

# BUSINESS MANAGEMENT, BSM

**Degree:** Bachelor of Science in Management (BSM)  
**Major:** Business Management

## Program Overview

The business management major will ground students in the functional areas of business for career preparation across a broad spectrum of industries. Students will build a strong foundation in business management by taking required courses in economics, accounting, statistics, communication, leadership, marketing, and operations research and supply chain management.

As a business management major, students will build upon this foundation by selecting an area of concentration. The areas of concentration are:

- Healthcare Management
- Innovation and Entrepreneurship
- International Business
- Organizational Leadership
- Supply Chain Management

The flexibility of this major allows students to pursue a second concentration or add additional courses to support their career interests. Students also have the flexibility to participate in the Practicum Program.

For more information, review the Weatherhead School of Management website or contact Jim Hurley, Assistant Dean of Undergraduate and Integrated Study programs, at 216.368.3856.

## Learning Outcomes

- Students are competent analysts.
- Students are effective at quantitative reasoning.
- Students are effective communicators.
- As team members, students exhibit traits essential for high performing teams.
- Students are experienced in applying business knowledge and skills.

## Undergraduate Policies

For undergraduate policies and procedures, please review the Undergraduate Academics section of the General Bulletin.

## Accelerated Master's Programs

Undergraduate students may participate in accelerated programs toward graduate or professional degrees. For more information and details of the policies and procedures related to accelerated studies, please visit the Undergraduate Academics section of the General Bulletin.

## Program Requirements

Students seeking to complete this major and degree program must meet the general requirements for bachelor's degrees and the Unified General Education Requirements. Students completing this program as a secondary major while completing another undergraduate degree program do not need to satisfy the school-specific requirements associated with this major.

Students with questions about Weatherhead's majors, secondary majors or minors should consult a Weatherhead academic advisor.

## BSM Degree Requirements

The Bachelor of Science in Management requires a minimum total of 122 credit hours. The remaining credit hours to reach a minimum total of 122 may be fulfilled by courses taken for the Unified General Education Requirements, secondary majors and/or minors or by an assortment of classes. These may be Weatherhead or non-Weatherhead courses.

Code	Title	Hours
<b>Computational and Mathematical Sciences Requirements:</b>		
MATH 125	Math and Calculus Applications for Life, Managerial, and Social Sci I <sup>a</sup>	4
or MATH 121	Calculus for Science and Engineering I	
<i>Choose one of the following:</i>		3-4
DESN 210	Introduction to Programming for Business Applications	
CSDS 132	Programming in Java	
ENGR 131	Elementary Computer Programming	
MATH 122	Calculus for Science and Engineering II	
MATH 126	Math and Calculus Applications for Life, Managerial, and Social Sci II	
<b>Principles Requirements:</b>		
ACCT 100	Foundations of Accounting I <sup>b</sup>	3
ACCT 200	Foundations of Accounting II	3
ECON 102	Principles of Microeconomics	3
ECON 103	Principles of Macroeconomics	3
OPRE 207	Statistics for Business and Management Science I <sup>a</sup>	3
<b>Core Requirements:</b>		
BAFI 355	Corporate Finance	3
MGMT 201	Contemporary Business and Communication	3
MGMT 395	Advanced Seminar <sup>c</sup>	3
MIDS 301	Introduction to Information: A Systems and Design Approach	3
MKMR 201	Marketing Management	3
OPRE 301	Operations Research and Supply Chain Management <sup>a</sup>	3
ORBH 250	Leading People (LEAD I) <sup>a</sup>	3
ORBH 251	Leading Organizations (LEAD II)	3
PLCY 399	Business Policy	3
<b>Total Hours</b>		<b>49-50</b>

## Major Requirements <sup>d</sup>

Code	Title	Hours
<b>Analytics Course</b>		<b>3-4</b>
<i>Choose one of the following:</i>		

BAFI 361	Empirical Analysis in Finance	
ECON 326	Econometrics	
MKMR 310	Marketing Analytics	
Concentration Courses		9
WSOM Electives		6
<b>Total Hours</b>		<b>18-19</b>

- a Counts as a STEM Area Breadth Course for the Unified General Education Requirement.
- b Satisfies the Quantitative Reasoning requirement for the Unified General Education Requirement.
- c Taken three times.
- d A student who is also completing another WSOM major or secondary major may only apply two courses from that major towards the Business Management Major Requirements.

## Secondary Major in Business Management

A secondary major in Business Management requires completion of the 31-32 credit hours listed below and any prerequisites. Students seeking to complete a secondary major in Business Management should meet with a Weatherhead academic advisor as early as possible to properly plan course scheduling and sequencing (including prerequisites) and continue to consult regularly.

