



Eastern Nazarene College
DISCOVER YOUR PURPOSE

Bachelor of Arts in Management 2+2 Program*

Curriculum

<i>Transferred Courses (Liberal Arts & Electives)</i>	at least 63 credits
<i>Cultural Perspectives</i>	9 credits
CP150, Christian Tradition (3 cr)	
CP325, Epoch-Making Events in Science (3 cr)	
CP410, Living Issues (3 cr)	
<i>Business Requirements (minimum grade of C- or better)</i>	51 credits
BS305, Economics and Society (3 cr)	
BS319, Information Systems Today (3 cr)	
BS331, Comparative Economic Systems (3 cr)	
BS359, Organizational Behavior (3 cr)	
BS361, Integrated Marketing Communications (3 cr)	
BS365, Organizational Theory and Design (3 cr)	
BS370, Negotiation and Conflict Resolution (3 cr)	
BS404, Business Research Methods (3 cr)	
BS420, Self and Team Management Skills (3 cr)	
BS433, Business Policy and Strategy (3 cr)	
BS436, Training and Development (3 cr)	
BS446, Business Capstone Project (6 cr)	
BS470, Principles of Management and Leadership (3 cr)	
BS475, Ethics for Business (3 cr)	
BS481, Employment Law (3 cr)	
EN314, Writing for the Professions (3 cr)	

Degree Total: 123 credits

* *This curriculum is offered only at participating community college locations.*

Course Descriptions

BS 305, Economics & Society

This course will provide an examination of economics and its unique relationship to current issues and the social sciences. Students will gain an understanding of the major components of the nation's economic systems, how they relate to political and other institutions, and their impact upon our national heritage, international relations, and current events.

BS 319, Information Systems Today

This course provides an introduction to the foundations of information systems, their underlying technologies, and their role in contemporary organizations. The primary emphasis is to help students understand what information systems are, what types of organizational information systems are currently in use, and how they have become a vital part of modern organizations. The technological, organizational, social, security and international aspects of information systems will be examined with current applications and case studies

BS 331, Comparative Economic Systems

This course focuses on the description and analysis of economic goals, institutions, and policies in different countries, with an emphasis on organizational principles and decision-making structures.

BS 359, Organizational Behavior

This course serves as an overview of organizational structure and behavior. Particular emphasis is on the individual's role within the organization. An important objective of this course is to develop the student's potential for becoming an effective member of the organization and manager of people.

BS 361, Integrated Marketing Communication

Analyzes the numerous methods used to communicate with customers. Organizations in the private as well as the public sectors understand that the ability to communicate effectively and efficiently with their targeted audiences is critical to the long-term success of the organization. Topics such as public relations, selling, advertising, and promotion will be explored. Students will complete the design and implementation of an integrated communication plan.

BS 365, Organizational Theory and Design

This course is designed to give the student an appreciation for the vast array of organizations and their structures. Students will study, from a macro perspective, the range of internal and external factors influencing business design. One will better understand how businesses adapt and grow through their lifecycle, and how organizational design can ultimately determine the success or failure of an organization. Likewise, students will be able to identify structures in organizations with which they are familiar, and gain insights into the factors motivating those structures. Finally, the student will be better prepared to pursue a management role, recognizing and reacting to environmental factors that affect their area of responsibility, and creating an environment designed for success.

BS 370, Negotiation & Conflict Resolution

This course provides an overview of conflict management and resolution, with emphasis on processes, psychodynamics of conflict, and win/win principles. By presenting both theoretical information and opportunities to participate in experiential exercises, the course will serve to improve the student's negotiating behavior.

BS 404, Business Research Methods

Research is a critical component of the Bachelor degree program. This course introduces research methods, applications and the background to research in business. Qualitative and quantitative research methods will be introduced to identify, locate and analyze primary and secondary data sources. Methods of proper interpretation and presentation of findings will also be among the topics covered. This course will prepare students in the research and writing of business papers and in conducting scholarly research for the business capstone project, BS446. APA protocol will be studied in-depth.

