B 483 3 <hr style="width: 100%;"/> 3				
Credit Requirements:		Tracks Available:			
Total	24	Fall-Winter	Yes		
		Winter-Spring	Yes		
		Spring-Fall	Yes		

Minor in Marketing (248)			
Core Courses <i>Take these courses:</i> B 301 3 B 321 3 B 341 3 B 361 3 OR B 302* 3 B 322* 3 B 342* 3 B 361* 3 OR B 321 3 B 341 3 B 361 3 B 499A 3 <hr style="width: 100%;"/> 12		Take 10 credits: B 439 1 B 443 2 B 446 2 B 448 1 B 452 2 B 453 2 <hr style="width: 100%;"/> 10 Take 2 credits: B 451 2 OR B 457 1 COMM 231A 1 <hr style="width: 100%;"/> 2	Program Notes: •No Double Counting of Minor Courses •No Grade Less Than C- for Minor Courses •*These courses should be taken all in one semester as part of the IBC experience where students create a business with classmates and run it on campus for the duration of the semester. •This minor is not an option for online students.
Credit Requirements:		Tracks Available:	
Total	24	Fall-Winter	Yes
		Winter-Spring	Yes
		Spring-Fall	Yes

Minor in Supply Chain Management (249)			
Core Courses <i>Take these courses:</i> B 301 3 B 321 3 B 341 3 B 361 3 OR B 302* 3 B 322* 3 B 342* 3 B 361* 3 OR B 321 3 B 341 3 B 361 3 B 499A 3 _____ 12	Take 12 credits: B 461 3 B 466 3 B 468 3 B 478 3 _____ 12	Program Notes: •No Double Counting of Minor Courses •No Grade Less Than C- for Minor Courses •*These courses should be taken all in one semester as part of the IBC experience where students create a business with classmates and run it on campus for the duration of the semester. •This minor is not available to online students.	
Credit Requirements:		Tracks Available:	
Total 24		Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes	

Minor in Business Management (250)					
Core Courses <i>Take 10 credits:</i> (Credits cannot also be part of major or Foundations requirements. See Business Mgmt Dept for appropriate substitutions) B 211 3 B 212 4 ECON 150 3 _____ 10	Take 3 credits: ACCTG 180 3 ACCTG 201 3 _____ 3	IBC Courses Complete 1 Option: <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Option 1 <i>(for online students only)</i> B 301 3 B 321 3 B 341 3 B 361 3 _____ 12 </td> <td style="width: 50%; vertical-align: top;"> Option 2 <i>(for day students only; take in 1 semester)</i> B 302* 3 B 322* 3 B 342* 3 B 361* 3 _____ 12 </td> </tr> </table>	Option 1 <i>(for online students only)</i> B 301 3 B 321 3 B 341 3 B 361 3 _____ 12	Option 2 <i>(for day students only; take in 1 semester)</i> B 302* 3 B 322* 3 B 342* 3 B 361* 3 _____ 12	Program Notes: •No Double Counting of Minor Courses •No Grade Less Than C- for Minor Courses •*This minor is not for Accounting, Economics, and Computer Information Technology Majors.
Option 1 <i>(for online students only)</i> B 301 3 B 321 3 B 341 3 B 361 3 _____ 12	Option 2 <i>(for day students only; take in 1 semester)</i> B 302* 3 B 322* 3 B 342* 3 B 361* 3 _____ 12				
Credit Requirements:		Tracks Available:			
Total 25		Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes			

Minor in Entrepreneurship (251)			
Core Courses <i>Take 9 credits:</i> B 301 3 B 321 3 B 341 3 OR B 302* 3 B 322* 3 B 342* 3 OR B 321 3 B 341 3 B 499A 3 _____ 9	Take 9 credits: ACCTG 180 or 201 3 B 283 3 B 383 3 OR B 283 3 B 383 3 B 483 3 _____ 9 Take 6 new credits: B 250 3 B 351 3 B 361 3 B 475 3 B 483 3 _____ 6	Program Notes: •No Double Counting of Minor Courses •No Grade Less Than C- for Minor Courses •*These courses should be taken all in one semester as part of the IBC experience where students create a business with classmates and run it on campus for the duration of the semester. •Suggested course sequence for entrepreneurship courses: B 283 semester 4-6; B 383 semester 6 or 7; and B 483 semester 7 or 8. Others as student has time in schedule.	
Credit Requirements:		Tracks Available:	
Total 24		Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes	