Code	Title	Hours
<b>Foundation Requirements:</b>		
ACCT 100	Foundations of Accounting I	3
ECON 102	Principles of Microeconomics	3
MATH 125	Math and Calculus Applications for Life, Managerial, and Social Sci I	4
or MATH 121	Calculus for Science and Engineering I	
OPRE 207	Statistics for Business and Management Science I	3
<b>Major Requirements:</b>		
<i>Choose one of the following:</i>		3-4
BAFI 361	Empirical Analysis in Finance	
ECON 326	Econometrics	
MKMR 310	Marketing Analytics	
Concentration Courses		9
Weatherhead Electives		6
<b>Total Hours</b>		<b>31-32</b>

## Dean's Approved Major Requirements

A student may consult with their advisor to develop a proposal for individualized study in an area of interest, subject to approval by the Weatherhead Undergraduate Executive Committee.

Code	Title	Hours
<b>Required Courses:</b>		
<i>Choose one of the following:</i>		3-4
BAFI 361	Empirical Analysis in Finance	
ECON 326	Econometrics	
MKMR 310	Marketing Analytics	
Major Courses <sup>a</sup>		15
<b>Total Hours</b>		<b>18-19</b>

- a Five courses around a common interest, selected in conjunction with a major advisor.

## Concentration Requirements

### Healthcare Management

Code	Title	Hours
<b>Required Courses:</b>		
ECON 378	Health Care Economics	3
<i>Choose two of the following:</i>		6
ECON 342	Public Finance	
HSMC 412	Lean Services Operations	
HSMC 420	Health Finance	
HSMC or WSOM course <sup>a</sup>		
<b>Total Hours</b>		<b>9</b>

- a Chosen in consultation with WSOM academic advisor.

### Innovation and Entrepreneurship <sup>a</sup>

Code	Title	Hours
<b>Required Courses:</b>		
ENTP 301	Entrepreneurial Strategy	3
<i>Choose two of the following:</i>		6
BLAW 331	Legal Environment of Management	
ECON 313	Experiential Entrepreneurship	
ECON 364	Economic Analysis of Business Strategies	
ECON 369	Economics of Technological Innovation and Entrepreneurship	
ENTP 310	Entrepreneurial Finance	
ENTP 311	New Venture Creation	
MKMR 312	Selling and Sales Management	
ORBH 380	Managing Negotiations	
<b>Total Hours</b>		<b>9</b>

- a Students completing an Innovation and Entrepreneurship concentration may not complete an Entrepreneurship minor.

## International Business

Code	Title	Hours
<b>Required Courses:</b>		
MGMT 315	International Management Institute <sup>a</sup>	3
<i>Choose two of the following:</i>		6
ECON 355	The Origins of the Modern Economy	
ECON 372	International Finance	
ECON 373	International Trade	
ECON 376	Inside Financial Crises	
ORBH 391	Leadership in Diversity and Inclusion: Towards a Globally Inclusive Workplace	
<b>Total Hours</b>		<b>9</b>

- a Students wishing to substituted a course from another study abroad experience must receive prior approval from a WSOM academic advisor.

**Organizational Leadership<sup>a</sup>**

Code	Title	Hours
<b>Choose three of the following:</b> 9		
ORBH 303	Developing Interpersonal Skills for Leading	
ORBH 310	The Art and Science of High-Functioning Teams	
ORBH 330	Quantum Leadership: Creating Value for You, Business, and the World	
ORBH 360	Independent Study	
ORBH 370	Navigating Gender in Organizations	
ORBH 380	Managing Negotiations	
ORBH 391	Leadership in Diversity and Inclusion: Towards a Globally Inclusive Workplace	

a Students completing an Organization Leadership concentration may not complete a Leadership minor.

**Supply Chain Management**

Code	Title	Hours
<b>Choose three of the following:</b> 9		
OPMT 350	Project Management	
OPMT 377A & OPMT 377B	Business Forecasting and Enterprise Resource Planning in the Supply Chain	
OPMT 422	Lean Operations	
OPMT 475	Global Supply Chain Logistics	
OPRE 332A & OPRE 332B	Spreadsheet and Business Process Simulation - I and Spreadsheet and Business Process Simulation - II	
OPMT 377A & OPRE 332A	Business Forecasting and Spreadsheet and Business Process Simulation - I	
<b>Total Hours</b>		<b>9</b>

**Secondary Major in Business Management**

A secondary major in Business Management requires completion of the 31-32 credit hours listed below and any prerequisites. Students seeking to complete a secondary major in Business Management should meet with a Weatherhead academic advisor as early as possible to properly plan course scheduling and sequencing (including prerequisites) and continue to consult regularly.

