

## Chancellor University - B.S.B.A. with specialization in Small Business Entrepreneurship

*The Small Business Act defines a small business as one that is "independently owned and operated and not dominant in its field of operation." This degree provides qualitative and quantitative skills needed for decision-making in the critical areas of starting a business, managing operations, managing growth, marketing, financial analysis, and managing resources. Students will acquire the necessary skills to be competent small business managers. The major provides students with excellent preparation to organize, own, manage, and assume the risks of a business.*

Course	Course Description
<b>GENERAL EDUCATION</b>	
<b>EN 115</b> <b>Written and Oral Communication I</b>	This course acquaints the student with the nature of the writing/speaking process, stressing the importance of the interrelationship among author/speaker, audience, and message in any communication act. It focuses on developing the student's facility to use heuristics and research to explore a topic, develop a significant thesis, and find material that supports that thesis. Course assignments will move the student from writing and speech about personal experience to more formal expository discourse. Prerequisite: Demonstrated proficiency.
<b>EN 125</b> <b>Written and Oral Communication II</b>	This course reinforces the elements of the writing process introduced in EN 115 by concentrating on argumentative discourse and stressing logic and critical thinking in exploring and writing about topics. In addition, the course will deepen the student's sense of writing for an audience. Ultimately, students will learn how to shape their writing and speaking styles to achieve the greatest effect on their audience. Students will also gain a thorough understanding of the use of technology as a research tool. Prerequisites: EN 115 or EN 120.
<b>EN 230</b> <b>Written and Oral Communication III</b>	Gives students a more sophisticated sense of academic and professional writing by stressing the demands of writing in various disciplines. The course helps students develop elementary approaches to exploring subjects in the major academic fields and to framing their discourse for the demands of those fields. Students will develop a facility for using technology in oral presentations. Prerequisite: EN 125 or EN 220, MS 281 is highly recommended.
<b>EN 330</b> <b>Management Communication</b>	Develops students' abilities to communicate in business situations. Students will generate various documents including memos, letters, reports, and a resume. Prerequisite: EN 230 or EN 220.
<b>Political Science elective</b>	Choose from HI345, PH312, PL230, PL232, PL240, PL290, PL320, PL332, PL334, PL350, PL400, PL423, PL440 <i>Online: PL320</i>
<b>Psychology elective</b>	Choose from PY200, PY240, PY307, PY308, PY325, PY330, PY350, PY400, PY425, PY460, SY370 <i>Online: PY200 or SY370</i>
<b>Sociology elective</b>	Choose from PY308, SY160, SY260, SY275, SY360, SY365, SY370, SY375, SY380, SY385, SY388, SY400, SY410, SY450 <i>Online: SY160 or SY370</i>
<b>History elective</b>	Choose from HI211, HI212, HI221, HI222, HI225, HI239, HI329, HI345 <i>Online: HI345</i>
<b>Literature/Fine Arts elective</b>	Choose from EN235, EN240, EN325, EN333, EN334, EN335, EN336, EN339, EN341 <i>Online: EN334</i>
<b>SC 120</b> <b>College Mathematics</b>	An intensive review of algebraic skills needed in the business curriculum. Provides an introduction to the abstract reasoning skills needed in the required mathematics courses. Additional topics include working with rational expressions, radicals, and fractional exponents. Prerequisite: Demonstrated proficiency.
<b>SC 230</b> <b>Principles of Statistics</b>	The study of the development of basic concepts for analysis and presentation of quantitative information. Acquaintance with the primary tools for the analysis of economic and business data in managerial problems. Prerequisite: SC 120.

