

Department of

# Business Management



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<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 Advising Center, Smith 227, [cbcadvising@byui.edu](mailto:cbcadvising@byui.edu), or (208) 496-1411.

Online students can contact (208) 496-9900 or [cbconline@byui.edu](mailto: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 215, B 320 and MATH 221A in order to move on to the next group of business classes. B 320 fulfills the FDENG 301 requirement.
5. Successfully complete with a 2.5 GPA/C- or higher the Integrated Business Core (IBC). 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 398R 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, Social Media Marketing or Supply Chain Management) and Capstone (B 499A or B 499E).
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 with a 2.5 GPA/C- or higher, B 211, B 215 and MATH 221(A, B, or C) in order to move on to the next group of business classes.
3. 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).
4. Successfully complete with a 2.5 GPA/C- or higher one of the following: B 380 or B 483.
5. Successfully complete with a 2.5 GPA/C- or higher Business Capstone B 499A or B 499E.
6. Successfully complete IDS 398R 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. 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

## Business Management

Brigham Young University–Idaho 2016-2017

chain area, students will be prepared for careers in procurement, production and operations management, forecasting and production planning, and logistics management. Within the Social Media Marketing area, students will be prepared for careers in social media marketing, digital content creation, and social media analytics.

### Accessibility of Business Management Courses

B 100, B 101, B 129, B 183, B 201, B 225, B 240, B 250, B 275, B 283, B 320, B 370, B 380, B 383, B 413, and B 483 are available to all students.

### Administrative Assistant/Office Manager AAS (370)

<b>Core Courses</b> <i>Take these courses:</i> B 129                   3 B 240                   3 B 241                   3 CIT 110                3 <hr style="width: 50px; margin-left: 0;"/> 12	<b>Supplemental Courses</b> <i>Take 23 credits:</i> ACCTG 180            3 ACCTG 205           2 B 201                   3 B 211                   3 B 250                   3 B 283                   3 <i>cont. in next column</i>	<i>cont. from previous column</i> B 370                   3 CIT 230                3 COMM 125             3 COMM 175             2 COMM 310             3 COMM 339             3 <hr style="width: 50px; margin-left: 0;"/> 23	<b>Program Notes:</b> <ul style="list-style-type: none"> <li>• No Double Counting of Major Courses</li> <li>• No Grade Less Than C-</li> <li>• It is recommended that students complete B 320 to fulfill their Advanced Writing requirement.</li> <li>• Not all courses are available online. Please check <a href="http://www.byui.edu/">www.byui.edu/</a> online for a list of courses offered online.</li> </ul>
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
Foundations	17	Fall-Winter	Yes
Major	35	Winter-Spring	Yes
Elective	8	Spring-Fall	Yes
Total	60	Online	Yes

### Business Management AAS (371)

<b>Core Courses</b> <i>Take these courses:</i> ACCTG 201            3 ACCTG 202           3 B 100                   1 B 211                   3 B 215                   3 B 298R                1-5 B 361                   3 ECON 150             3 MATH 221A           3 <hr style="width: 50px; margin-left: 0;"/> 23 Complete 1 Option <b>Option 1 (Online Students)</b> B 301                   3 B 321                   3 B 341                   3 <hr style="width: 50px; margin-left: 0;"/> 9 <b>Option 2 (Day Students)</b> B 302*                 3 B 322*                 3 B 342*                 3 <hr style="width: 50px; margin-left: 0;"/> 9	<i>Take 4 courses totaling at least 10 credits:</i> ACCTG 180            3 ACCTG 205           2 AGBUS 180B         3 B 120                   3 B 183                   3 B 250                   3 B 275                   3 B 283                   3 B 383                   3 CIT 110                3 COMM 150             3 COMM 175             2 <hr style="width: 50px; margin-left: 0;"/> 10	<b>Program Notes:</b> <ul style="list-style-type: none"> <li>• No Double Counting of Major Courses</li> <li>• No Grade Less Than C-</li> <li>• It is recommended that students complete B 320 to fulfill their Advanced Writing requirement</li> <li>• Not all courses are available online. Please check <a href="http://www.byui.edu/">www.byui.edu/</a> online for a list of courses offered online.</li> <li>• This degree cannot be combined with the BS in Applied Management (405) degree.</li> <li>• *These courses should be taken in one semester as part of the IBC experience where groups of students create a business and run it on campus for the duration of the semester.</li> </ul>	
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
Foundations	17	Fall-Winter	Yes
Major	42	Winter-Spring	Yes
Elective	1	Spring-Fall	Yes
Total	60	Online	Yes