Business Management Concentration (D 128)																	
Core Courses <i>Take these courses:</i> B 100 1 B 211 3 B 212 4 B 499A 3 <hr style="width: 100%;"/> 11	IBC Courses <i>Complete 1 option:</i> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Option 1 (For Day Students: Take in 1 semester)</td> <td style="width: 50%; border: none;">Option 2 (For Online Students)</td> </tr> <tr> <td style="border: none;">B 302 3</td> <td style="border: none;">B 301 3</td> </tr> <tr> <td style="border: none;">B 322 3</td> <td style="border: none;">B 321 3</td> </tr> <tr> <td style="border: none;">B 342 3</td> <td style="border: none;">B 341 3</td> </tr> <tr> <td style="border: none;">B 361 3</td> <td style="border: none;">B 361 3</td> </tr> <tr> <td style="border: none; text-align: right;"><hr style="width: 100%;"/></td> <td style="border: none; text-align: right;"><hr style="width: 100%;"/></td> </tr> <tr> <td style="border: none; text-align: right;">12</td> <td style="border: none; text-align: right;">12</td> </tr> </table>	Option 1 (For Day Students: Take in 1 semester)	Option 2 (For Online Students)	B 302 3	B 301 3	B 322 3	B 321 3	B 342 3	B 341 3	B 361 3	B 361 3	<hr style="width: 100%;"/>	<hr style="width: 100%;"/>	12	12	Take 1 course: B 380 3 B 483 3 <hr style="width: 100%;"/> 3 Interdisciplinary Courses <i>Take these courses:</i> IDS 398R* 1-3 IDS 499 2 <hr style="width: 100%;"/> 4	Program Notes: •No Double Counting of Concentration Courses •No Grade Less Than C- for Concentration Courses •*IDS 398R needs to be taken for 2 credits.
Option 1 (For Day Students: Take in 1 semester)	Option 2 (For Online Students)																
B 302 3	B 301 3																
B 322 3	B 321 3																
B 342 3	B 341 3																
B 361 3	B 361 3																
<hr style="width: 100%;"/>	<hr style="width: 100%;"/>																
12	12																
Credit Requirements:		Tracks Available:															
Total 30		Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes															

Supply Chain and Operations Management Concentration (D 137)			
Core Courses <i>Take these courses:</i> B 100 1 ACCTG 180 3 B 211 3 B 301 3 B 341 3 B 361 3 B 461* 3 B 466 3 B 468 3 B 478* 3 <hr style="width: 100%;"/> 28	Supplemental Courses <i>Take 1 of the following groups:</i> B 212 4 OR ME 142 3 MATH 330 3 <hr style="width: 100%;"/> 4	Interdisciplinary Courses Take 1 course: IDS 398R 1-3 ME 398R 1 <hr style="width: 100%;"/> 1 Take 1 course: IDS 499 2 ME 340 3 <hr style="width: 100%;"/> 2	Program Notes: •*B 461 and B 478 must be taken concurrently. •No Double Counting of Concentration Courses •No Grade Less Than C- for Concentration Courses
Credit Requirements:		Tracks Available:	
Total 35		Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes	

Administrative Assistant/Office Manager Concentration (D 144)				
Core Courses <i>Take these courses:</i> B 129 3 B 220 3 B 240 3 CIT 110 3 <hr style="width: 100%;"/> 12	Supplemental Courses <i>Take 20 credits:</i> <i>Take 1 or more of the following courses:</i> B 370 3 COMM 310 3 COMM 339 3	Take the remaining credits from the following courses: ACCTG 180 3 ACCTG 205 2 B 201 3 B 211 3 B 250 3 B 283 3 B 351 3 CIT 230 3 COMM 125 3 COMM 175 2 <hr style="width: 100%;"/> 20	Interdisciplinary Courses <i>Take these courses:</i> IDS 398R 1-3 IDS 499 2 <hr style="width: 100%;"/> 3	Program Notes: •No Double Counting of Concentration Courses •No Grade Less Than C- for Concentration Courses
Credit Requirements:		Tracks Available:		
Total 35		Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes		

Administrative Assistant Certificate (C 101)		
Core Courses <i>Take these courses:</i> B 129 3 B 220 3 B 240 3 CIT 110 3 <hr style="width: 100%;"/> 12	Supplemental Courses Take 1 course: ACCTG 205 2 CIT 230 3 COMM 125 3 COMM 150 3 <hr style="width: 100%;"/> 2	Program Notes: •No Grade Less Than C- for Certificate Courses •Certificates are not available to on campus DAY students.
Credit Requirements:		
Total 14		

Professional Sales Certificate (C 102)

Core Courses	
<i>Take these courses:</i>	
ACCTG 180	3
B 101	3
B 120	3
B 341	3
COMM 150	3
	15

Program Notes:

- No Grade Less Than C- for Certificate Courses
- Certificates are not available to on campus DAY students.

Credit Requirements:

Total 15

Business Fundamentals Certificate (C 105)

Core Courses	
<i>Take these courses:</i>	
ACCTG 201	3
ACCTG 202	3
B 211	3
B 212	4
B 298R	1-5
ECON 150	3
ECON 151	3
	20

Program Notes:

- No Grade Less Than C- for Certificate Courses
- Certificates are not available to on campus DAY students.

Credit Requirements:

Total 20

Entrepreneurship Certificate (C 106)

Required Courses	
<i>Take 15 credits:</i>	
B 183	3
B 250	3
B 283	3
B 351	3
B 383	3
B 483	3
	15

Program Notes:

- No Grade Less Than C- for Certificate Courses
- Suggested course sequence: B 183 semester 1-4; B 283 semester 4-6; B 383 semester 6 or 7; and B 483 semester 7 or 8. Others as student has time in schedule.
- Certificates are not available to on campus DAY students.