<b>SC 240 Applied Quantitative Techniques</b>	Introduction to the use of quantitative methods in business decision-making. Topics covered in the course include break- even analysis, linear programming, graph theory, and probability methods. Matrix algebra is also introduced and used where appropriate. Prerequisite: SC 230.
<b>Math/Science elective</b>	Choose from IT305, PH270, SC220, SC240, SC250, SC260, SC300, SC330
<b>General Education electives</b>	<i>Classes taken to meet requirements in one area cannot be used in another area.</i> (6 semester hours)
<b>BUSINESS CORE</b>	
<b>AC 201 Introduction to Financial Accounting</b>	This survey course in financial accounting emphasizes the use of financial accounting information in decision making by individuals in business, government, and other organizations. The accounting environment is examined along with the basic principles and concepts which govern the recording and reporting of accounting data. Study of the language of debits and credits, accrual accounting, and the accounting cycle establishes the framework for comprehending how accounting data is transformed into the financial statements and used by decisions makers. Accounting of current and long-term assets and liabilities is introduced along with the study of contributed capital, retained earnings and the non-operating components of income. The course concludes with comprehensive financial statement analysis for decision making purposes. Prerequisite: SC 120 or AC 100.
<b>AC 273 Managerial Accounting</b>	Deals with accounting as a tool of management, designed for those who will analyze and interpret accounting reports for managerial purposes. Emphasis is placed on the accounting and auditing theory as it affects control, costing, financial interpretation, and related matters. Prerequisite: AC 201.
<b>EC 201 Macroeconomics</b>	An introduction to the scope and method of economics with emphasis on the structure and operation of the United States economy: scarcity and resource allocation, the price system, national income and related problems, the role of government in the economic sphere, and theories of economic growth. Prerequisite: SC 120.
<b>EC 202 Microeconomics</b>	Continues EC 201. A further introduction to the scope and method of economics with emphasis on the theory of the firm, supply and cost of production, pricing and employment of resources, and theory of international trade. Prerequisites: EC 201, SC 120.
<b>FN 211 Introduction to Investments</b>	Analysis of common and preferred stocks, government and municipal bonds, corporate bonds, and other financial instruments. Also covered is securities analysis, including ratios and percentages useful in analysis, and sources of investment information. Prerequisite: EC 202.
<b>FN 312 Financial Management I</b>	Management and acquisition of resources for firms with regard to pricing in external markets. Topics include analysis of financial statements, risk and required rate of return, time value of money, financial asset valuation, capital budgeting, capital structure, dividend policy, and financial forecasting. Prerequisites: AC 273, EC 202.
<b>LA 200 Contracts; Agency; Partnerships; Corporations</b>	A study of the legal aspects involved in the making of contracts and the enforcement thereof, both under the general law and under the Uniform Commercial Code. Also covers the legal aspects of the relationships of principal and agent and of the responsibilities resulting therefrom; and of the legal aspects involved in the formation, operation, and dissolution of partnerships and of corporations. Prerequisite: None.
<b>MG 200 Administrative Management</b>	An introductory course that provides an in-depth study of the concepts, tools, and methods of management. Comprehensive understanding is gained through a concentrated focus on the management activities and issues of planning, organizing, staffing, leading, controlling, problem-solving, decision-making,

