BUSINESS STUDIES CONCENTRATION

Business Studies Concentration
Examples of Career Profiles

The purpose of the Business Studies Concentration is to provide students with the flexibility in order to pursue coursework in a manner that is most beneficial to students’ career interests. This document provides samples of Career Profiles students have completed in the past. Students are not required to choose one of these Career Profiles; instead students are encouraged to meet with an advisor and create a Career Profile that best meets their career goals.

Business Studies Concentration Requirements: 21 semester hours are required. At least 15 hours must be at the 300 level or above. A range from 12 to 21 semester hours can be taken in the Business Administration Department (BADM course prefixes include: ENT, BUS, MGT, and MKT) and up to 9 semester hours of approved electives may be taken outside of the Business Administration Department (the 9 semester hours may be taken in the other areas of the Bryan School (ACC, FIN, ECO, ISM, SCM) or outside the Bryan School).

Courses within the Business Administration Department (12-21 hours): BUS/MGT/MKT/ENT

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Courses outside of the Business Administration Department (0-9 hours)

Note: these courses can be outside of the Department of Business Administration as well as the Bryan School; the student can choose up to three courses (nine semester hours).

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EXAMPLE CAREER PROFILES: Potential Areas of Interest Within the Bryan School

Focus: **Administrative Technology Management**
Core – choose 12-15 hours from the following:
- BUS 450: Directed Business Practice (experiential learning course)
- MGT 300: Management of Organizations
- MGT 318: Organizational Change and Development
- MGT 375: Management Process Skills
- ENT/ECO 312: Economics of Technology
- MGT 409: Advanced Business Communication

Choose 6-9 semester hours from the following:
- ENT/ECO 312: Economics of Technology
- ISM 116: Web Design and Development
- ISM 210: Business Computing II
- ISM 218: Database Systems
- ISM 240: Business Programming I
- SCM 304: Managing and Organizing Projects
- ISM 321: Telecommunications Management

Focus: **Financial Product Sales**
Core – choose 12-15 semester hours from the following
- MKT 424: Consumer Behavior
- MKT 327: Selling and Sales Management
- MKT 325: E-Commerce in Marketing
- BUS 450: Directed Business Practice (experiential learning course)
- ENT/FIN 335: Entrepreneurial Finance
- ENT/MKT 427: Personal Selling Internship

Choose 6-9 semester hours from the following
- FIN 330: Financial Institutions and Markets
- FIN 300: The Management of Personal Finance
- FIN 442: Investments
- FIN 473: Risk Management
- CST 315: Persuasion and Social Influence

Focus: **Sustainable Tourism and Hospitality**
Core: 12 semester hours in Business Administration Department with the advisor’s assistance.
- BUS 337: Family Business
- BUS 338: Franchising
- BUS 300: Ideas to Opportunities: Feasibility Analysis
- BUS 336: Opportunities to Action: Business Plan

Choose 9 semester hours from the following:
- STH 102: Introduction to Tourism and Hospitality
- STH 311: Sustainable Food and Beverage
- STH 333: Research Methods and Decision Analysis in Hospitality & Tourism
- STH 313: Sustainable Revenue Management
- STH 312: Greening Hotel Facilities
- STH 450: Service Management
Focus: **Integration of Technology and Marketing Management**
Core – choose 12-15 semester hours from the following:
- MKT 422 Fundamentals of Marketing Research
- MKT 325 E-commerce in Marketing
- MKT 424 Consumer Behavior
- BUS 450 Directed Business Practice
Choose 6-9 semester hours from the following:
- ECO 312 Economics of Technology
- ISM 116: Web Design and Development
- ISM 240 Business Programming I
- ISM 210 Business Computing II

Focus: **International Marketing Management**
Core – choose 12-15 semester hours from the following:
- MKT 422 Fundamentals of Marketing Research
- MKT 424 Consumer Behavior
- MKT 426 International Marketing
- MKT 325: E-Commerce in Marketing
- MKT 326 Introduction to Retailing
- MKT 327 Selling and Sales Management
- BUS 450 Directed Business Practice (experiential learning course)
Choose 6-9 semester hours from the following:
- FIN 444: International Finance
- CST 337: Intercultural Communication
- CTR 324: Commercial and Entrepreneurial Recreation
- MST 341: Broadcast Newswriting
- MST 204: Media Writing

Focus: **Merchandising Management**
Core: 12 semester hours in Business Administration Department
- MKT 326: Introduction to Retailing
- MKT 327: Selling and Sales Management
- MKT 421: Promotion Management
- BUS 450: Directed Business Practice (experiential learning course)
9 semester hours:
- CRS 231: Introduction to Apparel and Related Industries: From Concept to Consumer
- CRS 463: Global Sourcing of Apparel and Related Consumer Products
- SCM 304: Managing and Organizing Projects
- SCM 306: Business Logistics Management
EXAMPLE CAREER PROFILES: Combination of Areas of Interest Outside of the Bryan School