Credit Requirements:

Total 15

Business Pre-approved Clusters

General Business	2100
<i>Take this course:</i>	
ACCTG 180 Survey of Accounting	3
<i>Take 1 course:</i>	
B 101 Introduction to Business	3
B 211 Business Fundamentals	3
<i>Take 1 course:</i>	
AGBUS 210 Agricultural Economics	3
ECON 150 Economic Principles and Problems - Micro	3
B 201 Introduction to Finance	3
B 275 Business Law	3
<i>Take 3 credits:</i>	
B 301 Financial Management	3
B 321 Organizational Effectiveness	3
B 341 Marketing Management	3
B 361 Production and Operations Management	3
B 370 Human Resource Management	3
B 380 Introduction to International Business	3
B 383 Launching New Ventures	3
B 483 Entrepreneurial Management	3
Total Credits	12
General Business (For Accounting Majors)	2101
<i>Take these courses:</i>	
B 321 Organizational Effectiveness	3
B 341 Marketing Management	3
B 361 Production and Operations Management	3
B 499A Principles of Business Strategy	3
Total Credits	12
Administrative Assistant	2103
<i>Take these courses:</i>	
B 129 Office Procedures	3
B 220 Advanced Writing in Professional Context	3
B 240 Advanced Word Processing	3
<i>Take 3 credits:</i>	
ACCTG 180 Survey of Accounting	3
ACCTG 205 Accounting Software	2
B 201 Introduction to Finance	3
B 211 Business Fundamentals	3
B 250 Web Business Creation	3
B 370 Human Resource Management	3
CIT 110 Introduction to Excel	3
CIT 230 Web Frontend Development	3
COMM 125 Visual Fundamentals	3
COMM 175 Communication Essentials	2
COMM 310 Creating Online Media	3
COMM 339 Events Management	3
Total Credits	12
Real Estate	2106
<i>Take this course:</i>	
B 225 Fundamentals of Real Estate	3
<i>Take 9 credits:</i>	
ACCTG 180* Survey of Accounting	3
ARCH 100 Survey of Architecture and Construction	1
B 413 Advanced Real Estate	3
CONST 120 Framing Systems	3
CONST 210** Finishing Systems	3
CONST 330** Construction Estimating	3
CONST 350** Soils	3
Total Credits	12
<i>*No double counting of major/minor coursework</i>	
<i>**Prerequisites will need to be met</i>	
Business Fundamentals	2109
<i>Take the following courses:</i>	
ACCTG 201 Financial Accounting	3
B 211 Business Fundamentals	3
ECON 150 Economic Principles and Problems - Micro	3
<i>Take 3 credits:</i>	
ACCTG 205 Accounting Software	2
ART 392 Business for the Professional Artist	2
B 225 Fundamentals of Real Estate	3
B 250 Web Business Creation	3
B 275 Business Law	3
B 283 Small Business Creation	3
B 301 Financial Management	3
B 321 Organizational Effectiveness	3
B 341 Marketing Management	3
B 361 Production and Operations Management	3
B 370 Human Resource Management	3
B 413 Advanced Real Estate	3
HS 285 Hospital and Health Administration	3
Total Credits	12

Human Resource Management	2111
<i>Take this course:</i>	
B 370 Human Resource Management	3
<i>Take 9 credits:</i>	
B 321* Organizational Effectiveness	3
COMM 150 Interpersonal Theory and Practice	3
COMM 450 Conflict Management and Negotiation	3
SOC 323 Race and Ethnic Relations	3
Total Credits	12
<i>*Business majors cannot take B 321 as an option for this cluster.</i>	
Finance Cluster (Application Only, see Advising)	2112
Take these courses as one 12-credit class during one semester:	
<i>Take these courses:</i>	
B 401 Advanced Financial Management	3
B 410 Investments	3
B 428 Real Estate and Financial Management	1
B 433 Personal Finance	1
<i>Choose 1 of the following tracks:</i>	
Advanced Investments and Capital Markets	
<i>Take these courses:</i>	
B 411 Advanced Investments	3
B 424 Finance Law for Corporate and Advanced Investments	1
Real Estate	
<i>Take these courses:</i>	
B 413 Advanced Real Estate	3
B 424 Finance Law for Corporate and Advanced Investments	1
New Venture Financing	
<i>Take these courses:</i>	
B 424D Legal Aspects of Finance - New Ventures	1
B 475 Financing New Ventures	3
Total Credits	12
Supply Chain Management Cluster (Application Only, see Advising)	2113
Take these courses as one 12-credit class during one semester:	
<i>Take these courses:</i>	
B 461 Advanced Topics in Operations Management	3
B 466 Global Sourcing	3
B 468 Logistics Management	3
B 478 Supply Chain Analysis and Modeling	3
Total Credits	12
Marketing (Application Only, see Advising)	2114
Take these courses as one 12-credit class during one semester:	
<i>Take these courses:</i>	
B 439 Project Management for Managers	1
B 443 Marketing Research Skills	2
B 446 Consumer Behavior and Customer Service	2
B 448 Marketing Law	1
B 452 Sales and Negotiations	2
B 453 Marketing Strategy Research	2
<i>Take 2 credits from:</i>	
B 451 Internet Marketing	2
or	
B 457 Retail Management	1
and	
COMM 231A Basic Advertising Skills: Creative Development	1
Total Credits	12
Entrepreneurship	2115
<i>Take these courses:</i>	
B 183 Introduction to Entrepreneurship	3
B 283 Small Business Creation	3
B 383 Launching New Ventures	3
<i>Take 3 credits:</i>	
B 250 Web Business Creation	3
B 351 Social Media	3
B 483 Entrepreneurial Management	3
Total Credits	12

