

# BUSINESS CONCENTRATION OPTIONS (ALL MAJORS)

## Requirements

Business majors may choose one concentration area as part of the degree program. Concentrations are optional and are 12-units each. Courses completed in a major that are requirements of a concentration do not apply to the concentration and must be replaced with an alternative, approved course. A completed concentration is noted on the official transcript.

Code	Title	Units
<b>Business Concentration Options</b>		<b>12</b>
	Human Resource Management (p. 1)	
	Leadership (p. 1)	
	Management (p. 1) <sup>1</sup>	
	Marketing (p. 1)	
	Ministry Leadership (p. 1)	
	Organizational Psychology (p. 2)	

<sup>1</sup> The Management concentration is not open to students in the the Bachelor of Arts in Management major.

## Human Resource Management Concentration

The concentration in Human Resource Management helps students understand the issues related to effectively managing a workforce. Focus is on how effective talent acquisition, total rewards programs, performance management, conflict resolution and change management strategies can contribute to organizational success.

Code	Title	Units
MNGT-P476	Human Resource Management <sup>1</sup>	3
MNGT-P311	Talent Acquisition and Total Rewards	3
MNGT-P312	Training/Development/Performance Mngt	3
MNGT-P470	Special Topic in Management (Conflict Management and Negotiations)	3
	or MNGT-P411 Managing Organizational Change	
Total Units		12

<sup>1</sup> Management majors replace MNGT-P476 Human Resource Management with BUSN-P316 Business Law.

## Leadership Concentration

The leadership concentration is designed to support students in their growth as effective influencers and leaders in a diverse and global environment. Students learn to apply practical, evidenced-based

solutions to issues in organizational change, group and team dynamics and strategic planning and implementation.

Code	Title	Units
MNGT-P313	Team Dynamics and Leadership	3
MNGT-P411	Managing Organizational Change	3
	or MILD-473 Change Theory & Strategic Planning in a Christian Organization	
MNGT-P412	Leadership Theory and Practice	3
BUSN-P456	Business Strategy	3
Total Units		12

## Management Concentration

The management concentration focuses on the application of concepts, theories, tools and technologies in multiple management contexts. Students develop analytical and problem-solving skills for addressing management issues in conflict resolution, strategy, small business, and organizational change. **NOTE: The Management concentration is not open to students in the the Bachelor of Arts in Management major.**

Code	Title	Units
MNGT-P470	Special Topic in Management (Conflict Management and Negotiations)	3
MNGT-P470	Special Topic in Management (Small Business Management)	3
	or MNGT-P476 Human Resource Management	
MRKT-P485	Strategic Marketing Management	3
MNGT-P411	Managing Organizational Change	3
	or MILD-473 Change Theory & Strategic Planning in a Christian Organization	
Total Units		12

## Marketing Concentration

The marketing concentration provides students with an introduction to the role, theory and practice of marketing within an organization. Students demonstrate application of discipline-specific skills through cases, simulations and integrated activities in social media and digital marketing, branding, consumer behavior, analytics, storytelling and competitive strategy.

Code	Title	Units
MRKT-P485	Strategic Marketing Management	3
MRKT-P470	Special Topic in Marketing (Consumer Behavior)	3
	or COMM-220 Elements of Storytelling	
MRKT-P314	Product Marketing and Brand Strategy	3
MRKT-P414	Digital Marketing and Analytics	3
Total Units		12

## Ministry Leadership Concentration

The Ministry Leadership concentration is designed for those who are leading or participating in ministry, service or non-profit organizations. Students are equipped with a foundation in Christian ethics and

introduced to the management concepts and theories supporting successful leadership of Christian organizations.

<b>Code</b>	<b>Title</b>	<b>Units</b>
MILD-368	LeadrsHp-Christian Organizatn (Write out the word Organizations)	3
MILD-460	Foundations-Christian Ethics	3
MILD-462	Management-Christian Organztns (Write out the word Organizations)	3
MILD-473	Change Theory & Strategic Planning in a Christian Organization	3
Total Units		12

## **Organizational Psychology Concentration**

The Organizational Psychology concentration provides students with an introduction to general psychological knowledge including personality, individual and group behavior, motivation, culture, and attitudes. Students learn effective conflict resolution and negotiation techniques and demonstrate application of theories and principles within an organizational context.

<b>Code</b>	<b>Title</b>	<b>Units</b>
PSYC-103	Introduction to Psychology	3
MNGT-P476 or MNGT-P470	Human Resource Management Special Topic in Management	3
PSYD-432	Social/Cultural Psychology	3
PSYD-352	Industrial/Organizational Psyc (Write out the word Psychology)	3
Total Units		12