Focus: Corporate Communications
Core: 12 semester hours in Business Admin. Dept. Select four courses with the advisor’s assistance.
  MGT 313: Human Resource Management
  MGT 314: Industrial and Organizational Psychology
  MGT 318: Organizational Change and Development
  MGT 354: Managing Diversity in Organizations
  BUS 450: Directed Business Practice
  BUS 328: Organizational Leadership
  BUS 339: Entrepreneurial Leadership
Choose 9 semester hours from the following:
  CST 308: Organizational Communication
  CST 341: Communication and Workplace Relationships
  CST 342: Communication and Public Relations
  CST 344: Conflict Communication
  CST 350: Small Group and Team Communications
  CST 315: Persuasion and Social Influence

Focus: Creative Arts Management
Choose 12 hours from the following:
  BUS 450 - Directed Business Practice
  ENT 201 - Creativity, Innovation and Vision
  ENT 321 - Creativity, Design and Entrepreneurship
  ENT 339 - Entrepreneurial Leadership
Core – choose 9 hours from the following:
  DCE 253 - Choreography I: Craft
  DCE 353 - Choreography II: Process
  DCE 453 - Choreography III: Group Forms
  DCE 455 – Entrepreneurial Career Strategies for Dance and Performing Artists
  DCE 355 - Dance Production Practicum II

Focus: Health Care Management/Wellness
Core: 12 semester hours in Business Administration Department. Select two additional courses with the advisor’s assistance.
  BUS 305: Intro to the Business of Health-Care Management
  BUS 450: Directed Business Practice (experiential learning course)
  MGT 318: Organizational Change and Development
  MGT 354: Managing Diversity in Organizations
Choose 9 semester hours from the following:
  ECO 390: Health Economics
  HEA 207: International Health
  HEA 316: Environmental Health
  NUR 210: Concepts in Nursing
  HEA 333: Health of Women
  PHI 220: Medical Ethics
  CST 408: Health Communication
Focus: **Non-Profit Management**
Core: 12 semester hours in Business Administration Department (select four courses).
- BUS 328: Organizational Leadership
- BUS/ENT 340: Social Entrepreneurship
- BUS/ENT 300: Ideas to Opportunities: Feasibility Analysis
- BUS/ENT 336: Opportunities to Action: Business Plan
- BUS 450: Directed Business Practice (experiential learning course)
- MGT 300: Management of Organizations
- MGT 318: Organizational Change and Development
- MGT 354: Managing Diversity in Organizations

Choose 9 semester hours from the following:
- ECO 301: Intermediate Microeconomic Theory
- CTR 401: Strategic Community Leadership
- PSC 540: Non-Profit Management and Leadership
- PSC 650: Philanthropy and Resource Development
- CST 200: Communication and Community

Focus: **Pre-Law**
Core: 12-15 semester hours in Business Administration Department. Select additional courses with the advisor's assistance.
- MGT 475: Employment and Human Resource Law
- MGT 331: Legal Aspects of Business Transactions
- MGT 332: Legal Aspects of Management

Choose 6-9 semester hours from the following:
- PHI 335: Philosophy of Law
- PSC 312: Environmental Law and Policy
- PSC 313: Natural Resources Law and Policy
- PSC 316: Judicial Process
- PSC 318: Constitutional Law
- PSC 320: Civil Liberties
- PSC 336: Women and the Law
- PSC 341: International Law
- SOC 317: Criminal Justice
- SOC 324: Criminology
- SOC 332: Law and Society
- SOC 420: Family Violence

Focus: **Community and Therapeutic Recreation**
Core: 12 semester hours in Business Administration Department with the advisor's assistance.
- BUS 450: Directed Business Practice (experiential learning course)
- MGT 318: Organizational Change and Development
- MGT 354: Managing Diversity in Organizations
- MGT 313: Human Resource Management
- MGT 314: Industrial and Organizational Psychology

Choose 9 semester hours from the following:
- CRT 201: Introduction to Community Leadership
- CRT 241: Community Recreation
- CRT 213: Program Planning in Recreation and Parks
- CRT 212: Leadership in Recreation and Parks
- CRT 324: Commercial and Entrepreneurial Recreation
- CRT 416: Management in Recreation and Parks
Focus: **Sports Management**
Core: 12 semester hours in Business Administration Department (select four courses).
  - MGT 314: Industrial and Organizational Psychology
  - BUS 305: Introduction to the Business of Health Care Management
  - BUS/ENT 240: Intro to the Entrepreneurial Experience
  - MKT 403: Entrepreneurial Marketing
  - MGT 313: Human Resource Management
Choose 9 semester hours from the following:
  - KIN 379: Exercise Instruction
  - KIN 351: History and Philosophy of Sports physical activity, and physical education
  - KIN 330: Sociocultural Analysis of Sport and Exercise
  - KIN 350: History of American Sport
  - KIN 458: Aquatic Facilities Management