Business Management

Brigham Young University–Idaho 2015-2016

Course Descriptions

Credits*

B 100 Business Management Orientation

(1:1:0:0)

This course is required for Business Management Majors. The course introduces and prepares students to enter the Business Management program. The vision of the university, college, and department will be discussed. Students will review and prepare their 4-year academic plan, gain basic technology skills and understanding, and be introduced to the College of Business and Communication Career Map.

(Fall, Winter, Spring)

B 101 Introduction to Business

(3:3:0:0)

This course is intended to introduce students to all the aspects of business management. Students will learn about marketing, finance, human resources, management, and globalization. All students will be able to see the benefits and challenges of both small and big businesses. This course will include class discussions, business cases, learning activities, and team projects. Each student will develop a business exploration plan and examine important life skills that are essential in business and in life.

(Fall, Winter, Spring)

B 120 Sales and Customer Relations

(3:3:0:0)

This course is recommended for students wanting to gain an overview of business management, marketing, accounting, human resource management, and small business entrepreneurship. This course is available to online students only.

(Fall, Winter, Spring)

B 129 Office Procedures

(3:3:0:0)

Prerequisite: FDENG 101

In this course, students will develop and apply functional office skills in time management, interpersonal communications, records management, teamwork, and customer service. Students also learn how to plan meetings, take minutes, and use critical decision-making skills to identify and solve problems.

(Fall, Winter, Spring)

B 183 Introduction to Entrepreneurship

(3:3:0:0)

This course is intended to guide student's exploration and introspection as they prepare for the next stage in their Life's Journey. Through case studies, entrepreneur video clips, LDS perspectives, ethical challenges, life-planning, and accountability exercises, students will get clearer about what matters most to them. Students will gain perspective on how to make decisions, how to learn and grow, and identify long-range goals and next steps. They'll discover strategies for staying true when they are distracted, discouraged, or simply want to quit. A life in business can be truly gratifying, but only when business success is part of something bigger. It is one thing to write a business plan, but more importantly in this course students will learn how to draft a life plan and begin with the end in mind. This course will help students integrate their dreams, values, and future plans and undertake the ultimate act of entrepreneurship: building a life of meaning.

(Fall, Winter, Spring)

B 201 Introduction to Finance

(3:3:0:0)

This is an introductory course to familiarize non-business majors with the basic vocabulary and substantive knowledge of personal finance, financial institutions, and business finance. The course will provide an opportunity to develop skills in effective communication, financial analysis, and problem solving. Ethics in the area of finance will be discussed.

(Fall, Winter, Spring)

B 211 Business Fundamentals

(3:3:0:0)

This course provides an overview of the core functions of business, including product development, marketing, operations, human resource management, accounting, finance, and international business. This will be accomplished primarily by managing an on-line simulated business where students will learn to make fundamental management decisions required to effectively run a \$50 million corporation. This course is designed to provide students exposure to the various career opportunities in business and also recommended for non-business students interested in gaining an overview of business management, leadership, and small business entrepreneurship.

(Fall, Winter, Spring)

B 212 Business Statistics and Spreadsheet Analysis

(4:4:0:0)

Prerequisites: FDMAT 108 and B 211

This course is focused on helping students acquire, develop, and apply the analytical skills that are needed to address today's challenging business problems. At the core of this course is a wide range of business problems called mini-projects. These mini-projects are designed to be realistic and representative of the business activities that might be required of students in the workplace.

(Fall, Winter, Spring)

B 220 Advanced Writing in Professional Contexts

(3:3:0:0)

Prerequisites: FDENG 101 and 22 credits

This course emphasizes professionalism, critical thinking, and effective communication, examines solutions, and includes job application documents, interview strategies, and presentation guidelines.

(Fall, Winter, Spring)

B 225 Fundamentals of Real Estate

(3:3:0:0)

This is a one-semester course in basic real estate practices and finance. The course is intended as a first course in real estate. The format of this course is lecture and discussion.

(Fall, Winter, Spring)

B 240 Advanced Word Processing

(3:3:0:0)

This course provides a thorough understanding of Microsoft Word and enhances efficiency, effectiveness, and professionalism in users and documents. Students will customize and automate information using Microsoft Office 2010- Word, Excel, and Access. Topics include navigation and format in business documents and envelopes, graphics, tables, charts, labels, themes, styles, forms, macros, and merging and sorting.

(Fall, Winter, Spring)

B 250 Web Business Creation

(3:3:0:0)

This course is designed for any student interested in building a web-based business.

Students will go through the necessary steps to build and launch a web-based business that is capable of accepting online payments.

(Fall, Winter, Spring)

B 275 Business Law

(3:3:0:0)

Course Requirement: 22 credits required

This course is an introduction to legal environment in which businesses operate as well as an overview of laws impacting business. Topics include understanding the legal system, contracts, ethics, intellectual property, antitrust, employment, business organizations, and securities.

