



Webster's bachelor of arts in management program examines the relationship between an organization, its leaders and employees. This program is designed to help students develop competencies as both a business professional and scholar practitioner with capabilities to drive growth and innovation. In this program, students will acquire skills necessary to effectively manage people, develop sound business practices, analyze management problems, and communicate effectively.

LEARNING OUTCOMES

A student who successfully completes the program requirements will be able to:

- Analyze, understand and evaluate how legal, social, economic and global issues affect business.
- Integrate key theories to manage people, processes and resources in a diverse organization.
- Use appropriate tools and technology to critically analyze and interpret key business information.
- Apply concepts regarding ethics and corporate responsibility and understand how they impact managerial decisions.
- Build upon ambiguous and incomplete information to draft, support and defend innovative solutions to complex problems

DEGREE REQUIREMENTS

Minimum 128 credit hours including:

- 42 required credit hours
- Applicable University Global Citizenship program hours
- Electives

REQUIRED COURSES

- **ACCT 2010** Financial Accounting (3 hours)
- **ECON 2000** Survey of Economics (3 hours)
- **WSBT 2000** Career Exploration (1 hour)
- **MNGT 2100** Management Theory and Practices (3 hours)
- **MNGT 3280** Introduction to Business Law (3 hours)
- **MNGT 3400** Human Resource Management (3 hours)
- **MNGT 3450** Principles of Organizational Behavior (3 hours)
- **MNGT 3500** Marketing (3 hours)
- **WSBT 2300** Personal Branding (1 hour)
- **BUSN 3710** Entrepreneurial Financial Management (3 hours)
- **PHIL 2110** Introduction to Ethics (3 hours)
- **CSIS 1500** Introduction to Business Technologies (3 hours)
- **STAT 1100** Descriptive Statistics (3 hours) (Preferred)
- or **BUSN 2750** Introduction to Business Statistics (3 hours)
- **WSBT 2700** Career Management Strategies (1 hour)
- **MNGT 4900** Managerial Policies and Strategies (Capstone) (3 hours)
- Choose one of the following:
 - **MNGT 4330** International Marketing (3 hours)
 - **MNGT 3740** Global Entrepreneurship (3 hours)
 - **MNGT 4100** International Management (3 hours)

Transfer students must complete a minimum of 18 credit hours of academic work in the departments of Business and Management at Webster University.

Students may add an emphasis in:

- Marketing
- International Business
- Human Resources
- Sports & Entertainment Management

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COURSE DESCRIPTIONS

ACCT 2010 Financial Accounting (3)

Introduces accounting with an emphasis on the relationships between business events and financial statements. The primary objective is to develop students who can explain how any given business event will affect the income statement, balance sheet, and statement of cash flows. This objective also includes an understanding of the accounting cycle, accounting terminology, collection of accounting data, data entry into the accounting system, and the basic financial accounting statements.

ECON 2000 Survey of Economics (3)

This course provides students a broad survey of the discipline of economics. The emphasis is on the acquisition of a broad conceptual understanding of how academic and professional economists "view" the world. Given the importance of understanding "markets" to both business and public policy, the heaviest emphasis is on how markets function and a smaller emphasis on the business cycle and macroeconomic policy.

MNGT 2100 Management Theory and Practices (3)

This course presents a broad view of management theory and practices, classical to modern. It examines the basic management functions of planning, organizing, directing and controlling. It also covers such issues as ethical decision making and social responsibility, innovation, globalization, and working with a diverse work force. There is an additional course fee of \$35.

MNGT 3280 Introduction to Business Law (3)

This course introduces students to legal concepts that influence business relationships, decisions, and practices. Topics introduced include: structuring business transactions by contracts; legal forms of business organizations; legal aspects of financial transactions; laws related to property (including intellectual property); business-related torts (civil liability only); and business related crimes. These topics are approached from a "law for managers" perspective.

MNGT 3400 Human Resource Management (3)

Studies the relationship between management and employees; principles of dealing with the human factor to maximize the individual's fulfillment and the productive efficiency of the firm through sound procurement, development, and utilization of the firm's employees; and labor-management relations. Prerequisite: MNGT 2100.