## Business Management

Brigham Young University-Idaho 2016-2017

<b>BS in Applied Management (405)</b>			
<b>AAS Degree</b> Complete AAS** (60-66 credits total) AAS credits (43-49 will count towards major; 17 count towards Foundations) 43-49  <b>Pre-IBC Courses</b> Take these courses prior to the IBC Group. ACCTG 180           3 B 101 or B 211       3 <hr style="width: 100%;"/> 6  Take These Courses: B 298R***           1-5 B 398R***           1-3 B 499A or 499E       3 <hr style="width: 100%;"/> 5	<b>IBC Courses</b> Complete 1 option:  <b>Option 1 (For Day Students: Take in 1 semester)</b>  B 302*               3 B 322*               3 B 342*               3 <hr style="width: 100%;"/> 9  <b>Option 2 (For Online Students)</b>  B 301                 3 B 321                 3 B 341                 3 <hr style="width: 100%;"/> 9	<b>Supplemental Courses</b> Take 6 credits: B 250                 3 B 275                 3 B 283                 3 B 361                 3 B 370                 3 B 383                 3 B 483                 3 CIT 200 level or above 3 ECON 358             3 MATH 221A           3 <hr style="width: 100%;"/> 6	<b>Program Notes:</b> No Double Counting of Major Courses • No Grade Less Than C- • It is recommended that students complete B 320 to fulfill their Advanced Writing requirement. • Not all courses are available online. Please check <a href="http://www.byui.edu/online">www.byui.edu/online</a> for a list of courses offered online. • Students completing the AAS in Business Management (371) are not allowed to complete this degree.  *These courses should be taken all in one semester as part of the IBC experience where groups of students create a business and run it on campus for the duration of the semester.  **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 298 for 1 credit and B 398R for 1 credit. Complete pre-approval paperwork at <a href="http://www.byui.edu/internships">www.byui.edu/internships</a> and meet with Internship Coordinator before starting internship.
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
	Foundations       40 Major               69-75 Elective             5-11 Total                 120		Fall-Winter        Yes Winter-Spring     Yes Spring-Fall        Yes Online               Yes

<b>BS in Business Management Marketing Emphasis (415-95)</b>			
<b>Core Courses</b> Take these courses: ACCTG 201           3 ACCTG 202           3 B 100                 1 B 211                 3 B 215                 3 B 298R**           1-5 B 361                 3 B 398R**           1-3 B 499A or 499E     3 ECON 150            3 ECON 151            3 MATH 221A           3 <hr style="width: 100%;"/> 30  Take 1 course: B 380                 3 B 483                 3 ECON 358            3 <hr style="width: 100%;"/> 3	<b>IBC Courses</b> Complete 1 option:  <b>Option 1 (Day Students)</b>  B 302*               3 B 322*               3 B 342*               3 <hr style="width: 100%;"/> 9  <b>Option 2 (Online Students)</b>  B 301                 3 B 321                 3 B 341                 3 <hr style="width: 100%;"/> 9	<b>Marketing Courses</b> Take these courses : 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	<b>Program Notes:</b> • No Double Counting of Major Courses • No Grade Less Than C- • It is recommended that students complete B 320 to fulfill their Advanced Writing requirement. • This degree is not available to online students.  *These courses should be taken all in one semester as part of the IBC experience where groups of students create a business and run it on campus for the duration of the semester.  **Take B 298R and 398R for 1 credit each. Complete pre-approval paperwork at <a href="http://www.byui.edu/internships">www.byui.edu/internships</a> and meet with an Internship Coordinator before starting internship.
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
	Foundations       40 Major               54 Elective             26 Total                 120		Fall-Winter        Yes Winter-Spring     Yes Spring-Fall        Yes

**Business Management**

Brigham Young University-Idaho 2016-2017

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<b>Credit Requirements:</b>		<b>Tracks Available:</b>																																																													
Foundations	40	Fall-Winter	Yes																																																												
Major	54	Winter-Spring	Yes																																																												
Elective	26	Spring-Fall	Yes																																																												
Total	120																																																														

## Business Management

Brigham Young University-Idaho 2016-2017

BS in Business Management Entrepreneurial Management Emphasis (415-171)			
<b>Core Courses</b> <i>Take these courses:</i> ACCTG 201           3 ACCTG 202           3 B 100                   1 B 211                   3 B 215                   3 B 298R**           1-5 B 361                   3 B 398R**           1-3 B 499A or 499E     3 ECON 150            3 ECON 151            3 MATH 221A           3 <hr style="width: 100%;"/> 30  <i>Take 1 course:</i> B 380                   3 B 483                   3 ECON 358            3 <hr style="width: 100%;"/> 3	<b>IBC Courses</b> <i>Complete 1 option:</i>  <b>Option 1 (Day Students)</b> B 302*               3 B 322*               3 B 342*               3 <hr style="width: 100%;"/> 9  <b>Option 2 (Online Students)</b> B 301                 3 B 321                 3 B 341                 3 <hr style="width: 100%;"/> 9	<b>Entrepreneurial Management Courses</b> <i>Take these courses :</i> B 183***            3 B 283***            3 B 383***            3 <hr style="width: 100%;"/> 9  <i>Take 3 credits:</i> B 250                 3 B 351                 3 B 374                 3 B 475                 3 <hr style="width: 100%;"/> 3	<b>Program Notes:</b>  • No Double Counting of Major Courses  • No Grade Less Than C-  • It is recommended that students complete B 320 to fulfill their Advanced Writing requirement.  *These courses should be taken all in one semester as part of the IBC experience where groups of students create a business and run it on campus for the duration of the semester.  **Take B 298R and 398R for 1 credit each. Complete pre-approval paperwork at <a href="http://www.byui.edu/internships">www.byui.edu/internships</a> and meet with an Internship Coordinator before starting internship.  ***B 183 should be taken during semester 1,2,3, or 4; B 283 should be taken in semester 4,5, or 6; B 383 should be taken in semester 6 or 7.
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
	Foundations       40 Major                 54 Elective             26 Total                 120		Fall-Winter        Yes Winter-Spring    Yes Spring-Fall        Yes Online               Yes