(Fall, Winter, Spring)

B 283 Small Business Creation

(3:3:0:0)

Course Requirement: 22 credits required

Prior to this course, a student will have completed B 183. This course is designed to introduce students to the basics of small business creation, understand the importance of creating systems, and expose students to the many career opportunities available in the field of entrepreneurship. Students will learn about startups, buying existing businesses, franchises, and family run businesses. Through class discussions, entrepreneur cases, guest entrepreneurs, selected readings, and team projects, students will gain a clear understanding of entrepreneur opportunities. Each student will participate in actually starting a microbusiness during the semester, drafting a one page business plan on their own big idea and networking with entrepreneur mentors to support their entrepreneur idea.

(Fall, Winter, Spring)

B 298R Beginning Internship

(1-5:0:0:0)

Repeatable Course: May earn a maximum of 10 credits

Internship Fees: \$78 (LDS) \$156 (non-LDS) per credit

Exempt from tuition, but charged this independent course fee

Course Requirement: Instructor Authorization Required

Students must be registered for this course within the first two weeks of the semester they are completing the internship. For more information on how to register for an internship see the Business Management homepage. This course is designed for students working full or part-time in business-related employment to gain introductory experience and understanding of the functions of a successful company. Students must complete application and approval through the College of Business and Communication Career Services, contract with their employer to work for college credits, and work a minimum of 15 hours per week for a minimum of seven weeks. Other requirements include writing reports, submitting self- and supervisor evaluations, and adhering to BYU-Idaho standards and policies. Please Note: You cannot repeat this course and replace a previous grade.

(Fall, Winter, Spring)

Business Management

Brigham Young University–Idaho 2015-2016

B 301 Financial Management (3:3:0:0) Course equivalent to B 302 Course Requirement: 48 credits required <i>Please note: Day students who have declared majors requiring the IBC experience should not enroll in this course. Instead, they should enroll in B 302, B 322, and B 342. This course is not intended for Majors 405, 410, 411, 415, or 615, Minors 189 or 190, and Economic or CIT majors doing a Business Minor. This introductory course in financial management provides a basic foundation for other courses in finance and business management. Topics covered in this course include financial statement analysis, financial forecasting, leverage, working capital management, capital structure, capital budgeting, short and long-term financial management, sources of financing, time value of money, and cost of capital.</i> (Fall, Winter, Spring)	B 342 Marketing Management IBC (3:3:0:0) Course equivalent to B 341 Course Requirement: 48 credits required <i>Please note: Online majors required to take this course should take B 341. This course is a part of the Integrated Business Core (IBC) program and must be taken concurrently with B 302 and B 322. This course is a comprehensive introduction to the principles of marketing. This course will cover marketing essentials such as consumer research, consumer segmentation, segment targeting and product positioning, new product development and introduction, marketing strategy, branding, marketing communications, pricing, and distribution.</i> (Fall, Winter, Spring)
B 302 Financial Management IBC (3:3:0:0) Course equivalent to B 301 Concurrent Requisites: B 322 and B 342 Course Requirement: 48 credits required <i>Please note: Online majors required to take this course should take B 301. This course is a part of the Integrated Business Core (IBC) program and must be taken concurrently with B 322 and B 342. This introductory course in financial management provides a basic foundation for other courses in finance and business management. Topics covered in this course include financial statement analysis, financial forecasting, leverage, working capital management, capital structure, capital budgeting, short and long-term financial management, sources of financing, time value of money, and cost of capital. This course is required for all other majors doing a Business Minor or Business Emphasis.</i> (Fall, Winter, Spring)	B 350 Web Business II (3:3:0:0) This course is currently not offered.
