

Bachelor of Business Administration (BBA)

The Bachelor of Business Administration (BBA) provides a valuable balance of theory and practical experience, preparing students to work effectively in today's complex business environment. The program promotes immediate implementation of classroom theory to the work environment.

The Bachelor of Business Administration degree program offers four concentrations from which to choose: General Business, Human Resource Management, and Marketing.

Requirements for a BBA Degree

✓ Degree Component

- ___ Completion of the Bachelor General Education Core (51* credits)
- ___ Completion of the General Education Competencies
- ___ Completion of the BBA prerequisites
- ___ Completion of the BBA Core (27 credits)
- ___ Completion of a BBA Concentration (21 credits)
- ___ Completion of required electives (~27 credits)
- ___ Completion of the Major Field Test
- ___ Completion of Individual Business Project (culminates in BS 471)
- ___ Completion of 126 credit hours (two terms and 32 credit hours must be completed at Montreat College)

*EN 371 in the major can fulfill the Gen-Ed oral competency requirement.

If students take a full-time load each term, they could complete this program in four years.

BBA Prerequisites

- BS 352 Financial Accounting and BS 452 Financial and Managerial Accounting require a prerequisite of a lower-level accounting course. This prerequisite must be met by successful completion of one of the following (minimum grade of C):
 - BS 206 Principles of Accounting
 - BS 208 A Random Walk through the Financial Maze
 - Equivalent accounting course from a regionally accredited college or university (official transcript showing proof must be submitted to the Office of Records and Registration)

In addition to fulfilling the pre-requisite requirements, the above courses will earn three hours of required elective credit.

- CS 203 Information Systems Technology for Managers requires students to first meet computer competency. This prerequisite must be met by successful completion of one of the following (minimum grade of C) within the last ten (10) years:
 - CS 101 Computer Applications and Concepts
 - Equivalent introductory computer course from a regionally accredited college or university (official transcript showing proof must be submitted to the Office of Records and Registration)

In addition to fulfilling the pre-requisite requirement, the above course will earn three hours of general education credit.

BBA Individual Project

BBA students will be expected to complete a business/service project or business plan as partial fulfillment of the requirements for the bachelor's degree. Students are assigned a project advisor who will guide them through the project.

The individual business/service project is a capstone, integrative, real world learning experience, requiring each student to solve a business problem, provide a support service to a client organization, or develop an entrepreneurial business plan. For the business/service project, students will identify a client organization, define the problem to be solved or the services to be provided, and establish the client's results. Students will submit a final project report and present their project in BS 471 *Individual Business Project* to demonstrate their achievement of the desired outcomes and their ability to apply the knowledge and skills acquired throughout the BBA degree program.

Bachelor of Business Administration Core

Course	Title	Hrs.	Wks.
BS 309	Business Ethics	3	5
BS 320	International Business	3	5
BS 351	Economics: Micro and Macro	3	6
BS 352	Financial Accounting Issues	3	6
BS 437	Marketing Management	3	5
BS 452	Managerial Accounting Issues	3	6
CS 203	Information Systems for Managers	3	5
EN 371	Managerial Communications (double-counts in Gen-Ed communication)	3	6
BS 471	Individual Business Project (Capstone)	3	5
TOTAL		27	49

In addition to the BBA Core, students must choose one of the following concentrations: General Business, Human Resource Management, or Marketing.

BBA General Business Concentration

The General Business concentration is designed to provide students with a well-rounded understanding of various aspects in the business environment.

Course	Title	Hrs.	Wks.
BS 350	Admin. Theory & Organizational Behavior	3	5
BS 311	Business Law	3	5
BS 314	Data Analysis for Business	3	6
BS 403	Leadership and Human Resource Mgt.	3	5
BS 422	Issues in Corporate Finance	3	5
BS 413	Production and Operations Management	3	5
BS 460	Strategic Management	3	6
TOTAL		21	37

Human Resource Management (HRM) Concentration

HRM helps students develop an understanding of the fundamentals of human resource management and its relevance in business. The concentration addresses the legal and ethical components of the decision making process involved in the human resources environment.

Montreat College's BBA/HRM degree has been acknowledged by the Society for Human Resource Management (SHRM) as being fully aligned with SHRM's HR Curriculum Guidebook and Templates. The HR Curriculum Guidebook and Templates were developed by SHRM to define the minimum HR content areas that should be studied by HR students at the undergraduate and graduate levels.