BS in Business Management Social Media Marketing Emphasis (415-205)			
<b>Core Courses</b> <i>Take these courses:</i> ACCTG 201           3 ACCTG 202           3 B 100                   1 B 211                   3 B 215                   3 B 298R**           1-5 B 361                   3 B 398R**           1-3 ECON 150            3 ECON 151            3 MATH 221A           3 <hr style="width: 100%;"/> 27  <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 499A                3 B 499E                3 <hr style="width: 100%;"/> 3	<b>IBC Courses</b> <i>Complete 1 option:</i>  <b>Option 1 (For Day Students)</b> B 302*               3 B 322*               3 B 342*               3 <hr style="width: 100%;"/> 9  <b>Option 2 (For Online Students)</b> B 301                 3 B 321                 3 B 341                 3 <hr style="width: 100%;"/> 9	<b>Emphasis Courses</b> <i>Take these courses:</i> COMM 125            3 B 351                 3 <hr style="width: 100%;"/> 6  <b>Supplemental Courses</b> <i>Take 6 credits</i> B 250                 3 B 451                 2 COMM 310            3 COMM 315            3 COMM 322            3 COMM 397R          1 <hr style="width: 100%;"/> 6	<b>Program Notes:</b>  • No Double Counting of Major Courses  • No Grade Less Than C-  • It is recommended that students complete B 320 to fulfill their Advanced Writing requirement.  • Not all courses are available online. Please check <a href="http://www.byui.edu/online">www.byui.edu/online</a> for a list of courses offered online.  *These courses should be taken all in one semester as part of the IBC experience where groups of students create a business and run it on campus for the duration of the semester.  **Take B 298R for 1 credit and 398R for 1 credit. Complete pre-approval paperwork at <a href="http://www.byui.edu/internships">www.byui.edu/internships</a> and meet with Internship Coordinator before starting internship.
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
	Foundations       40 Major                 54 Elective             26 Total                 120		Fall-Winter        Yes Winter-Spring    Yes Spring-Fall        Yes

**Business Management**

Brigham Young University-Idaho 2016-2017

<b>Minor in Finance (247)</b>			
<b>Core Courses</b> <i>Take 1 course:</i> ACCTG 201           3 B 499A               3 B 499E               3 ----- 3  <i>Take these courses:</i> B 211                 3 B 215                 3 B 301                 3 ----- 9	<i>Complete one 12-credit option:</i>		
	<b>Option 1</b> <i>Take these courses:</i> B 401                 3 B 410                 3 B 428                 1 B 433                 1 ----- 8  <b>Emphasis Area</b> <i>Complete 1 emphasis:</i> Advanced Investments B 411                 3 B 424                 1 ----- 4  Real Estate B 413                 3 B 424                 1 ----- 4  New Venture Finance B 424D               1 B 475                 3 ----- 4	<b>Option 2</b> <i>Take these courses:</i> B 410                 3 B 428                 1 B 433                 1 ----- 5  <b>Emphasis Area</b> <i>Take 4 credits:</i> Advanced Investments B 411                 3 B 424                 1  Real Estate B 413                 3 B 424                 1  New Venture Finance B 424D               1 B 475                 3 ----- 4  <i>And take 3 credits:</i> B 370                 3 B 383                 3 B 483                 3 ----- 9	<b>Program Notes:</b>  •No Double Counting of Minor Courses  •No Grade Less Than C- for Minor Courses  •Not all courses are available online. Please check <a href="http://www.byui.edu/online">www.byui.edu/online</a> for a list of courses offered online.
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
Total	24	Fall-Winter	Yes
		Winter-Spring	Yes
		Spring-Fall	Yes