B 321 Organizational Effectiveness (3:3:0:0) Course equivalent to B 322 Course Requirement: 48 credits required <i>Please note: Day students who have declared majors requiring the IBC experience should not enroll in this course. Instead, they should enroll in B 302, B 322, and B 342. This course is not intended for Majors 405, 410, 411, 415, or 615, Minors 189 or 190, and Economic or CIT majors doing a Business Minor. This course incorporates Organizational Effectiveness at three levels: individual, group, and organizations. Students will examine these areas: motivation, team, group behavior, organizational design, structure, culture, communication, leadership, decision making, and managing change.</i> (Fall, Winter, Spring)	B 351 Social Media (3:3:0:0) This course is designed for students who are interested in a career in social media marketing. Students will learn to use social media to promote businesses and/or other organizations. Students will work with real businesses/organizations. (Fall, Winter, Spring)
B 322 Organizational Effectiveness IBC (3:3:0:0) Course equivalent to B 321 Course Requirement: 48 credits required <i>Please note: Online majors required to take this course should take B 321. This course is a part of the Integrated Business Core (IBC) program and must be taken concurrently with B 302 and B 342. This course incorporates Organizational Effectiveness at three levels: individual, group, and organizations. Students will examine these areas: motivation, team, group behavior, organizational design, structure, culture, communication, leadership, decision making, and managing change.</i> (Fall, Winter, Spring)	B 361 Production and Operations Management (3:3:0:0) Course Fee: \$15.00 Course Requirement: 48 credits required This is an introductory course in Production and Operations Management. Topics covered include operations strategy, project management, forecasting, process analysis, sourcing, and distribution management. Excel tutorials, web-based simulations, and case studies will play an important and significant role throughout the course. (Fall, Winter, Spring)
B 341 Marketing Management (3:3:0:0) Course equivalent to B 342 Course Requirement: 48 credits required <i>Please note: Day students who have declared majors requiring the IBC experience should not enroll in this course. Instead, they should enroll in B 302, B 322, and B 342. This course is not intended for Majors 405, 410, 411, 415, or 615, Minors 189 or 190, and Economic or CIT majors doing a Business Minor. This course is a comprehensive introduction to the principles of marketing. This course will cover marketing essentials such as consumer research, consumer segmentation, segment targeting and product positioning, new product development and introduction, marketing strategy, branding, marketing communications, pricing, and distribution.</i> (Fall, Winter, Spring)	B 370 Human Resource Management (3:3:0:0) This course is an overview of human resource management topics such as diversity, EEOC laws, recruiting, training, performance management, compensation and benefits, motivation, workplace organizational design, difficult interactions, employee relations, and safety. The course also considers organizational behavior topics in the context of human resource management such as teamwork, power dynamics, innovation, and groupthink. The course leverages case studies and professional/scholarly articles to gain a better understanding of real-life workplace challenges. (Fall, Winter, Spring)
	B 375 Non-Government Organization (NGO) Management (3:3:0:0) Prerequisites: ECON 151 and 48 credits The course will familiarize students with the structure of non-governmental organizations (NGOs) and the legal, social, political, and economic environment in which they operate. Students will learn the basic tools of managing and operating a NGO. Emphasis will be on NGOs operating in an international environment, applying the principles of self reliance and sustain ability. (Fall, Winter, Spring)
	B 380 Introduction to International Business (3:3:0:0) Course Requirement: 48 credits required This course is an overview of international business designed to provide a global perspective on international trade and direct investment. Reviews international cultural, political, legal and economic environments and their effect on marketing, production, and human resource management strategy. (Fall, Winter, Spring)
	B 383 Launching New Ventures (3:3:0:0) Course Requirement: 22 credits required Ideally, a student will have completed B 283 before moving on to B 383. This course is designed as an introduction to the process of perceiving an opportunity and creating an organization to pursue it. Working alone and in teams students will learn to plan, finance, launch, manage, and harvest a new venture. In order to integrate ideas across departments and colleges, this course will be open to students in engineering, computer science, and business management. All students who desire to lead a business plan team will have an opportunity to describe their ventures in the early class sessions to facilitate team member recruiting. Class discussion, readings, lectures, and projects are learning tools. A student's project is developed throughout this course and involves completing a new venture plan and financial forecast. Each team business plan also becomes a live case for the purposes of class discussion. (Fall, Winter, Spring)