MNGT 3450 Principles of Organizational Behavior (3)

Presents individual and group processes involved in management-employee relationships; deals with leadership, group dynamics, communications, motivation, morale, power, conflict management, and job design and satisfaction. Includes analysis of modern concepts of participatory management, organizational culture, change, and development.

MNGT 3500 Marketing (3)

Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer behavior, promotion and pricing policies, research, communications, and government regulation.

BUSN 3710 Entrepreneurial Financial Management (3)

This course will focus on the process an entrepreneur goes through to produce, understand, interpret, and use basic financial information to start, manage, or grow their entrepreneurial organization. As an entrepreneur and small business owner, each decision you make has financial implications. Entrepreneurs must be able to generate and understand their financial information in order to evaluate their organization's financial performance, to communicate clearly with their employees, bankers, and stakeholders, as well as to incorporate financial information into their day-to-day operations and decision-making process.

PHIL 2010 Informal Logic (3)

Introduces the study of reasoning, including the nature of argument, deductive and inductive inference, meaning and inference, validity, hypotheticals, syllogisms, and the identification of fallacies. Emphasizes reasoning in a natural language and arguments in practical contexts with minimum use of symbolic notation.

CSIS 1500 Introduction to Business Technologies (3)

Business organizations operate in competitive environments and constantly redefine their business strategies to create competitive advantages. Information technology plays an important role in daily business activities by supporting and implementing enterprise-wide initiatives and global business strategies. This course will provide a broad overview of the close correlation between business and technology. The course will explore various information technologies and how they fit into business operations as a key enabler to help business success.

STAT 1100 Descriptive Statistics (3)

This course introduces the core concepts of statistics. It covers methods used to describe data (mean, median, standard deviation, etc.) and methods used to present data (graphical displays like histograms, other plots and others). This course covers basic probability rules used in statistics. The students will develop the ability to reason using statistical information. They will acquire the skills to evaluate the many advertising and new reports of statistical studies that are encountered in daily life. GCP Coding: (QL)

MNGT 4900 Managerial Policies and Strategies (3)

This course takes a broad view of business from the perspective of the CEO and general manager. Students will learn concepts and tools for company and environmental analysis and the formulation, implementation and control of strategies. Students then will apply this knowledge in problem-solving case analyses of firms and industries. There is an additional course fee of \$35. Prerequisite: Completion of the other courses in the area of emphasis.

WSBT 2000 Career Exploration (1)

This course is the first of three courses designed to support student professional success. Students will explore career options and gain an understanding of what skills, interests and experiences are required in industries and career fields that they are interested in pursuing. Interactions with professional will provide additional guidance and exposure to the business environment. Career and personal assessments will be used to help students identify and communicate individual interests and personal strengths.

WSBT 2300 Personal Branding (1)

This course is the second of a three course series designed to help students prepare for professional success upon graduation. In this course, students will develop and refine a personal brand and translate it effectively across multiple professional communication platforms. Students will develop professional etiquette and learn to cultivate professional relationships. Prerequisite: WSBT 2000.

WSBT 2700 Career Management Strategies (1)

This course is the third of a three course series designed to help students prepare for professional success upon graduation. In this course, students will translate a personal brand effectively across a career toolkit that will include a résumé or cv, cover letter, elevator pitch, social media and other career related communications. Students will develop interviewing skills. Students will explore conditions and trends in the global job market and establish a framework for career management and professional development resulting in an individual career search strategy. Prerequisite: WSBT 2000.

ACCREDITATION

Webster University is accredited by
The Higher Learning Commission
230 South LaSalle Street, Suite 7-500
Chicago, IL 60604
hlcommission.org • 800.621.7440.

For more information and scholarship programs, contact: Dr. Peggy Manouka

Email: AthensAdmissions@webster.edu
Tel: +302119905309/329
Mob: +306942444359
Web: www.webster.edu/gr