<b>Minor in Marketing (248)</b>			
<b>Core Courses</b> <i>Complete 1 Group:</i> Group 1 B 321                 3 B 341                 3 B 361                 3 ----- 9  Group 2 B 302*                3 B 322*                3 B 342*                3 ----- 9  Group 3 B 301                 3 B 321                 3 B 341                 3 ----- 9  <i>Take 1 course:</i> B 499A                3 B 499E                3 MATH 221A           3 MATH 221B           3 MATH 221C           3 ----- 9	<i>Take these courses:</i> B 439                 1 B 443**              2 B 446                 2 B 448                 1 B 452                 2 B 453***             2 ----- 10  <i>Take 2 credits:</i> B 451                 2 OR B 457 and COMM 231A           1 ----- 2	<b>Program Notes:</b>  •No Double Counting of Minor Courses  •No Grade Less Than C- for Minor Courses  •Not all courses are available online. Please check <a href="http://www.byui.edu/online">www.byui.edu/online</a> for a list of courses offered online.  •This minor is not an option for online students.  *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.  **B 443 has a pre-req of Math 221A  ***B 443 and 453 should be taken in the same semester.	
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
Total	24	Fall-Winter	Yes
		Winter-Spring	Yes
		Spring-Fall	Yes



## Business Management

Brigham Young University-Idaho 2016-2017

### Minor in Supply Chain Management (249)

<b>Core Courses</b> <i>Take these courses:</i> B 211           3 B 215           3 B 361           3 B 461*         3 B 466           3 B 468           3 B 478*         3 <hr style="width: 50%; margin-left: 0;"/> 21	<b>Take 1 course:</b> MATH 221A       3 MATH 221B       3 MATH 221C       3 ME 340            3 <hr style="width: 50%; margin-left: 0;"/> 3	<b>Program Notes:</b> <ul style="list-style-type: none"> <li>•No Double Counting of Minor Courses</li> <li>•No Grade Less Than C- for Minor Courses</li> <li>•Not all courses are available online. Please check <a href="http://www.byui.edu/online">www.byui.edu/online</a> for a list of courses offered online.</li> </ul> <p style="font-size: small;">*B 461 and B 478 should be taken concurrently.</p>
<b>Credit Requirements:</b>  Total                   24	<b>Tracks Available:</b>  Fall-Winter        Yes Winter-Spring     Yes Spring-Fall         Yes	

### Minor in Business Management (250)

<b>Core Courses</b> <i>Take 15 credits:</i> ACCTG 180 OR 201   3 B 211            3 B 215            3 B 361**         3 ECON 150 OR (MATH 221A, B, OR C)   3 <hr style="width: 50%; margin-left: 0;"/> 15	<b>IBC Courses</b> <i>Complete 1 Option:</i> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>Option 1</b>  <i>(for day students only; take in 1 semester)</i>                      B 302*           3                      B 322*           3                      B 342*           3  <hr style="width: 50%; margin-left: 0;"/>                               9                 </td> <td style="width: 50%; vertical-align: top;"> <b>Option 2</b>  <i>(for online students only)</i>                      B 301            3                      B 321            3                      B 341            3  <hr style="width: 50%; margin-left: 0;"/>                               9                 </td> </tr> </table>	<b>Option 1</b> <i>(for day students only; take in 1 semester)</i> B 302*           3 B 322*           3 B 342*           3 <hr style="width: 50%; margin-left: 0;"/> 9	<b>Option 2</b> <i>(for online students only)</i> B 301            3 B 321            3 B 341            3 <hr style="width: 50%; margin-left: 0;"/> 9	<b>Program Notes:</b> <ul style="list-style-type: none"> <li>•No Double Counting of Minor Courses</li> <li>•No Grade Less Than C- for Minor Courses</li> <li>•Not all courses are available online. Please check <a href="http://www.byui.edu/online">www.byui.edu/online</a> for a list of courses offered online.</li> </ul> <p style="font-size: small;">*These courses should be taken all in one semester as part of the IBC experience where groups of students create a business and run it on campus for the duration of the semester.</p> <p style="font-size: small;">**B 361 has a pre-req of MATH 221 A, B, OR C or ECON 278 or MATH 330.</p>
<b>Option 1</b> <i>(for day students only; take in 1 semester)</i> B 302*           3 B 322*           3 B 342*           3 <hr style="width: 50%; margin-left: 0;"/> 9	<b>Option 2</b> <i>(for online students only)</i> B 301            3 B 321            3 B 341            3 <hr style="width: 50%; margin-left: 0;"/> 9			
<b>Credit Requirements:</b>  Total                   24	<b>Tracks Available:</b>  Fall-Winter        Yes Winter-Spring     Yes Spring-Fall         Yes Online                Yes			