Business Management

Brigham Young University–Idaho 2015-2016

- B 398 Advanced Business Internship (1-3:0:0:0)**
Internship Fees: \$78.00 (LDS) \$156.00 (non-LDS) per credit
Exempt from tuition, but charged this independent course fee
Course Requirement: Instructor authorization required
This course is required for all Business Management students. Students must be registered for this course within the first two weeks of the semester they are completing the internship. For more information on how to register for an internship see the Business Management homepage. Students will find a professional business management internship in an approved business, complete the application and obtain approval through the College of Business and Communication Career Services, be enrolled in the course, write reports, submit evaluations, and complete at least 270 hours of work in seven weeks or more. During their internship students will gain a greater vision of becoming a business professional and establish career networking links. Students will earn three credits and may receive compensation from the employer and letters of recommendation from both the employer and BYU-Idaho.
(Fall, Winter, Spring)
- B 399R Special Projects (1-3:9:0:0)**
Repeatable Course: May earn a maximum of 9 credits
Course Requirement: Department authorization required
An arranged research or special project course. Please note: You cannot repeat this course and replace a previous grade.
(Fall, Winter, Spring)
- B 401 Advanced Financial Management (3:3:0:0)**
Prerequisites: ACCTG 202 and [(B 212 and B 301) or (B 212 and B302) or ACCTG 301 or ECON 255]
This course is a part of the Business Management Integrated Finance Emphasis program. This course will incorporate financial management in the corporate setting, asset valuation, risk analysis capital decision making, financial controls, applications of financial principles to the corporate organization, in-depth coverage of securities structure and pricing, capital generation, and dividend policy. This course also includes working capital management, leasing, and international corporate finance.
(Fall, Winter, Spring)
- B 410 Investments (3:3:0:0)**
Prerequisites: B 212 or ACCTG 301 or ECON 255
This course is a part of the Business Management Integrated Finance Emphasis program. This course covers topics in the financial markets, including portfolio theory, real estate, fixed-income securities, security analysis, mutual funds, and derivative assets, financial markets, investment vehicles, asset allocation, risk analysis, evaluating performance, global considerations, buying and selling securities, and tax implications of investing.
(Fall, Winter, Spring)
- B 411 Advanced Investments (3:3:0:0)**
Prerequisites: B 212 or ACCTG 301 or ECON 255
Corequisite: B 410
This course is a part of the Business Management Integrated Finance Emphasis program. This is an advanced investments course that covers topics in financial markets, investments, portfolio theory, real estate, hedging, fixed-income securities, structured finance, security analysis, and derivative assets. This course will take a practical approach to investing and place strong emphasis on the development of advanced spreadsheet models.
(Fall, Winter, Spring)
- B 413 Advanced Real Estate (3:3:0:0)**
Course Requirement: 48 credits required
This course builds on the prior learning of students who completed B 225. It is intended to be a second course in real estate principles and practices, and is aimed at preparing students to enter the real estate business.
(Fall, Winter, Spring)
- B 424 Finance Law for Corporate and Advanced Investments (1:1:0:0)**
Course Requirement: 22 credits required
This course provides a focused look at the laws and regulations that impact finance professionals. The course builds on a general understanding of business law concepts to focus on areas of law most relevant to finance including corporate governance, shareholder rights, securities regulation, bankruptcy, and secured transactions.
(Fall, Winter, Spring)
- B 424D Legal Aspects Finance-New Venture (1:1:0:0)**
Course Requirement: 22 credits required
This course provides a focused look at the primary legal issues you will encounter in a new business venture. This course builds on a general understanding of business law concepts to focus on areas of law most relevant to New Ventures including employees stock option plans, executive compensation and employment contracts, non-disclosure agreements, choice and creation of business entities, business licensing, statutory requirements for corporations, security laws that apply to private financing, mergers and acquisitions, review of contracts, torts, and employment laws. The New Ventures Law is part of the Business Management New Ventures emphasis. If a student is a business major and changes their emphasis, they must transfer into the appropriate law course, for instance Marketing Law or Finance Law. Non-business majors are welcome to take this course. We believe that governments were instituted of God for the benefit of man, and that he holds men accountable for their acts in relation to them, both in making laws and administering them, for the good and safety of society. (Doctrine and Covenants 134:1)
(Fall, Winter, Spring)
- B 428 Real Estate and Financial Management (1:1:0:0)**
This course is a part of the Business Management Integrated Finance Emphasis program. This course covers topics, skills, and vocabulary used in the real estate arena.
(Fall, Winter, Spring)
- B 432 Corporate Finance and Banking (3:3:0:0)**
(This course is currently not offered.)
- B 433 Personal Finance (1:1:0:0)**
Course Requirement: 48 credits required
This course is a part of the business Management Integrated Finance Emphasis program. The primary purpose of this course is for students to learn to apply personal financial management tools to their own and their clients' lives. The content covers advanced time value of money, retirement planning strategies, tax-deferred retirement planning vehicles, asset allocation, specific investment products, insurance, estate planning, and financial planning strategies. Students broaden their understanding and develop skills through problem solving using Excel, through case studies, and through application to existing personal financial management situations.
(Fall, Winter, Spring)
- B 439 Project Management for Managers (1:1:0:0)**
Course Requirement: 48 credits required
This course is a part of the Business Management Integrated Marketing Emphasis program. This course involves a hands-on, case-based simulation that introduces students to the principles of project management from the perspective of a marketing manager.
(Fall, Winter, Spring)
- B 443 Marketing Research Skills (2:2:0:0)**
Course Requirement: 48 credits required
This course is a part of the Business Management Integrated Marketing Emphasis program. Concepts and methodology for conducting quantitative marketing research will be discussed. There will be an emphasis on solving problems faced by marketing manager. There will also be a consulting research project required, involving the use of statistical database software.
(Fall, Winter, Spring)
- B 446 Consumer Behavior and Customer Service (2:2:0:0)**
Prerequisites: B 341 or B 342
This is a part of the Business Management Integrated Marketing Emphasis experience. This course explores how the consumer's culture and psychological make-up affect buying decisions.
(Fall, Winter, Spring)
- B 448 Marketing Law (1:1:0:0)**
Course Requirement: 22 credits required
This course provides a focused look at the laws and regulations that impact marketing professionals. This course builds on a general understanding of business law concepts to focus on areas of law most relevant to marketing including intellectual property, antitrust, contracts, product liability, and advertising regulation.
(Fall, Winter, Spring)