Code	Title	Hours
<b>Foundation Requirements</b>		
Required Courses:		
ACCT 100	Foundations of Accounting I	3
ECON 102	Principles of Microeconomics	3
MATH 125	Math and Calculus Applications for Life, Managerial, and Social Sci I	4
or MATH 121	Calculus for Science and Engineering I	
OPRE 207	Statistics for Business and Management Science I	3
<i>Subtotal</i>		<i>13</i>
<b>Major Requirements</b>		

<b>1. Concentration Courses</b>	<b>9</b>
Complete three courses from one of the concentrations.	
<b>2. Analytics Course</b>	<b>3-4</b>
Choose one of the following:	
BAFI 361	Empirical Analysis in Finance <sup>a</sup>
ECON 326	Econometrics <sup>b</sup>
MKMR 310	Marketing Analytics <sup>c</sup>
<b>3. Weatherhead Electives</b>	<b>6</b>
Complete two additional Weatherhead electives.	
<i>Subtotal</i>	<i>18-19</i>
<b>Total Hours</b>	<b>31-32</b>

**Footnotes**

- a Prerequisites: BAFI 355 and OPRE 207  
 b Prerequisites: ECON 102, ECON 103 and OPRE 207 (or STAT 243 or STAT 312)  
 c Prerequisites: MKMR 201 and OPRE 207

**Dean's Approved Major Requirements**

A student may consult with an advisor to develop a proposal for individualized study in an area of interest, subject to approval by the Weatherhead Undergraduate Executive Committee.

Code	Title	Hours
<b>1. Major Courses</b> 15		
Complete five courses around a common interest, selected in conjunction with a major advisor.		
<b>2. Analytics Course</b> 3-4		
Choose one of the following:		
BAFI 361	Empirical Analysis in Finance <sup>a</sup>	
ECON 326	Econometrics <sup>b</sup>	
MKMR 310	Marketing Analytics <sup>c</sup>	
<b>Total Hours</b>		<b>18-19</b>

**Footnotes**

- a Prerequisites: BAFI 355 and OPRE 207  
 b Prerequisites: ECON 102, ECON 103 and OPRE 207 (or STAT 243 or STAT 312)  
 c Prerequisites: MKMR 201 and OPRE 207

**Sample Plan of Study**

Business Management majors are advised to take ACCT 100 and MGMT 201 as early as possible and ORBH 250 and ORBH 251 in the second year.

<b>First Year</b>		<b>Hours</b>
<b>Fall</b>		
Academic Inquiry Seminar, Breadth, or Elective course <sup>a</sup>		3
MATH 125	Math and Calculus Applications for Life, Managerial, and Social Sci I	4
ACCT 100	Foundations of Accounting I	3

ECON 102	Principles of Microeconomics	3	Elective	3	
Elective		3			
<b>Hours</b>		<b>16</b>	<b>Hours</b>	<b>14</b>	
<b>Spring</b>					
Academic Inquiry Seminar, Breadth, or Elective course <sup>a</sup>		3	PLCY 399	Business Policy	3
ACCT 200	Foundations of Accounting II	3	MGMT 398	Action Learning	6
ECON 103	Principles of Macroeconomics	3	Elective		3
MGMT 201	Contemporary Business and Communication	3	Elective		3
Elective		3	<b>Hours</b>		<b>15</b>
<b>Hours</b>		<b>15</b>	<b>Total Hours</b>		<b>122</b>
<b>Second Year</b>					
<b>Fall</b>					
OPRE 207	Statistics for Business and Management Science I	3			
ORBH 250	Leading People (LEAD I)	3			
Breadth, or Elective course <sup>a</sup>		3			
Core Requirement		3			
Elective		3			
<b>Hours</b>		<b>15</b>			
<b>Spring</b>					
DESN 210	Introduction to Programming for Business Applications	3			
ORBH 251	Leading Organizations (LEAD II)	3			
Breadth, or Elective course <sup>a</sup>		3			
Core Requirement		3			
Elective		3			
<b>Hours</b>		<b>15</b>			
<b>Third Year</b>					
<b>Fall</b>					
BAFI 361	Empirical Analysis in Finance	3			
MGMT 395	Advanced Seminar <sup>a</sup>	1			
Breadth, or Elective course <sup>a</sup>		3			
Core Requirement		3			
Concentration Course		3			
Elective		3			
<b>Hours</b>		<b>16</b>			
<b>Spring</b>					
MGMT 395	Advanced Seminar <sup>a</sup>	1			
Breadth, or Elective course <sup>a</sup>		3			
Core Requirement		3			
Concentration Course		3			
WSOM Elective		3			
Elective		3			
<b>Hours</b>		<b>16</b>			
<b>Fourth Year</b>					
<b>Fall</b>					
MGMT 395	Advanced Seminar <sup>a</sup>	1			
Concentration Course		3			
WSOM Elective		3			
Elective		4			

a Unified General Education Requirement.