### Minor in Entrepreneurship (251)

<b>Core Courses</b> <i>Complete 1 Group:</i> Group 1 ACCTG 180 or 201   3 B 283**           3 B 383**           3 <hr style="width: 50%; margin-left: 0;"/> 9  Group 2 B 283**           3 B 383**           3 B 483**           3 <hr style="width: 50%; margin-left: 0;"/> 9  <i>Take 6 new credits:</i> B 250            3 B 351            3 B 361            3 B 374            3 B 475            3 B 483**         3 <hr style="width: 50%; margin-left: 0;"/> 6	<b>Complete 1 Group:</b> Group 1 (Day Students): B 302*           3 B 322*           3 B 342*           3 <hr style="width: 50%; margin-left: 0;"/> 9  Group 2 (Online Students) B 301            3 B 321            3 B 341            3 <hr style="width: 50%; margin-left: 0;"/> 9  Group 3 B 321            3 B 341            3 B 499A or 499E   3 <hr style="width: 50%; margin-left: 0;"/> 9	<b>Program Notes:</b> <ul style="list-style-type: none"> <li>•No Double Counting of Minor Courses</li> <li>•No Grade Less Than C- for Minor Courses</li> <li>•Please check online website (<a href="http://www.byui.edu/online">www.byui.edu/online</a>) for course availability for online sections.</li> </ul> <p style="font-size: small;">*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.</p> <p style="font-size: small;">**Suggested course sequence for entrepreneurship B 283 should be taken during semester 4-6; B 383 should be taken in semester 6 or 7; if B 483 is taken as part of course work, it should be taken semester 7 or 8.</p>
<b>Credit Requirements:</b>  Total                   24	<b>Tracks Available:</b>  Fall-Winter        Yes Winter-Spring     Yes Spring-Fall         Yes Online                Yes	

## Business Management

Brigham Young University-Idaho 2016-2017

Business Management Concentration (D 128)			
<b>Core Courses</b> <i>Take these courses:</i> B 211           3 B 215           3 B 361           3 _____ 9  <i>Take 1 course:</i> ACCTG 180    3 ACCTG 201    3 _____ 3  <i>Take 1 course:</i> MATH 221A    3 MATH 221B    3 MATH 221C    3 _____ 3	<i>Take 1 course:</i> B 380           3 B 483           3 _____ 3  <i>Take 1 course:</i> B 499A         3 B 499E         3 _____ 3  <b>Interdisciplinary Courses</b> <i>Take these courses:</i> IDS 398R**    2-3 IDS 499         2 _____ 4	<b>IBC Courses</b> <i>Complete 1 option:</i>  <b>Option 1</b> <i>(for Day Students)</i> <i>Take in 1 semester</i> B 302*           3 B 322*           3 B 342*           3 _____ 9  <b>Option 2</b> <i>(for Online Students)</i> B 301            3 B 321            3 B 341            3 _____ 9	<b>Program Notes:</b>  •No Double Counting of Concentration Courses  •No Grade Less Than C- for Concentration Courses  •Not all courses are available online. Please check <a href="http://www.byui.edu/">www.byui.edu/</a> online for a list of courses offered online.  *These courses should be taken all in one semester as part of the IBC experience where groups of students create a business and run it on campus for the duration of the semester.  **IDS 398R needs to be taken for 2 credits.
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
Total                   34		Fall-Winter        Yes Winter-Spring     Yes Spring-Fall        Yes Online               Yes	

Supply Chain and Operations Management Concentration (D 137)			
<b>Core Courses</b> <i>Take these courses:</i> 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 _____ 27	<b>Supplemental Courses</b> <i>Take 1 course:</i> B 215           3 ME 142         3 _____ 3  <i>Take 1 course:</i> MATH 221A    3 MATH 330       3 _____ 3	<b>Interdisciplinary Courses</b> <i>Take 1 course:</i> IDS 398R       1-3 ME 398R        1 _____ 1  <i>Take 1 course:</i> IDS 499         2 ME 340         3 _____ 2	<b>Program Notes:</b>  •No Double Counting of Concentration Courses  •No Grade Less Than C- for Concentration Courses  •Not all courses are available online. Please check <a href="http://www.byui.edu/">www.byui.edu/</a> online for a list of courses offered online.  *B 461 and B 478 must be taken concurrently.
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
Total                   36		Fall-Winter        Yes Winter-Spring     Yes Spring-Fall        Yes Online               Yes	

Administrative Assistant/Office Manager Concentration (D 144)			
<b>Core Courses</b> <i>Take these courses:</i> B 129           3 B 240           3 B 241           3 CIT 110         3 _____ 12  <b>Supplemental Courses</b> <i>Take 20 credits:</i>  <i>Take 1 or more of the following courses:</i> B 370            3 COMM 310       3 COMM 339       3	<i>Take the remaining credits from the following courses:</i> ACCTG 180    3 ACCTG 205    3 B 201           3 B 211           3 B 250           3 B 283           3 B 351           3 CIT 230        3 COMM 125      3 COMM 175      2 _____ 20	<b>Interdisciplinary Courses</b> <i>Take these courses:</i> IDS 398R       1-3 IDS 499         2 _____ 3	<b>Program Notes:</b>  •No Double Counting of Concentration Courses  •No Grade Less Than C- for Concentration Courses  •Not all courses are available online. Please check <a href="http://www.byui.edu/">www.byui.edu/</a> online for a list of courses offered online.  •It is recommended that students complete B 320 to fulfill their Advanced Writing requirement.
<b>Credit Requirements:</b>		<b>Tracks Available:</b>	
Total                   35		Fall-Winter        Yes Winter-Spring     Yes Spring-Fall        Yes Online               Yes	