Business Management

Brigham Young University–Idaho 2015-2016

B 451 Internet Marketing (2:2:0:0) Course Requirement: 48 credits required This course is a part of the Business Management Integrated Marketing Emphasis program. Upon successful completion of this course a student should be able to do the following: 1) Create and manage a pay-per-click (PPC) campaign including keyword selection, ad text creation, and landing page selection, 2) Optimize keywords, ad text, and landing pages in a pay-per-clicks campaign, 3) Make basic search engine optimization (SEO) changes to a website and measure the effectiveness of those changes and 4) Use web analytics to identify areas that could be optimized in PPC and SEO and to measure the effectiveness of those changes. (Fall, Winter, Spring)	B 468 Logistics Management (3:3:0:0) Total Course Fees: \$20.00 Prerequisite: B 361 This course is a part of the Business Management Supply Chain Management Emphasis. This course will help students gain an understanding of supply chain-wide materials and information flows with a particular focus on outbound logistics: warehouse management, transportation management, and distribution network design. Learning methods will include simulations, in-class games/activities, readings, lectures, case discussions, and team presentations. Students will also be encouraged to join relevant professional supply chain associations including ISM (The Institute for Supply Management), APICS (The Association for Operations Management), and the BYU-Idaho Supply Chain LinkedIn group. (Fall, Winter, Spring)
B 452 Sales and Negotiations (2:2:0:0) Course Requirement: 48 credits required This course is a part of the Business Management Integrated Marketing Emphasis program. This is an introductory and highly-participatory course, with the goal of introducing students to fundamental principles of effective business-to-business professional selling and negotiations. Students will recognize the importance of sales process in an enterprise and the value of negotiating skills in business through the use of case studies, assigned reading, class discussing, and role-plays. (Fall, Winter, Spring)	B 475 Financing New Ventures (3:3:0:0) Course Requirement: 48 credits required This course is a part of the Business Management Integrated Finance Emphasis program. An overview of all the options available to successfully finance new ventures. Financing alternatives are explored including debt financing from venture banks, commercial banks, and SBICs, and equity financing from angels, private placements, venture capitalists, and public equity markets. (Fall, Winter, Spring)
B 453 Marketing Strategy Research (2:2:0:0) Prerequisites: B 341 or B 342 This course is a part of the Business Management Integrated Marketing Emphasis program. This course focuses on the role marketing plays in gaining a sustainable competitive advantage. Content covered within the course includes steps in developing a strategic marketing plan through situation analysis, objectives, and strategies where current case studies are used. (Fall, Winter, Spring)	B 478 Supply Chain Analysis and Modeling (3:3:0:0) Prerequisites: B 361 and (B 212 or [ME 142 and MATH 330]) Concurrent Requisite: B 461 This course is a part of the Business Management Supply Chain Management Emphasis. Supply Chain Analysis and Modeling is one of the four core courses of the Integrated Supply Chain Emphasis (ISCE). It is focused on the use of computer tools and modeling techniques to support supply chain analysis and decision-making. The ability to collect, organize, interpret, and effectively communicate the right information is an important skill that is much needed in today's complex realm of supply chain management. This course will give students the opportunity to strengthen supply chain analysis skills using the Microsoft Excel spreadsheet application. (Fall, Winter, Spring)
B 457 Retail Management (1:1:0:0) Prerequisites: B 341 or B 342 This course is a part of the Business Management Integrated Marketing Emphasis program. (Fall, Winter, Spring)	B 483 Entrepreneurial Management (3:3:0:0) Course Requirement: 22 credits required The Entrepreneurial Management course was created to help students learn how to integrate the functional analysis of management (financial, operational, organizational, and marketing) into decisions that lead to action. The entrepreneurial context then becomes a powerful setting for developing these skills because a new venture will not move forward without managers making decisions that lead to action. Students should be able to a) understand the decision making process, b) develop good analysis, and c) communicate and define a solid recommendation to key stake holders (senior management, team members, or investors). (Fall, Winter, Spring)
B 458 Principles of Supply Chain Management (1:1:0:0) This course is not currently offered.	B 499A Principles of Business Strategy (3:0:0) Course Requirement: 72 credits required This course is a business strategy capstone experience focusing on theory of strategy and problem solving using the case method and projects. Students form cross-disciplinary teams to participate in an online business simulation and to provide consulting services to local businesses. Consulting services require attendance at regular meetings outside of class during business hours for both online and on-campus students. In this course there will be an emphasis on problem-framing, analysis, and strategic recommendations, both quantitative and qualitative. (Fall, Winter, Spring)
B 461 Advanced Topics in Operations Management (3:3:0:0) Prerequisites: B 361 and (B 212 or [ME 142 and MATH 330]) This course is a part of the Business Management Supply Chain Management Emphasis. This course is one of the four core courses of the Integrated Supply Chain Emphasis (ISCE). It involves the study of supply chain related activities, decisions, and concepts that help an organization to effectively manage risks and maintain responsiveness and flexibility in the face of demand and supply uncertainty. Given the high degree of uncertainty that many supply chains face today, it is important to know how to help companies understand those uncertainties and make cost effective decisions that will result in increased flexibility throughout a supply chain. (Fall, Winter, Spring)	B 499B Business Writing Capstone (1:0:0) Course Requirement: 48 credits required This is a business writing capstone course that focuses on the writing required for employment in each business emphasis. Students will conduct a personal writing SWOT analysis, speak with mentors in their profession, determine the four documents they will create, teach one another to edit and revise to professional standards, and gain confidence in their writing abilities for future employment opportunities. (Fall, Winter, Spring)
B 466 Global Sourcing (3:3:0:0) Prerequisite: B 361 This course is a part of the Business Management Supply Chain Management Emphasis. This course will focus on the buy-side aspects of supply chain management. Students will learn through case studies, scholarly articles, textbooks, and interactions with supply-chain professionals. Significant emphasis will be placed on learning through real-world application. Focus topics include supplier management strategies, supplier relationship management, procurement processes, vendor selection, negotiations, supplier development, E-procurement, and ethics. (Fall, Winter, Spring)	