Course	Title	Hrs.	Wks.
BS 307	Organizational Behavior	3	5
BS 313	Employment Law	3	5
BS 304	Labor-Management Relations	3	5
BS 403	Leadership and Human Resource Mgt.	3	5
BS 310	Total Quality Management	3	5
BS 413	Production & Operations Mgmt.	3	5
BS 308	Servant Leadership	3	5
TOTAL		21	35

Marketing (MKT) Concentration

MKT prepares students for a career in all aspects of marketing; how to identify customer needs, how to communicate information about products and services to customers and potentials customers, where to market, and the pricing of products and services.

Course	Title	Hrs.	Wks.
BS 350	Admin. Theory & Organizational Behavior	3	5
BS 311	Business Law	3	5
BS 321	Advanced Principles of Marketing	3	5
BS 331	Sales Administration	3	5
BS 338	Marketing Research	3	5
BS 435	Consumer Behavior	3	5
BS 440	Integrated Marketing Communication	3	6
TOTAL		21	36

BS 101S Introduction to Business

This course provides an overview of the fundamentals of business management. *Strongly recommended for all business degrees* (3 credits, 5 weeks)

BS 103S Introduction to Economics

An introduction to the basic economic concepts of what, how, and for whom to produce scarcity and choice, opportunity cost, price mechanism, competition, monopoly, demand and supply, the concepts of laissez-faire, and government intervention. Also included are macroeconomic issues, such as economic systems, aggregate supply and demand, and international trade. *Social science credit.* (3 credits, 5 weeks)

BS 206S Principles of Accounting

A study of basic theory and practice for services and mercantile businesses, including rewarding techniques, statement preparations, and simple financial analysis with a view toward understanding accounting concepts. (3 credits, 5 weeks)

BS 208P A Random Walk Through the Financial Maze

This course is an overview of the rudimentary elements of financial, managerial, and cost accounting. It also covers the basics of corporate and personal finance with some emphasis on the ethics of financial management. Topics such as the double entry system, inventory management (FIFO, LIFO, etc.), analysis of financial statements, and personal and corporate money management among other things will be discussed. (3 credits, 6 weeks)

BS 209S Principles of Management

An introduction to management structures, including planning, organizing, leading, and controlling. Management process in for-profit and not-for-profit organizations, both large and small, are examined. Special topics include globalization, quality, competitiveness, teamwork, ethics, and entrepreneurship. (3 credits, 5 weeks)

BS 230S Principles of Marketing

An introductory study of the marketing process, including the elements of the marketing mix, the product distribution structure, the price system, and promotional activities. The importance of customer orientation is stressed. (3 credits, 5 weeks)

BS 304S Labor Relations

A study of the history and development of labor relations, structure of union organizations, and process of collective bargaining negotiations and contract administration. With declining union membership over the last ten years, special emphasis is placed on employee relations in nonunion organizations. Contemporary issues include public sector and international labor relations. (3 credits, 6 weeks)

BS 307S Organizational Behavior

This course examines the development and maintenance of organizational effectiveness in terms of environmental effects, improving motivation, behavior modification, systems aspects, communications, structure, and the dynamics of problem solving, goal setting, team building, conflict resolution, and leadership. *Prerequisite: BS 209* (3 credits, 5 weeks)

BS 308S Servant Leadership

This course studies the functional, moral, and spiritual aspects of leadership in organizations. Students gain an appreciation of the nature, strengths and weaknesses of servant leadership and become prepared to develop as a leader according to a personalized leadership plan. (3 credits, 5 weeks)

BS 309S Business Ethics

This course examines business policies and practices as they relate to moral and ethical issues. It raises basic questions on moral reasoning and the morality of economic systems both in the United States of America and internationally. It also examines the impact of governmental regulations on corporate behavior and the ethical relationships between the corporation, its employees, and its customers. *BBA/BSM only* (3 credits, 5 weeks)

BS 310S Total Quality Management

An overview of the philosophy and tools of total quality management beginning with a study of W. Edwards Deming's Theory of Profound Knowledge. Students will be actively involved in team-building exercises employing statistical tools and techniques for innovation while solving real-world productivity problems. *Prerequisites: BS 209 and MT 122* (3 credits, 5 weeks)

BS 311S Business Law

This course examines, analyzes, and applies the nature, formation, and system of law in the United States to the modern business environment. (3 credits, 5 weeks)