### Administrative Assistant Certificate (C 101)

<b>Core Courses</b> <i>Take these courses:</i>	<b>Supplemental Courses</b> <i>Take 1 course:</i>	<b>Program Notes:</b>
B 129                   3	ACCTG 205           2	•Grade of C- or higher required in all Certificate Courses
B 240                   3	CIT 230               3	
B 241                   3	COMM 125           3	
CIT 110                 3	COMM 150           3	
<u>3</u>	<u>3</u>	
12	2	

#### Credit Requirements:

Total                   14

### Professional Sales Certificate (C 102)

<b>Core Courses</b> <i>Take these courses:</i>	<b>Program Notes:</b>
ACCTG 180           3	•Grade of C- or higher required in all Certificate Courses
B 101                   3	
B 120                   3	
B 341                   3	
COMM 150           3	
<u>3</u>	
15	

#### Credit Requirements:

Total                   15

### Entrepreneurship Certificate (C 106)

<b>Required Courses</b> <i>Take at least 3 credits:</i>	<b>Program Notes:</b>
ACCTG 180           3	•Grade of C- or higher required in all Certificate Courses
AGBUS 180A and    2	
AGBUS 180B         2	
<u>2</u>	
3	
<i>Take these courses:</i>	
B 120                   3	
B 183                   3	
B 283                   3	
<u>3</u>	
9	
<i>Take 1 course:</i>	
B 250                   3	
B 383                   3	
<u>3</u>	
3	

#### Credit Requirements:

Total                   15

### Commercial Fundamentals Certificate (C 111)

<b>Required Courses</b> <i>Take these courses:</i>	<b>Program Notes:</b>
ACCTG 180           3	•No double counting for minor courses •Grade of C- or higher required in all Certificate Courses •Certificates are not available to on campus DAY students
B 120                   3	
B 183                   3	
CIT 110                 3	
COMM 175           2	
<u>2</u>	
14	

#### Credit Requirements:

Total                   14

## Business Management

Brigham Young University-Idaho 2016-2017

### Business Management Certificate (C 123)

<b>Core Courses</b>			<b>Program Notes:</b>	
<i>Take these courses*</i>			•Grade of C- or higher required in all Certificate Courses  *Suggested Sequencing: First Semester: FDMAT 108 and ECON 150 Second Semester: ACCTG 180 or 201 and B 211 Third Semester: B 215  **Students seeking a Bachelor's degree in Business Management should take ACCTG 201 instead of ACCTG 180.	
B 211	3			
B 215	3			
ECON 150	3			
FDMAT 108	3			
	12			
<i>Take 1 course:</i>				
ACCTG 180	3			
ACCTG 201**	3			
	3			

#### Credit Requirements:

Total 15

### Business Predefined Clusters

<b>General Business</b>		<b>2100</b>
<i>Take this course:</i>		
ACCTG 180 or 201	Survey of Accounting	3
<i>Take 9 credits:</i>		
AGBUS 210	Agricultural Economics	3
B 201	Intro to Finance	3
B 211	Business Fundamentals	3
B 275	Business Law	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 380	Introduction to International Business	3
B 383	Launching New Ventures	3
B 483	Entrepreneurial Management	3
ECON 150	Economic Principles and Problems - Micro	3
MATH 221A	Business Statistics	3
	<b>Total Credits</b>	<b>12</b>
<b>General Business (For Accounting Majors)</b>		<b>2101</b>
<i>Take these courses:</i>		
B 321	Organizational Effectiveness	3
B 341	Marketing Management	3
B 361	Production and Operations Management	3
<i>Take 1 course:</i>		
B 499A	Principles of Business Strategy	3
B 499E	Business Leadership Capstone	3
	<b>Total Credits</b>	<b>12</b>
<b>Administrative Assistant</b>		<b>2103</b>
<i>Take these courses:</i>		
B 129	Office Procedures	3
B 240	Word Processing I	3
B 241	Word Processing II	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
	<b>Total Credits</b>	<b>12</b>

<b>Real Estate</b>		<b>2106</b>
<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
	<b>Total Credits</b>	<b>12</b>
*No double counting of major/minor coursework		
**Prerequisites will need to be met		
<b>Business Fundamentals</b>		<b>2109</b>
<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
	<b>Total Credits</b>	<b>12</b>
<b>Human Resource Management</b>		<b>2111</b>
<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
	<b>Total Credits</b>	<b>12</b>
*Business majors cannot take B 321 as an option for this cluster.		
<b>Entrepreneurship</b>		<b>2115</b>
<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
	<b>Total Credits</b>	<b>12</b>

## Business Management

Brigham Young University–Idaho 2016-2017

### Course Descriptions

### Credits\*

#### B 100 Career Development

(1:1:0:0)

This 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.

(Fall, Winter, Spring)

#### B 129 Office Procedures

(3:3:0:0)

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. This is a service-learning course in which students are required to participate in weekly volunteer work in an office setting.