BS 420, Self and Team Management Skills II

In this course, the student focuses on skills needed for group interaction and the management of individual and professional priorities. Included in this course are: an introduction to the adult learning model and APA writing style, listening as part of servant leadership and group participation, aspects of a personal vision and elements of healthy group dynamics, study team formation and the role of diversity and conflict in groups, and resources for doing research and elements of effective presentations.

BS 433, Business Policy & Strategy

This course examines the concepts of business policy and strategic management within the context of today's rapidly changing business environment. Analytical and decision-making skills, developed through the course of the program, are applied to resolving complex policy and strategic issues.

BS 436, Training & Development

This course provides an overview of training and development, with emphasis on process, the psychodynamics of the human resource, and specific training tools. By presenting both theoretical information and opportunities to participate in experiential exercises, the course will serve to improve the student's knowledge of training and development.

BS 446, Capstone Project

The Capstone Project course is an intensive course that culminates in a comprehensive research paper and oral presentation. The topic will be a business related issue, integrating and synthesizing the skills and information learned and applied throughout the bachelor curriculum. Each student will be responsible for choosing a topic, to be approved by the Professor. The research paper will be a minimum of 20 pages (excluding appendices), and will involve an extensive review of empirical and theoretical literature related to the student's chosen topic. The research paper will involve a minimum of 15 references and will adhere to the most current

APA edition. The oral presentation will take place during the last two weeks of class. Evaluation will be focused on the quality and depth of the research, and the student's critical thinking, writing and oral presentation abilities.
Prerequisite: BS404

BS 470, Principles of Management & Leadership

This course is designed to provide the student with an overview of management and leadership processes within an organization. By applying the principles of planning, organizing, staffing, directing, controlling, and team development which builds to a comprehensive team project, the student will develop an understanding of the role of the manager.

BS 475, Ethics for Business

This course provides an understanding of ethical issues involving equity, fairness, respect for individual rights, and corporate social responsibility. Students are challenged to develop and defend personal viewpoints relating to economic justice, capitalism, and socialism, as well as the responsibility of the corporation to society, the environment, and questionable business practices. Through readings and case problems that view ethical problems from various viewpoints, students develop an appreciation for the ramifications of business decisions and a stronger ability to deal with similar issues in their own professional careers.

BS 481, Employment Law

Students will examine topics such as the legal issues underlying the selection, hiring, promotion, and termination of employees, pay equity and age discrimination, disability discrimination and workers' compensation laws, employee privacy topics, and major acts such as the Family Medical Leave Act and the Americans with Disabilities Act. In addition, labor law topics that will be explored include: coverage of protection for contingent workers, the legality of employee involvement (EI) programs, and more.

CP 150, Christian Tradition

This course traces some of the pivotal events in Christian history, and includes the people, socio-cultural influences and basic theological concerns involved. Attention is paid to developments in each major period of Christian history, as well as to the growth of Christianity from its roots in the Middle East to expansion across Europe and Africa, to its appearance in Asia and the Americas.

CP 325, Epoch-Making Events in Science

Using examples from the history of ideas, EMES considers major revolutions in our understanding of our selves, our world, and the meaning of our existence. Typical of the ideas to be discussed are: 1) the emergence of the natural sciences as a novel way to understand the world; 2) the Copernican Revolution as a challenge to anthropocentric views of ourselves; 3) scientific explanations for origins that force reconsideration of traditional religious views.
Prerequisite: CP150

CP 410, Living Issues

The capstone course in ENC's Cultural Perspectives sequence of courses, designed to expose students to some of the major challenges facing humanity as a whole and the student as an individual. One of the primary course objectives is the exploration of the tensions and possibilities that exist for Christian faith and values in a

society permeated with individualism, materialism, and despair. This course also deals with moral philosophy around the globe, considering social issues and morality from the vantage point of ethics and responsibility.

Prerequisites: CP150, CP325, CP350, and Senior standing

EN 314, Writing for the Professions

Designed as an individualized and relevant professional writing experience pertaining to the technical field or professional interest of the student. This workshop/course culminates with activities that result in producing a researched report and a portfolio.