BS 313S Employment Law

This course provides a comprehensive analysis of federal and state laws as they affect the human resource function, including equal employment opportunity, wage/overtime payment, employment agreements, and other restrictions on management's rights. Emphasis is placed on applying employment laws to develop programs that enable organizations to be proactive in meeting both company and work force needs, with an eye to resolving workplace disputes, preventing litigation, and implementing and administering personnel policies and practices in compliance with applicable law. No prerequisite. (3 credits, 5 weeks)

BS 314S Data Analysis for Business

This course is designed to educate the undergraduate business student in the ability to work with data and statistical ideas. Students acquire the ability to accurately describe data, to make reliable inferences from data, and to critically assess the

reported results of a variety of statistical studies by using various statistical methods and tools to analyze data in diverse example applications. Statistical methods and tools utilized include graphical and numerical data description, sampling techniques, probability distributions, tests of hypotheses, and analysis of variance. Emphasis is placed on understanding the purpose of each procedure, how to perform the procedure using the software tools, and especially how to interpret and apply the results to organizational problems. (3 credits, 6 weeks)

BS 320S International Business

A study of business as practiced in different nations and cultures examining the influence of difference in the political, competitive, economic, social, legal, and technological environments on the main business functions (marketing, production, and finance) and business effectiveness. Also discussed are problems of international financial instability and exchange rate volatility. Foreign currency hedging problems are examined and solved. (3 credits, 5 weeks)

BS 321S Advanced Principles of Marketing

This course involves an integrated analysis of the role of marketing and explores marketing methods within the total organization, from the sole proprietorship to partnership to the corporation. Specific attention is given to the analysis of factors affecting consumer behavior, the identification of marketing variables, the marketing environment, and the development and use of marketing strategies. *Students who have completed BS 230 may proceed with advanced marketing courses and skip BS 321.* (3 credits, 6 weeks)

BS 322S Marketing for Managers

This course covers the principles of marketing that need to be understood by managers in order to develop and utilize effective marketing practices. Concepts of the global economy, including major social, psychological, and political influences, will be explored and their marketing implications considered from a manager's perspective. (3 credits, 5 weeks)

BS 331S Sales Administration

A course on the professional, ethical, needs-based, non-manipulative, low-pressure, consultative approach to sales. Theories of selling, communicating, time management, and the relationship of sales to marketing and promotion are covered. Ethical business issues are examined in simulated selling situations. *Prerequisite: BS 321.* (3 credits, 6 weeks)

BS 338S Marketing Research

A study of the role of research in marketing decisions. Special emphasis is placed on data gathering, compilation, analysis, and interpretation including the writing and analysis of surveys. Students will work on business problems with actual companies or evaluate new product concepts. *Prerequisite: BS 321.* (3 credits, 5 weeks)

BS 340S Management Concepts and Issues

This course explores what it means to be a manager: who a manager is, what a manager does, and what a manager is responsible for achieving. This course surveys major concepts and issues involving the interrelated functions of planning and control, organizing, and leadership in 21st-century organizations and, building on this background, challenges students to become better managers. Extensive use of self-assessments as well as descriptive presentations, experiential exercises and analytical case exercises involving group discussion, written examinations, and a group research project enable students to develop their understanding and ability to apply ethical principles of sound practice in the workplace.

(3 credits, 5 weeks)

BS 342S Markets and the Economic Environment

This course first introduces the student to the economic way of thinking, primarily by stressing the notion of cost-benefit analysis and its critical importance to sound decision making. The focus then shifts to a study of the economic environment within which a firm must make its operating and financing decisions. The bulk of the course, therefore, addresses traditional macroeconomic issues with an emphasis on the business cycle and on the nature and effects of monetary and fiscal policies. This study of the economic environment is then extended to the international realm through a discussion of foreign trade and exchange rates. Throughout, the course stresses an intuitive and applied approach to understanding economic relationships. (3 credits, 5 weeks)

BS 350S Administrative Theory and Organizational Behavior

A study of management techniques and leadership and their application to improving managerial effectiveness. The course stresses the importance of wholesome relationships between persons in business and maintaining sound relationships among employer, employee, and customer. (3 credits, 5 weeks)

BS 351S Economics: Theory, Concepts, and Ideas of Micro and Macro

A survey of microeconomic issues such as price, competition, monopoly, oligopoly, income distribution, international trade, and economic development. The course also includes a survey of macroeconomic issues such as the structure of modern economics, its production, interrelationships, the nature and function of money, monetary and fiscal policy, and public finance. (3 credits, 6 weeks)

BS 352S Financial Accounting Issues

This course is a survey of accounting procedures, with emphasis on identifying, recording, classifying, and interpreting transactions and other events relating to proprietorships, partnerships, and corporations. *Prerequisite: BS 206 or BS 208* (3 credits, 6 weeks)

BS 355S Small Business Management

This course covers the role of a small business manager as distinct from that of an entrepreneur or that of a large corporate manager. Issues such as human resource management, financial management, marketing and the impact of global business on small firms will be examined. (3 credits, 5 weeks)

BS 356S Globalization and Intercultural Understanding

This course examines the role of managers in a global environment.