(Fall, Winter, Spring)

#### B 183 Introduction to Entrepreneurship

(3:3:0:0)

This course is intended to guide students 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)

Prerequisite: FDMAT 108 or MATH 109

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 215 Spreadsheet Analysis for Business

(3:3:0:0)

Prerequisites: B 211

Students will acquire, develop and apply intermediate to advanced spreadsheet analysis skills in a business context. After individually completing spreadsheet tutorials and assignments, students will then develop and apply their skills in a wide range of mini-projects and exams. The mini-projects and exams, which are designed to be realistic and representative of business activities students might encounter in the workplace, will include elements of finance, marketing, and supply chain management.

#### 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 Word Processing I

(3:3:0:0)

Provides a thorough understanding of Microsoft Word and enhance efficiency, effectiveness, and professionalism in users and documents. Students will customize and automate information using Microsoft Office 2013—Word, Excel, and Access. Topics include navigation and format of business documents and envelopes, graphics, tables, charts, labels, themes, styles, forms, macros, and merging and sorting.

(Fall, Winter, Spring)

#### B 241 Word Processing II

(3:3:0:0)

Prerequisite: B 240

Students will gain advanced skills in word processing as they learn to merge documents, manage lists, sort text, manage page numbering, headers and footers, share documents, customize Quick Parts, customize AutoCorrect, customize themes, styles, protect document, and create indexes, advanced tables, forms, and macros.

(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)

# Business Management

Brigham Young University–Idaho 2016-2017

- B 298R Beginning Internship (1-5:0:0:0)**  
Repeatable Course: May earn a maximum of 10 credits  
Internship Fees: \$81.50 (LDS) \$163 (non-LDS) per credit  
Exempt from tuition, but charged this independent course fee  
Course Requirement: 12 credits and 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 home page. 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.  
(Fall, Winter, Spring)
- B 301 Financial Management (3:3:0:0)**  
Course equivalent to B 302  
Prerequisites: ACCTG 180 or ACCTG 201  
Course Requirement: 48 credits required  
*Please note: DAY students required to complete the IBC (Integrated Business Core) program should not take this course. Instead, they should take B 302 as part of the 9-credit IBC program.* 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.  
(Fall, Winter, Spring)
- B 302 Financial Management IBC (3:0:9:0)**  
Course equivalent to B 301  
Prerequisites: ACCTG 180 or ACCTG 201  
Concurrent Requisites: B 322 and B 342  
Co-Requisites: B 361  
Course Requirement: 48 credits required  
This course is a part of the 12-credit Integrated Business Core (IBC) program. 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.  
(Fall, Winter, Spring)
- B 320 Advanced Writing in Professional Contexts (3:3:0:0)**  
Formerly: B 220  
Prerequisites: FDENG 101  
Course Requirement: 22 credits required  
Introduces the fundamentals of rhetorical principles and writing practices using a number of typical business situations. During the course, students will produce effective business letters, memos, reports, and employment packages -- some of which will be created independently and some of which will involve collaborative efforts. This will prepare students for the demands of business careers that require significant time reading, drafting, and revising written communication.  
(Fall, Winter, Spring)
- B 321 Organizational Effectiveness (3:3:0:0)**  
Course equivalent to B 322  
Course Requirement: 48 credits required  
*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.  
(Fall, Winter, Spring)

- B 322 Organizational Effectiveness IBC (3:0:9:0)**  
Course equivalent to B 321  
Prerequisites: ACCTG 180 or ACCTG 201  
Concurrent Requisites: B 302 and B 342  
Co-Requisites: B 361  
Course Requirement: 48 credits required  
This course is a part of the 12-credit Integrated Business Core (IBC) program and is required for all majors including a Business Minor or Emphasis except for Accounting Majors. 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.  
(Fall, Winter, Spring)
- B 341 Marketing Management (3:3:0:0)**  
Course equivalent to B 342  
Course Requirement: 48 credits required  
*Please note: DAY students required to complete the IBC (Integrated Business Core) program should not take this course. Instead, they should take B 342 as part of the 9-credit IBC program.* 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.  
(Fall, Winter, Spring)
- B 342 Marketing Management IBC (3:0:9:0)**  
Course equivalent to B 341  
Prerequisites: ACCTG 180 or ACCTG 201  
Concurrent Requisites: B 302 and B 322  
Co-Requisites: B 361  
Course Requirement: 48 credits required  
This course is a part of the 12-credit Integrated Business Core (IBC) program. Not for Accounting Majors doing a Business Minor or Business Emphasis. Required for all other 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.  
(Fall, Winter, Spring)
- B 350 Web Business II (3:3:0:0)**  
This course is not currently offered.
- B 351 Social Media Marketing (3:3:0:0)**  
Prerequisites: COMM 125 or COMM 130  
Social media marketing prepares students to become proficient with various platforms while staying up-to-date on the latest best practices and exploring the power of social media marketing. This course provides students with practical, real-world experiences and proven social media marketing techniques and strategies.  
(Fall, Winter, Spring)
- B 361 Production and Operations Management (3:3:0:0)**  
Course Fee: \$20.00  
Prerequisites: MATH 221A or MATH 221B or MATH 221C or MATH 330  
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)

