

BUSINESS MANAGEMENT (BS)

Associate Dean: Allison Keene, EdD

Program Description

- Continuing & Professional Studies, Accelerated Program

The BS in Business Management covers traditional functional areas of business such as accounting, economics, finance, marketing, operations management, and technology, as well as current topics that are in demand such as creative leadership, project management, and business analytics. The capstone is an integrative course that enables students to analyze a firm's strategy and to make professional recommendations.

The program, which covers both management and leadership, prepares students to change careers or to advance in their current field. For those interested in graduate study, several required courses satisfy foundation courses in Jefferson's iMBA program.

Curriculum: 120 credits

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Code	Title	Credits
CPS General Education Requirements		
Written Communication Elective		3
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STAX 211	Finding & Evaluating Stat Data	3
Social Science Elective		3
COMX 220	Speak to Lead in Digital Age	3
PHLX 222	Applied Professional Ethics	3
Social Science Elective		3
Foundation Requirements		
CSSX 101	Learning Across the Lifespan	3
ACCX 111	Financial Accounting	3
ACCX 112	Managerial Accounting	3
BLWX 211	Business Law	3
ECNX 231	Economic Decision Making	3
MGTX 212	Principles of Management	3
MKTX 211	Principles of Marketing	3
Creativity & Leadership Core		
CLCX 310	Creativity Fnds & Applications	3
CLCX 330	Project Management	3
CLCX 340	Leading Diverse Organizations	3
CLCX 350	Creative Leadership	3
CLCX 360	Leadership in the Digital Age	3
Major Requirements		
MISX 211	Management Information Systems	3
FINX 323	Financial Decision Making	3
MGTX 321	Operations Management	3
MGTX 322	Business Analytics & Vis.	3
BUSX 498	Business Management Capstone	3
General Elective		48

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