

**PROGRAM DESCRIPTION:  
BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT  
CONCENTRATIONS: ACCOUNTING, INFORMATION TECHNOLOGY**

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The Bachelor of Science in Business Management program objective is to produce a graduate who understands the diverse areas of business and correlates each element to the overall goals and productivity of the organization. Upon graduation students will be prepared to enter a variety of careers in domestic or global business at the professional level.

A first year student will begin the program by developing their critical thinking ability, communication skills, and the foundation needed for future development in quantitative reasoning through general education coursework. The curriculum will follow with a set of core business courses, these are the courses needed to prepare the student to launch into their upper level business curriculum.

The upper level business curriculum is designed to produce well-rounded business leaders; leaders that know the elements of power and understand how to use and respect those elements to drive an organization forward. The curriculum prepares the students for the ongoing innovation in technology and changes in our global economy and how to contribute to the innovation while managing the risks involved. The curriculum most importantly contributes to the personal development of the student creating graduates who can effectively analyze their present situation (personal/professional), strategize and manage a plan then embark upon a successful future. The Bachelor of Science in Business Management Program consists of a minimum of 126 semester credit hours and a minimum 2,032 contact hours and is 112 weeks (day) and 112 weeks (evening) in length.

Students in the Bachelor of Science program also have the opportunity to choose a concentration path for their business degree. Students interested in a concentration will work through the Bachelor of Science in Business Management general education, business core curriculum and management major course requirements. If a student has 18 credit hours remaining, he/she may choose a concentration area or diversify their education by choosing across the concentration/elective courses.

Hallmark College areas of concentrations are:

**Information Technology**

The Information Technology option provides the student with the technical and managerial knowledge and skills required to enter the challenging and dynamic field of Computers Networking and Information Systems. The program is designed to meet the business community's demand for properly trained information systems professionals as well as providing the student with a solid background in the management and decision making to achieve career advancement in this rapidly expanding field. The student acquires knowledge in the variety of topics including a number of widely used business analytics and applications; Cyber Security; the design, implementation and management of information systems; Telecommunications and IP Telephony, Voice and Data Convergence; database development and advanced system concepts and emerging technologies.

**Accounting**

The Accounting curriculum helps the student build managerial accounting skills to design internal control systems and analyze financial data. The program is designed to teach students how to analyze and communicate financial information and build a solid background in management and decision making so students can interact effectively with individual clients, organizations and the local, state and federal governments. Students graduating with an Accounting concentration can go on to become budget analysts, cost estimators, financial analysts, loan officers, personal financial advisors, management analysts or pursue one of the many careers available with tax examination and collections.

<b>Degree Requirement</b>	
Business Core Requirements	<b>48</b>
General Education Requirements	<b>33</b>
Management Major Requirements	<b>27</b>
One of the following: Elective Requirement Concentration Requirement	<b>18</b>
<b>Total Degree Plan Hours</b>	<b>126</b>

<b>BUSINESS CORE COURSE REQUIREMENT 48 HRS.</b>	<b>GENERAL EDUCATION COURSE REQUIREMENT 33 HRS.</b>	<b>MANAGEMENT MAJOR COURSE REQUIREMENT 27 HRS.</b>
ACCT 2301 Principles of Accounting ACCT 2302 Principles of Accounting II BCIS 1305 Business Computer Applications BUSI 2330 Business Statistics I BUSI 3301 Business Law BUSI 3315 Business Ethics BUSI 3325 Entrepreneurship BUSI 3330 Business Statistics II BUSI 4310 International Business ECON 2302 Principles of Microeconomics ECON 2301 Principles of Macroeconomics FINA 3301 Corporate Finance HSAS 1301 Hallmark Strategies/Academic Success MRKG 3305 Principles of Marketing MRKG 3325 Consumer Behavior MRKG 3330 Professional Sales	ENGL 1301 Composition I ENGL 1302 Composition II PSYC 2301 General Psychology SOC 1301 Intro to Sociology BIOL 1322 Nutrition and Wellness MATH 1314 College Algebra MATH 2312 Pre-Calculus MATH 2325 Calculus I SPCH 1311 Intro to Speech Comm. SPCH 1315 Public Speaking HUMA 1301 Intro to Humanities	MGMT 3315 Organizational Behavior MGMT 3335 Operations Management MGMT 3317 Management Information Systems MGMT 3325 Leadership Development MGMT 4327 Technology, Organizations and Economics MGMT 4340 Intro to Risk Management MGMT 4345 Organizational Leadership and Change MGMT 4355 Power and Negotiation MGMT 4365 Strategic Management
<i>Elective courses are offered depending on course availability.</i>	<i>Students must have 18 elective credit hours available to choose a concentration</i>	
<b>ELECTIVE COURSES COURSE REQUIREMENT 18 HRS.</b>	<b>INFORMATION TECHNOLOGY CONCENTRATION COURSE REQUIREMENT 18 HRS.</b>	<b>ACCOUNTING CONCENTRATION COURSE REQUIREMENT 18 HRS.</b>
BUSI 3325 Entrepreneurship BUSI 3360 Quantitative Business Analysis BUSI 4310 International Business BUSI 4350 Internship in Business MGMT 3315 Organizational Behavior MGMT 3325 Leadership Development MGMT 3330 Project Management MGMT 4335 Human Resource Management ACCT 3311 Intermediate Accounting I ACCT 3312 Intermediate Accounting II ACCT 3313 Intermediate Accounting III ACCT 4301 Advanced Accounting MRKG 3325 Consumer Behavior MRKG 3330 Professional Sales MRKG 4325 Marketing Research MRKG 4330 Marketing Analysis/Decision Making BCIS 3306 Intro Network Mgmt. and Convergence BCIS 3350 Business System Analysis/ Design BCIS 4355 Advanced Information Systems Mgmt. BCIS 4365 Database Management BCIS 4370 E-Business, Strategy, Architecture And Design	BCIS 3306 Intro Network Mgmt./ Convergence BCIS 3350 Business System Analysis/Design BCIS 4355 Advanced Info Systems Mgmt. BCIS 4365 Database Mgmt. BCIS 4370 E-Business, Strategy, Arch./ Design MGMT 3330 Project Management or BUSI 4350 Internship in Business	ACCT 3311 Intermediate Accounting I ACCT 3312 Intermediate Accounting II ACCT 3313 Intermediate Accounting III ACCT 4301 Advanced Accounting MGMT 4334 Human Resource Management MGMT 3330 Project Management or BUSI 4350 Internship in Business

**All courses are 3 credits and 48 lecture hours in length with the following two exceptions:**

- BCIS 1305, Business Computer Applications which is 3 credits and 64 clock hours
- BUSI 4350, Internship in Business which is 3 credits and 160 hours