# Business Management

Brigham Young University–Idaho 2016-2017

## 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 group think. The course leverages case studies and professional/scholarly articles to gain a better understanding of real-life workplace challenges.  
(Fall, Winter, Spring)

## B 374 Social Innovation

(3:3:0:0)

Intended to help students become better disciple leaders by “Doing Good, Better.” Learn how to become a change maker and embrace some element of the social spectrum -- anything from working for a non-profit to starting a hybrid or social business. Covers the broad spectrum of how individuals and organizations are solving the world’s greatest problems in new and innovative ways. Understand the different ways to make a difference in the world when the opportunity presents itself to give back. Learn about the broad spectrum of social innovation including: non profits, social businesses, NGO’s, impact investing, philanthropy, and corporate social responsibility. Hybrid class; all course content will be completed outside of class.  
(Fall, Winter, Spring)

## B 375 Non-Government Organization (NGO) Management

(3:3:0:0)

Prerequisites: ECON 151

Course Requirement: 48 credits required

Familiarizes students with the structure of non-governmental organizations (NGOs) and the legal, social, political, and economic environment in which they operate. 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 sustainability.  
(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)

## B 398R Advanced Business Internship

(1-3:0:0:0)

Formerly: B 398

Repeatable Course: May earn a maximum of 3 credits

Internship Fees: \$81.50 (LDS) \$163 (non-LDS) per credit

Exempt from tuition, but charged this independent course fee

Prerequisites: B 298R and B 320

Course Requirement: Instructor authorization required

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 home page. 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

(1-3:1:0:0)

Repeatable Course: May earn a maximum of 9 credits

Course Requirement: Department authorization required

An arranged research or special project course.

(Fall, Winter, Spring)

## B 401 Advanced Financial Management

(3:3:0:0)

Prerequisites: ACCTG 202 and ((B 215 and (B 301 or B 302)) 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: ACCTG 301 or B 215 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: ACCTG 301 or B 215 or ECON 255

Co-Requisites: 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 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.  
(Winter)

## 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

## Business Management

Brigham Young University–Idaho 2016-2017

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 real estate.  
(Fall, Winter, Spring)

### **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)**

Prerequisites: B 341 or B 342

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)**

Prerequisites: (B 341 or B 342) and (ECON 278 or MATH 221A or MATH 221B or MATH 221C)

Concurrent Requisite: B 453

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)**

Prerequisites: B 341 or B 342

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)

### **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-click 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 452 Sales and Negotiations (2:2:0:0)**

Prerequisites: B 341 or B 342

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 453 Marketing Strategy Research (2:2:0:0)**

Concurrent Requisite: B 443

Course Requirement: 48 credits required

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 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. This course will cover key marketing and operations issues unique to retailing, including store location, layout, pricing policy, and merchandising math.  
(Winter, Spring)

### **B 458 Principles of Supply Chain Management (1:1:0:0)**

This course is not currently offered.

### **B 461 Advanced Topics in Operations Management (3:3:0:0)**

Prerequisites: B 361 and (B 215 or ME 142) and (ECON 278 or MATH 221A or MATH 221B or MATH 221C or MATH 330)

Concurrent Requisite: B 478

This course is a part of the Business Management Supply Chain Management Emphasis. This course is one of four core courses in 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 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.  
(Winter, Spring)

### **B 468 Logistics Management (3:3:0:0)**

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 As-



sociation for Operations Management), and the BYU-Idaho Supply Chain LinkedIn group.  
(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 SBCs, and equity financing from angels, private placements, venture capitalists, and public equity markets.

(Fall, Winter, Spring)

**B 478 Supply Chain Analysis and Modeling (3:3:0:0)**

Prerequisites: B 361 and (B 215 or ME 142) and (ECON 278 or MATH 221A or MATH 221B or MATH 221C or 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.

(Winter, Spring)

**B 483 Entrepreneurial Management (3:3:0:0)**

Course Requirement: 22 credits required

This course is as much about becoming as it is about knowing and doing. It is well suited for those who desire to pursue entrepreneurship at some point in their lives, but it is equally valuable for students who want to gain a broad perspective of business management and leadership principles. Through a series of case studies and other activities, students will experience many of the challenges faced by entrepreneurs every day—deciding whether or not a new venture is a good idea, how to pursue the venture, and how to navigate the murky waters of financing, negotiating with partners, investors and suppliers. You will develop critical thinking and analytical skills, as well as some essential quantitative skills.

(Fall, Winter, Spring)

**B 499A Principles of Business Strategy (3:3:0:0)**

Course Requirement: 72 credits required

Co-Requisite: B 398R

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 499B Business Writing Capstone (1:1:0:0)**

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 499E Business Leadership, Strategy, and Innovation Capstone (3:3:0:0)**

Course Requirement: 48 credits required

Co-Requisite: B 398R

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)