	<p>continuous performance and quality improvement, competitive advantage, effective communication, motivation, and creating and managing effective work teams. Also covered are the implications, applications, and integration of those activities, with the objectives and policies of a business in a dynamic environment accomplished through analyzing and creating innovative solutions for business cases, situations, and problems. Significant computer interaction and use of the Internet is incorporated throughout the course's learning and application activities. Prerequisite: None.</p>
<p><b>MG 265</b> <b>Managing through Effective Supervision</b></p>	<p>By using case problems, open-ended cases, and seminar discussion, the student will reinforce his/her understanding of textbook concepts. Topics covered in this course include establishing goals, designing and implementing controls, problem solving, staffing effective departments, appraising employee performance, motivating employees, developing effective leadership and communication skills, and dealing with conflict resolution and employee discipline. Prerequisite: MG 200.</p>
<p><b>MG 304</b> <b>International Business Environment</b></p>	<p>This course focuses on the global marketplace and international competition. Topics such as foreign exchange markets, international human resources management, global strategy, and differences in culture and economies will be examined through the use of case studies, exercises, and practical examples. Prerequisites: EC 202, MG 200, LA 200 or LA 201.</p>
<p><b>MG 499</b> <b>Strategic Management Decisions</b></p>	<p>This is the capstone course for business majors, with course emphasis on business strategy and case analysis. Current business information and events are analyzed in seminar format. Prerequisites: FN 312 or MG 272 and second-semester senior.</p>
<p><b>MK 201</b> <b>Introduction to Marketing</b></p>	<p>This course introduces the student to marketing practices, principles, problems, and philosophies as they relate to for-profit institutions in consumer markets. It is designed to demonstrate a need for marketing as a systems approach in our daily environment. Upon completion of the course, the student will recognize marketing concepts in the competitive marketing environment. Typical topics include functions; social, economic, legal, geographic, cultural, motivational, and behavioral environments; pricing; distribution; and managing marketing ethical problems. Prerequisite: None.</p>
<p><b>MS 181</b> <b>Introduction to Microcomputers</b></p>	<p>An overview of introductory information processing concepts, including the role of computers, their historical development, components of a computer system, and computer communications. Hands-on experience with software packages that provides a foundation for continued education and use of personal computers. Prerequisite: None.</p>
<p><b>MS 281</b> <b>Computer Applications in Business</b></p>	<p>Major microcomputer software applications emphasizing spreadsheets, database management, and presentation software are studied. Students learn the methodology of the development and design of templates for a business environment. Techniques for using software are learned and applied to the solution of business information problems. Students also access the Internet for supplemental data to assist in creating contemporary and resourceful projects. Prerequisite: MS 181.</p>
<p><b>MS 305</b> <b>Business Systems Analysis</b></p>	<p>This course covers the tools and techniques necessary to analyze and evaluate logical models found in business systems. Casework is designed to familiarize students with current and innovative applications of information systems concepts and techniques. The course culminates with a major business system analysis project that includes student recommendations for system improvements. Students are strongly encouraged to work with real-world business applications. Prerequisite: None.</p>
<p><b>MS 340</b> <b>E-Business Management</b></p>	<p>An introduction to the many facets of e-business and electronic commerce, including fundamental concepts, business strategies, management issues, underlying technology, standards and protocols, and the implications and applications in the business community. Prerequisite: MS 281.</p>

<b>PH 306 Business Ethics</b>	An inquiry into what constitutes ethical and non-ethical conduct in the context of business practice, policy, and relationships. Students receive grounding in the traditions of moral philosophy. Students will learn how ethical decisions are made and how ethical dilemmas get resolved. Topics include the responsibilities of business to employees and the responsibilities of employees to business, ethical issues related to consumers, environmental concerns, and issues faced by multinational corporations. Ethics and ethical behavior are discussed using a case study approach. Prerequisite: None.
<b>SMALL BUSINESS ENTREPRENEURSHIP SEQUENCE</b>	
<b>MG 210 Small Business Management</b>	A survey course that provides an overview of management in the small business environment. Topics covered include the nature of entrepreneurship, ownership opportunities, elements of a business plan, marketing and managing the small business, and current ethical and legal considerations. Prerequisite: MG 200.
<b>MG 211 Entrepreneurial Finance</b>	An overview of the financial aspects of a small business. Topics include analysis of financial statements, profitability analysis, forecasting and pro forma, working capital management, and capital budgeting. Prerequisites: MG 210.
<b>MG 310 Project Management</b>	This case analysis course emphasizes the efficient allocation of resources in business. Topics covered in the course include analysis of cost versus benefit, project planning using the available resources, and employee management and control. Prerequisite: None.
<b>MG 320 Strategic Problems in Small Business Management</b>	Comprehensive analysis of the operation of a small business. Emphasis will be on case studies, seminars, and business plan analysis. Prerequisites: MG 211.
<b>MG 368 Business Plan Formulation</b>	Students initially examine and critique sample business plans, then develop a comprehensive business plan. The culmination activity will be formal presentation of the plan to a panel. Prerequisite: MG 211.
<b>Free Electives</b>	9 semester hours.