The impact of globalization, culture, and diversity on management styles and techniques will be discussed. (3 credits, 5 weeks)

BS 403S Leadership and Human Resource Management

A study of the leadership, technical, and legal issues confronting human resource managers in today's dynamic business environment. Includes an examination of principles and techniques utilized to effectively lead and manage the human resource/personnel staff function in modern business organizations. *Recommended prerequisite: BS 350.* (3 credits, 5 weeks)

BS 413S Production and Operations Management

A study of the management of production functions in manufacturing or service environments. Using software applications, students apply quantitative techniques to aid in solving a variety of business decision-making problems. Topics include inventory control, forecasting, decision theory, quality control, and project management. (3 credits, 5 weeks)

BS 422S Issues in Corporate Finance

This course lays the groundwork for determining the value of the organization by conveying the ideas of cash flow, time value of money, bond and stock valuation, and capital budgeting. Pre-requisite: BS 352.

(3 credits, 5 weeks)

BS 430S Organizational Strategic Planning

This course provides students with an overview of the strategic management process. Emphasis is placed on developing a vision, setting objectives, crafting a strategic plan, and implementation. The course also stresses the importance of analyzing external competitive conditions and the organization's internal capabilities, resources, strengths, and weaknesses in order to gain and sustain a competitive advantage. Approaches to organizational structure, policy, support systems, and leadership required to effectively execute strategy are all examined. Case studies of real world companies are utilized to reinforce the theoretical concepts learned in the course. *Taken after all courses in BSM program except BS 471* (3 credits, 6 weeks)

BS 435S Consumer Behavior

This course stresses the understanding of consumer behavior in developing marketing strategy. Opportunities are provided for the analysis of advertising's objective, target audience, and the underlying behavioral assumptions. Students will apply consumer behavior knowledge to social and regulatory issues as well as to business and personal issues. *Prerequisite: BS 321.* (3 credits, 5 weeks)

BS 437S Marketing Management

An integrated course in marketing systematically oriented with emphasis on the marketing mix and the formulation of competitive strategies. Special attention is given to the control function, market analysis, marketing information, and sales forecasting. Case analysis is stressed. (3 credits, 5 weeks)

BS 440S Integrated Marketing

This course examines the formulation of integrated marketing communication strategies to achieve marketing objectives; examines the use of traditional and nontraditional media; and analyzes the use of advertising, sales promotions, public relations, sponsorships, and other communication resources to promote sales, position products, develop brand equity, and support marketing actions. (3 credits, 5 weeks)

BS 452S Managerial Accounting Issues

This course is an in-depth study of the role that accounting data plays in the decision-making process of managers of both for-profit and nonprofit organizations. *Prerequisite: BS 352.* (3 credits, 6 weeks)

BS 460S Strategic Management

This course is designed to provide an overview of the strategic management process. Emphasis is placed on developing vision, setting objectives, and crafting strategy to achieve desired results.

Also stressed is the importance of analyzing external competitive conditions and the organization's internal capabilities, resources, strengths, and weaknesses in order to gain and sustain a competitive advantage. Approaches to organizational structure, policy, support systems, and leadership required to effectively execute strategy are examined. (3 credits, 6 weeks)

Taken after all courses in BBA program except BS 471

BS 471S Individual Business Project

An integrative capstone real world learning experience requiring each student to solve a business problem and/or provide a support service to a client organization. Through a preliminary project proposal, the student identifies the enlisted client organization, defines the problem being solved and the services being provided, and establishes the client's desired result. Through a project report and presentation, the student demonstrates achievement of the desired results by application of knowledge and skills acquired throughout the degree program. In place of solving a business problem and/or providing a support service to a client organization, a student may prepare a business plan for an entrepreneurial business venture that he/she is interested in pursuing. *Prerequisite: Completion of all BBA or BSM core courses.* (3 credits, 5 weeks)